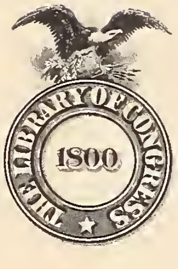

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V[illegible]44. NO. 1 NEW YORK, FRIDAY, JULY 1, 1938 TEN CENTS

Operators Who Locked Booths Win Jobs Back

Back Pay, Raises, Local 306 Pact Included

Six operators who went on a sit-down strike in five theatres of the United Long Island Theatres Corp. and barricaded themselves in the booths will be reinstated and the circuit will sign an agreement with Local 306, under an agreement reached yesterday.

The agreement brings to a close a fight which started with the sit-down last August and dragged through various stages in the State Labor Relations Board. A stipulation of settlement has been filed and the circuit's appeal in the Appellate Division will be dismissed.

The six operators are to return to their old jobs on Sunday and will receive an increase of 50 per cent over their wages at the time they left the circuit's employ. The agreement,

(Continued on page 3)

CBS 6-Month Total Put at $15,500,000

Preliminary estimates for January through June, 1938, show the CBS cumulative business total for the period to be well over $15,500,000, about five per cent better than the first six months of last year, and further ahead of any other half-year in the company's history.

New business, over and above renewal and resumption contracts, totals nearly $2,500,000 on CBS books now. According to CBS, the network within the past three weeks has signed contracts for future business representing a 175 per cent gain over the same period a year ago.

Kraft Renews Crosby Program for 1 Year

Kraft-Phenix Cheese Co., sponsors of the Kraft "Music Hall" with Bing Crosby and Bob Burns, has renewed the program for one year, starting July 28. The program is broadcast over an extensive NBC-Red network. J. Walter Thompson is the agency.

A renewal of the Bob Howard "Gliding Swing" program over WEAF has been placed with NBC

(Continued on page 9)

More Radio—P. 9

All the Fighting on Fight Pictures Isn't on Screen

Back not so long ago the stuff right off the boat or right out of the bathtub crossed state lines and found its way into the hands of retail dealers and the stomachs of the ultimate consumers. It was illegal, but it happened.

In those days—and in these, too—fight films cross state borders and find their way into exchanges and into theatres. This also is illegal, but it happens. The ultimate consumers see them and enjoy them, but the men who get them into theatres and get them out have their troubles.

It seems there's such a thing as "bicycling"; it also seems that making duplicate prints in laboratories here and there can be done, and is. It may be only a coincidence, but black eyes develop while fight films are still popular. Occasionally bandages appear. Quite frequently a husky fellow delivers the film to a theatre and stays there with it and collects in advance. Just as frequently exhibitors discover they are showing the wrong print and somebody lets them know with something less than Chesterfieldian gentility that they had better get rid of it, or else.

Circuits are not bothered. They get their prints and play them and return them to exchanges, but the subsequent runs who try to cut the clearance encounter odd difficulties.

In New York the copyright is good. Showing the films is legal in this state. It's also legal to export them to Canada and other countries, but crossing state lines is something else. There's no court protection.

At Denver the other day four film men were hailed into court and released in $500 bond for a hearing July 8 on charges of assault and battery. It is understood the film was hijacked and a duplicate made.

Louis and Schmeling settled their little argument in two minutes, four seconds. Before the gross is tallied on the film record of their encounter the Marquis of Queensbury rules will have been discarded for catch-as-catch-can style in many widely scattered places.

Burkhardt Feted by Providence Friends

PROVIDENCE, June 30.—Associates and friends of Howard C. Burkhardt, retiring manager of Loew's State, who leaves this week for Washington to assume direction of the Capitol Theatre there, gathered this noon in the Biltmore Hotel at a testimonial luncheon in honor of the departing executive. Mr. Burkhardt was presented a traveling bag.

Among those present were Mayor James E. Dunne, former Mayor Joseph E. Gaynor, Judge James E. Dooley, H. M. Addison, Edward M.

(Continued on page 3)

Portland Theatres Told to Stop B. N.

PORTLAND, June 30.—District Attorney James R. Bain today notified 20 Portland suburban theatres that they must cease violating the state's lottery statute by holding Bank Night.

Adding coals to the fire, the Hamrick-Evergreen circuit last night inaugurated Bank Night at its large east side suburban Oriental Theatre and planned another tonight at its leading suburban, the Hollywood.

Since 1933 Portland houses have had a gentleman's agreement that they would not use Bank Night or any

(Continued on page 3)

The Holdover Record

The following tabulation indicates the leading pictures currently playing in the first run houses of the 23 key cities reporting to MOTION PICTURE DAILY *on box-office results. Recorded are the number of those cities in which each listed film has played, the total gross for its showings therein to date, and the total number of weeks of holdover in those situations each has had. The films are listed alphabetically.*

Picture	No. of Cities	Gross	Holdovers
Adventures of Marco Polo	*22*	*$670,150*	*24*
Crime School	*16*	*275,680*	*7*
Cocoanut Grove	*21*	*230,750*	*6*
Dr. Rhythm	*23*	*357,950*	*13*
Holiday	*20*	*366,550*	*14*
Kentucky Moonshine	*22*	*302,796*	*15*
Vivacious Lady	*23*	*473,550*	*14*
Yellow Jack	*19*	*223,600*	*6*

Conciliators May Disregard Legal Opinion

Importance Overshadows Trust Law Fear

The usually conservative attitude toward conciliation and related industry matters displayed by the legal representatives of the major film companies is expected to be encountered in the development of new plans for industry cooperation, but the attitude is expected to receive scant attention.

It is felt in many quarters that whereas the attorneys generally have taken the stand that such plans as are expected to be given consideration may subject the companies to charges of violating the Federal antitrust regulations, in this instance, with the exhibition interests of the country cooperating in the movement, there would be little danger of such construction put on the action by major distributors. It is believed that

(Continued on page 3)

'Goodbye' Ends Week With $33,500 Gross

"Always Goodbye" grossed $33,500 at the Roxy in the week ended last night.

"Under Western Stars," first Roy Rogers western, garnered $7,200 at the Criterion. A similar take was netted by "Gun Law" and the Louis-Schmeling fight films at the Rialto.

"Rose of the Rio Grande" will start at the Criterion July 8, following the current attraction, "A Farewell to Arms," Paramount reissue.

Ampa Awards Lunch To Be Held July 14

Results in Ampa's annual advertising awards will be announced at a luncheon which has been set for July 14 in the Sert Room of the Waldorf-Astoria.

The committee has made plans for the affair upon the completion of the balloting by the exhibitor judges. The companies who will receive the trophies will not be made known until the luncheon.

No Paper Monday

Motion Picture Daily **will not be published Monday, Independence Day.**

My Word!

By Irene Kuhn

◆ Travelers returning from Paris bring news of preparations there of great political significance. The French Government has spent $7,000,000 on decorations for the visit on July 14 of the King and Queen of England. Lalique fountains of exquisite beauty and various other important and impressive trimmings mark the boulevards and squares of Paris. If Mussolini could put on a show for Hitler, the French are going one better for their allies across the Channel.

◆ One of the nicest, most touching of the show-must-go-on stories comes from London. Noel Coward, long-time friend of Peggy Wood, wrote "Operette" especially for her and put a large share of his own money into the John C. Wilson production in London. Miss Wood, frantic over the cabled news that her husband, John V. A. Weaver, could not recover, played through two weeks of daily messages which told he was getting worse all the time. The show had not been doing very well up to this time, and Coward, out of sympathy for Miss Wood, wanted to close it.

◆ However, simultaneously with receipt of the hopeless message about Weaver's condition, two weeks before his death, business began to pick up. Miss Wood, theatre-wise, insisted on the show's remaining open so that Wilson and Coward could get their money out of the production, even make a profit, because they had helped her when she needed it. She played brilliantly night after night. As the cables came in telling her Johnny was a little worse, she rose to new heights. More and more the show took hold.

◆ Americans came into town and went first thing. It was a sellout. The night that Weaver died was the best night the show had had since opening. Old-timers said Miss Wood knew Johnny was dying and played as she never had before, although her heart was breaking. All London is applauding her courageous heart and those who know the story have a new respect for Coward.

◆ Mrs. Walt Disney wears two charm bracelets, both anniversary gifts from her husband commemorating not only their successful marriage but the success of his ideas. One bracelet dangles French enamel and gold charms of Mickey, Minnie, Donald, the three little pigs and the wolf, and other Disney characters. The second is a Snow White and seven dwarfs dingle-dangle. The little figures are exact replicas, in color, of the characters, exquisite in workmanship and design.

◆ Feed-Bag Dept.—Lunching at "21"—Jock Whitney and one; Orson Welles and Marc Blitzstein; Former Secretary of War Pat Hurley; Phil Reisman of RKO, Ralph Rolan, also of RKO. At the Tavern—Charley Bonn and Bill Garman, with Lowell Calvert of Selznick International.

Warners Lose Move In "Adeline" Suit

N. Y. Supreme Court Justice Peter Schmuck yesterday overruled the objections made by M. Witmark & Sons, Inc., Warner Bros. Pictures, Inc. and Warner Bros. Production Corp. to the cross interrogatories filed by Harry Armstrong and Richard H. Gerard, composers of the song, "Sweet Adeline," and plaintiffs in a $250,000 damage suit against Warner Bros. and M. Witmark & Sons.

The cross interrogatories will be used by the plaintiffs in an examination before trial of F. Hugh Herbert, Erwin Gelsey, Jerome Kern, Oscar Hammerstein, II, Hal Wallis and Mervyn LeRoy in Los Angeles.

The plaintiffs have brought suit claiming that the film, "Sweet Adeline," plagiarized their song of the same name.

Orders Loach Testimony

T. P. Loach, vice-president and secretary of Pathe Film Corp., was ordered yesterday by N. Y. Supreme Court Justice Peter Schmuck to submit to an examination before trial on the application of John F. O'Keefe, who is suing for $5,940 on an alleged judgment recovered against Pathe Studios, Inc., in California.

O'Keefe charged that Pathe Exchange controlled Pathe Studios and that it effected a transfer of all the assets of Pathe Studios to RKO "in fraud of creditors." He seeks an adjudication with Pathe Films as successor to Pathe Exchange as equally responsible with Pathe Studios for the payment of the judgment.

Bernhard Relief Prober

Gov. A. Harry Moore of New Jersey has appointed Joseph Bernhard, general manager of Warner theatres, chairman of the Commission on Relief and Taxation. The commission will act for those on the relief roles, seeking to assure them first choice for jobs on WPA projects.

Cameraman Found Dead

HOLLYWOOD, June 30. — King D. Gray, part-time cameraman employed last week by Universal, today was found shot to death in his automobile parked outside the Hollywood Post Office. He was married, the father of two children. Police are working on the case.

◂ Purely Personal ▸

ROGER FERRI, editor of *Dynamo,* 20th Century-Fox publication, will leave tonight for Chicago where he will meet JAMES P. O'LOGHLIN, Canadian district manager and Kent Drive leader. They will proceed to Los Angeles to start branch meetings on the drive.

•

MURRAY SILVERSTONE, executive head of United Artists, will leave England on Wednesday on the *Normandie,* to make his permanent headquarters in New York, where he is scheduled to arrive on July 11.

•

WESLEY RUGGLES, Paramount director, will leave tomorrow on the *Nieuw Amsterdam* for a three-month vacation in Europe. CLAUDE BINYON, who writes the films MR. RUGGLES makes, is visiting here.

•

KARL HOBLITZELLE, Paramount theatre partner in Texas, and MRS. HOBLITZELLE will sail tonight on the *Rex* for an extended European vacation.

•

ALINE MACMAHON, who is appearing in "Away from It All" at the Rockridge, Carmel, will leave next week for the coast.

•

ALBERT WARNER left yesterday for a Fourth of July respite that will keep him from his office until Thursday.

•

GEORGE W. WEEKS, Monogram sales manager, has reached Los Angeles on his tour of exchanges.

•

HERMAN WOBBER, 20th Century-Fox distribution head, is due to return Sunday from the coast.

•

RUTH MORROW of the G.B. publicity staff started her vacation yesterday.

•

JAMES and MRS. FITZPATRICK will return Monday on the *Queen Mary.*

•

WALT DISNEY will leave tonight on the Century en route to the coast.

•

BUDD ROGERS will spend the Fourth of July weekend at Lake George.

•

N. Y. Reviewers Have Mixed 'Tropic Holiday' Reactions

New York daily newspaper critics viewed "Tropic Holiday" with mixed reactions. Excerpts from their reviews follow.

Herald-Tribune— . . . The arena scenes have a pace and a flavor which are wanting in the rest of the film.

Journal American— . . . An amiable little warm-weather entertainment (highlighted by) melodious Mexican music and a burlesque bullfight.

Mirror—Most beautifully mounted and tastefully produced of the recent Paramount musicals. . . . Robust entertainment. . . . Delightful.

News—Its appeal is to the young and giddy. . . . One grand comedy sequence. . . . The direction is smooth.

Post—Dorothy Lamour, Ray Milland, Martha Raye all give the picture standard affects.

Sun— . . . Designed as summer entertainment, light, undramatic and pleasing to eye and ear . . . technically perfect.

Times— . . . Intermittently deals with amusing high-jinks, but these lighter zones are few and far between.

World-Telegram— . . . Paying customers rolled in the aisles (when) Miss Raye impersonates a bullfighter . . . provokes a certain amount of good old fashioned merriment.

Republic in 10-Year Photophone Deal

Republic Pictures, which has been using RCA Photophone equipment on a rental basis for many years, has signed a 10-year sound recording license agreement with RCA Photophone. The deal includes the installation of high fidelity sound recording, re-recording and reproducing equipment on the Republic lot.

Four mobile ultra-violet light recording systems in four new streamlined trucks will be installed, according to Harry L. Sommerer, RCA Photophone head. Each truck may be used for studio or location work. Several reproducing systems will be installed in the review room, music department and the like.

To Remake Pathe Short

The six Turnesa brothers, professional golfers, will leave on the *Monarch of Bermuda* tomorrow for Bermuda to make a short for Pathe. The short, titled "Brother Golfers," was made in Westchester, but was discarded because of lack of scenic background. The remake will be at the Mid-Ocean Club at Tucker's Town. Joe Walsh, director, and a crew consisting of Harry Smith, Richard Hertell and Clarence Ellis will accompany the golfers.

"Jungle Book" to Korda

Alexander Korda has purchased film rights to Rudyard Kipling's "Jungle Book," the local office of United Artists was informed by cable yesterday. It is the story of a boy who, brought up in the jungle by wolves, learns to talk with the various animals and reptiles. Unusual technical devices are being prepared to provide the sound track.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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Operators Who Locked Booths Win Jobs Back

(Continued from page 1)

negotiated with Joseph D. Basson, president of Local 306, also provides that on Nov. 1 a new agreement will be signed granting another 50 per cent increase, which, according to the union, will bring the theatres' scales up to the level of other similar houses.

Though the Appellate Division ordered the circuit to pay the total amount of back salaries, amounting to $4,000, this was compromised at $2,000, to be paid in 40 weekly installments of $10 per projectionist, starting Oct. 1.

On June 6 the circuit asked for a stay of the enforcement decree given by Judge S. I. Rosenman. The labor board agreed to a stay provided the circuit would post $10,000 bond. This was refused and the settlement thereupon was negotiated.

The case was the first in the local industry to come before the labor board for adjudication and is regarded as setting a precedent. The theatres involved, operated by the Interboro Circuit, are the Island, Hollis; St. Albans and Linden, St. Albans, the Laurelton and Little Neck.

Members of the Empire State union have been employed in the theatres since the Local 306 men struck 10 months ago. The operators to be reinstated are Fred Metzger, John McGrath, Thomas Bennett, Lloyd Ford, Franklin Royal and Edmund Balsdon.

Jenkins Back in Seattle

SEATTLE, June 30.—Frank Jenkins has returned to this city as manager of the Montlake, foreign film house in the Herbert Rosener circuit.

Wall Street

Stocks Have Light Slump

	Open	High	Low	Close	Net Change
Col.	13⅞	14	13¾	13⅞	+ ¼
Col. pfd....	33	33	33	33	.....
Cons.	1⅜	1½	1⅜	1½	+ ⅛
Cons. pfd...	7⅛	7½	7	7	— ¼
E. K.	174	174	169	169½	— ½
E. K. pfd...	166	166	166	166	+1
G. T. E....	14¼	14½	13⅝	13⅝	— ⅛
Loew	52⅝	52⅝	49⅝	49⅝	—1⅞
Para.	11	11	10⅜	10½	— ¼
Para. 1.....	96	96	94	95	— ½
Para. 2.....	11½	11¾	11½	11½	.....
Pathe	5⅜	5⅜	5⅛	5⅛	— ⅛
RKO	2½	2½	2⅜	2⅜	— ⅛
20th Fox ..	24⅜	24⅜	22¾	23⅜	— ¾
W. B.	6½	6⅝	6¼	6¼	— ⅛
W. B. pfd.	35¼	35¼	35	35	.....

Curb Continues Rise

	Open	High	Low	Close	Net Change
G. N.	⅜	7/16	⅜	7/16	+1/16
Monogram	2⅜	2½	2⅜	2½	+ ⅛
Sonotone ..	1⅝	1¾	1⅝	1¾	+ ⅛
Tech.	23⅞	24	23⅛	23¼	— ½
Trans-Lux	2¼	2¼	2¼	2¼	.....
Univ. Corp.	3	3	3	3	+ ¼

Bonds Close Higher

	High	Low	Close	Net Change
Keith 6s 46.......	87	87	87	+1
Loew 3½s '46....	100	99¾	99¾	— ¼
Para. B'way 3s '55	61	61	61	— ½
Para. Pict. 6s '55	94	93¾	93¾	+ ¼
Para. Pict. '47....	77	76	77	+2
RKO 6s '41.......	67⅛	66½	66½	+ ½
W. B. 6s '39......	75	74	74	—1

(Quotations at close of June 30)

Hollywood Preview

"Meridian 7-1212"

(20th Century-Fox)

HOLLYWOOD, June 30.—"Meridian 7-1212" is the initial picture in the "Roving Reporter" series. In theme, it follows an established idea. Melodrama, romance and comedy are the standby ingredients. It is the story of a newspaper man who turns detective to solve a crime. While mystery and suspense have their place in the general scheme, a couple of novel twists have been inserted to give the film a degree of difference. Although there is considerable dialogue and a lot of comic gagging, there is no lack of action and several times the film attained a point of excitement that had the preview crowd sitting on the seat edges.

The principal new features introduced are the facts that the title is the number New Yorkers dial when they wish the correct time and in this instance the murderer contrives to have it serve as his alibi. The girl who helps the reporter solve the mystery is a bill collector by avocation.

With framed circumstantial evidence putting Robert Kellard on the spot for a murder he did not commit, thus bringing sorrow to his phone operator sweetheart, Jean Rogers, who announces the time, Michael Whelan, accompanied by his cameraman stooge, Chick Chandler, leaps into the case with the idea of righting a wrong, showing up the cops and trapping the real killer. Shortly he has Gloria Stuart on his neck attempting to collect a bill, but he quickly wheedles her into helping him. Chasing a complicated chain of clews, Whelan eliminates Douglas Fowley, gangster, from suspicion, saves Lester Matthews, a banker, who had a motive for killing the girl, and in the climax leads the police to the murderer, Peter Lynn. Thereafter there is time for romance with Miss Stuart.

The film is generally well acted. Though some of the gagging is repititious, the melodramatic mystery content has a fresh quality. Jerry Cady adapted from Irving Reis' original story and H. Bruce Humberstone directed.

Running time, 60 minutes. "G."

(Additional Reviews on Page 7.)

Burkhardt Feted by Providence Friends

(Continued from page 1)

Fay, James T. Fay, Bernard E. Fay, Garrett Byrnes, John Hawkins, Thomas Meehan, William Spragg, Martin Toohey, William Brown, Sidney Kane, Abe Spitz, Edward Reed, Archibald Wilverman, Antonio Romano, Sam Kaufman, Albert J. Clarke, Morris Druker, Abraham Lipson, Ralph E. Snyder, David Falk, John Carroll, Herbert Allard, Dave Hochreich and Edward McBride, who succeeds Mr. Burkhardt as manager of the State.

Shirley Honored at Chicago

CHICAGO, June 30.—Industry members to the number of 125 today paid tribute to Sam Shirley, retiring M-G-M executive, at a testimonial luncheon at the Blackstone Hotel.

The speakers included Edward Saunders, Robert Workman and Clyde Eckhardt. Present also were M-G-M branch managers from Milwaukee, Indianapolis and Minneapolis, John Friedl of Minneapolis and Barrett Kiesling of Hollywood. Mr. Workman presented a gift from the M-G-M exchange employes in his territory to Mr. Shirley, and Mr. Eckhardt presented to both Mr. and Mrs. Shirley wrist watches from their Chicago friends. Laudatory telegrams were received from Nicholas M. Schenck, Tom Connors, William Scully and others.

Aglietti to Remodel

SAN FRANCISCO, June 30.—Paul Aglietti, who recently purchased the 400-seat Roxie in Sacramento from Louis Frederici, will remodel at a cost of about $20,000.

Portland Theatres Told to Stop B. N.

(Continued from page 1)

other form of game, but the past six months have seen its revival. Hamrick-Evergreen has been practically forced to use Bank Night for its own protection.

Mr. Bain is expected to start a test case immediately if giveaways in their various forms do not stop here.

Bank Night Licensed

ALLIANCE, O., June 30.—The City Council has passed an ordinance imposing a license of $7.50 per week on each theatre using Bank Night and an assessment of 10 per cent on the winner. Three theatres operated by Tri-Theatres, Inc., are affected.

Set Canada "Sheik" Deal

Columbia Pictures of Canada, Ltd., will distribute "Son of the Sheik" throughout Canada, including Newfoundland, in accordance with a deal signed yesterday with Emil Jensen, president of Artcinema Associates, Inc.

Australian distribution rights for the same film have been purchased by Stuart Doyle.

ITOA Warns on Tieups

The I.T.O.A. has issued a warning to member theatres to be careful in signing for merchant tieup schemes. It is charged that "fast talking salesmen" are operating and that the tieups fail to work out as represented, creating ill feeling among patrons and neighborhood merchants. A number of theatres have recently participated in a bicycle giveaway stunt.

Conciliators May Disregard Legal Opinion

(Continued from page 1)

in view of the accepted fact that the conciliation plans under way are obviously in the interest of betterment of the entire industry, there would be no question of violations of statutes.

Sidney R. Kent, president of 20th Century-Fox and chairman of the distributor committee just formed to proceed with conciliation plans, once remarked that if anything constructive were to be done, it would have to be without the services of the attorneys. He referred to their rigidly conservative attitude.

Indicative of the reactions of attorneys on the matter is the opinion of Tryree Dillard, who was counsel for the NRA film code administration, and who, since the invalidation of the NRA, has been a member of Loew's legal staff, in charge of adjudicating exhibitor contractual matters.

M-G-M Ready, Says Dillard

Mr. Dillard pointed out that M-G-M executives are ready and willing to adopt a conciliation program, but so far no formula has been found which, in the opinion of attorneys, will protect the company against lawsuits by aggrieved exhibitors.

The danger, said Mr. Dillard, arises from the fact that if company representatives serving on a board act concertedly in any matter, the complainant, if he feels the decision has injured him, may go to court with a conspiracy suit. At least, that is the advice of interested counsel and the point which has not yet been answered to their satisfaction.

"Since the NRA was held unconstitutional by the Supreme Court three years ago, the industry has been seeking a formula which would solve many of the problems which constantly need adjudication," Mr. Dillard declared.

Small Exhibitors Complainants

The majority of the complaints come from small exhibitors whose business means little to a major company but who, collectively, may influence the course of legislation through their local Congressmen, Mr. Dillard pointed out. It is this type of grievance which the industry seeks to avoid, he added.

He also pointed out that the two major causes of complaints are not within the distributors' power to remedy. These are overbuying and unfair clearance, which, Mr. Dillard said, are both exhibition practices and can be remedied by the exhibitors concerned. With regard to clearance and zoning, it is Mr. Dillard's belief that if a board should set up a plan which in its operation imposes a hardship on any exhibitor, he might attempt to find a solution through a lawsuit with possible conspiracy implications.

Vickerey Is Promoted

PITTSBURGH, June 30. — Chester Vickerey has just been named assistant to Michael J. Cullen, managing director of Loew's Penn.

Milwaukee Shortage Aids Revival Spread

Milwaukee, June 30.—Shortage of product and poor business are current headaches of local exhibitors. As a result of the former, reissues have put in their appearance with Fox's Palace, first run house, currently dualing "The Count of Monte Cristo" and "I Cover the Waterfront," and the Riverside showing "Son of the Sheik" with its regular vaudeville show.

Rumblings of further requests for a cut from the projectionists are heard with various houses reported having issued ultimatums to the union that unless they receive relief within the next two weeks they will close.

Indications are that there will be more closings in this area this summer than last. Fox is operating its Grace and Riviera on weekends only. Reports are that other neighborhood houses may be conducted on similarly curtailed schedules or blacked entirely until fall.

Conn. MPTO Plans August Golf Tourney

New Haven, June 30.—The Connecticut M.P.T.O. is planning a third annual industry golf tournament at Racebrook Country Club Aug. 2. Although details have not yet been arranged, a committee consisting of the following exhibitors, exchange men and allied industries' representatives has been appointed: Lou Anger, Leo Bonoff, Harold Eskin, B. E. Hoffman, Irving C. Jacocks, Jr., Adolph G. Johnson, Edward G. Levy, Arthur Lockwood, Sam Rosen, Harry F. Shaw, Max Tabackman, William Vuono, Robert Cobe, Morris Joseph, Abe Mattes, Morris Nunes, Barney Pitkin, Edward Ruff, Philip Sherman, Ben Simon, Lester Tobias, Lou Wechsler and N. C. Wrisley.

Tickets at $5 will include luncheon, dinner, and golf, as well as non-golfers' activities, with prizes for all.

Thomas Dixon Busy On New Film Story

Charlotte, June 30. — Thomas Dixon, author of "The Clansman," upon which the "Birth of a Nation" was built, is working on a new full-length sound version of the famous picture.

Dixon, who is serving as clerk of the Federal Court for the Eastern District of North Carolina, is completing "The Flaming Sword," a sequel to "The Clansman" and "The Leopard's Spots." He is now editing the copy in his office at Raleigh.

To Mr. Dixon, the New Deal is anathema, but after his fire and brimstone campaign in behalf of Alf Landon for president, he received an appointment under Judge I. M. Meekins, a holdover from Republican days, to be clerk of the Eastern District Federal Court.

Breck Fagin in New Job

Kansas City, June 30.—Breck Fagin, who formerly was manager of the Uptown, Royal and other theatres here, has been named assistant manager of the Electric, Kansas City, Kan., under Jack Truitt. Mr. Fagin has been manager of the Capitol at Grand Island, Neb., for a year or two, and has handled publicity for Tri-State theatres there.

The Newsreel Parade

Movietone News

Vol. 20, No. 84

(20th Century-Fox)

War is graphically pictured in the opening clip of this reel, with Japanese naval vessels shelling Anking from the Yangtze River, planes bombing the city, a landing party disembarking at night, and parts of the city aflame as Japanese troops advance over open country and through the streets.

Real interest and entertainment is to be found in the race on the Sacramento River between a new and an old river steamer. A group of American sailors disembark to see the sights of Paris, and in Cincinnati mothers stage a child-calling contest. The latest bathing suit styles occupy the fashion footage, and a group of Army bombers wing their way high above Mt. Lassen in the west.

Lew Lehr has verbal fun at the expense of the world's tiniest man, seen in a boardwalk chair and on the beach. The Massachusetts race in which War Admiral lost badly to Menow, and an exhibition of American Olympic diving champions hold the sporting spotlight and complete a good reel. Running time, 10 mins. A.

News of the Day

Vol. 9, No. 282

(M-G-M)

A pictorial method of presenting important news is employed in the opening sequence. The news is the current flare in England concerning the bombing of English ships off Spain, presumably by Italian planes for Franco. The method is a verbal description of the situation, with pictures of Prime Minister Chamberlain, ex-Prime Minister Lloyd George, the signing of the Anglo-Italian pact recently, threats at Gibraltar, Premier Mussolini, and the recent bombing exhibition in Italy.

The entertaining race between old and new river steamers on the Sacramento River is well pictured, the aged Civil War veterans are seen converging on Gettysburg, prospective life guards compete for posts in Chicago, shots of a U. S. Army bombing squadron flying over Mt. Lassen offer beautiful mountain scenery, and Crown Prince Gustav Adolph of Sweden speaks briefly in faultless English.

The sporting division pictures the annual college crew race at Poughkeepsie, and the Suffolk Downs race in which War Admiral is soundly beaten by Menow. Running time, 10 mins. A.

Paramount News

Issue No. 95

(Paramount)

Youth opens this reel, age closes it. The mighty navy crew clipping 14-3/5 seconds from the four-mile record, ends Western supremacy in the Intercollegiate Regatta on the Hudson at Poughkeepsie. New York City, playing host to 15,000 educators in convention here, shows gigantic exhibits of modern school crafts.

Names and events in the headlines pick up Crown Prince Gustaf Adolf of Sweden, en route to a New York hospital; Aunt Sarah Stevens, born in slavery in 1807, making claims in her native Georgia to title of oldest person in the United States; and men in the New Mexico mountains seeking trace of lost Chicago heir Medill McCormick.

Menow's eight-length victory at Suffolk Downs and Sir Hubert Wilkins' announcement from New York of his contemplated trip under polar ice in a submarine bring the reel up to its last clip. At Gettysburg for the last time are survivors of the Blue and the Grey of the Civil War gathered together on the battlefield of 75 years ago. Running time, 9 mins. I. K.

RKO Pathe News

Vol. 9, No. 99

(RKO)

John Montague's performance on the links with a baseball bat, a shovel and a rake instead of the conventional golf irons will create plenty of stir among the devotees of the game. This clip is perhaps the high spot of the issue.

The topics include: Search for John Medill McCormick in the Sandia Mountains; Sweden's Crown Prince Gustav Adolf rushed to a New York hospital while his son acts for him in the Tercentenary celebration; Mussolini's Bersaglieri, crack regiment, celebrates its 100th anniversary with some fancy gymnastics; a 34-mile surf board race at Catalina Island; greyhounds chasing a live rabbit in Australia; interiors of the palatial Bermuda-New York airliners in flight; Menow winning the $50,000 handicap at Suffolk Downs racetrack. Running time, 8½ mins. F.

Universal Newsreel

Vol. 10, No. 680

(Universal)

Veterans of the blue and gray Armies in tents at Gettysburg are shown in the opening clip of this reel. The activity of some of these men 75 years after the historic battle is amazing. It's a fine human interest number.

The son of the Crown Prince of Sweden is an attractive individual. He is shown leaving the *Kungsholm* and participating in other exercises observing the 300th anniversary of the landing of the Swedes in Delaware. A new 16-inch coast defense gun is shown under construction. An Argentine training ship arrives at New Orleans. Some shots of new hats are presented.

Considerable fast movement is included in the four other subjects—the Poughkeepsie regatta, a track meet at Evanston, Ill., a steamboat race on the Sacramento River, and Menow winning the Massachusetts handicap at Suffolk Downs. Running time, 9 mins. J.

Dickinson, Jr., a Lawyer

Kansas City, June 30.—Glen W. Dickinson, Jr., son of the head of the Dickinson circuit, has been admitted to the bar in Kansas and is now associated with the circuit, managing the theatres in Manhattan, Kan., and supervising those in Herington, Junction City, Great Bend, Ellsworth, and Beloit, Kan. He will also act as counsel for the company.

Canada Drive Opened For Reduced Rentals

Toronto, June 30.—The latest move on the part of the Independent Theatres Association of Ontario is to launch a campaign for reduced film rentals for the coming season, the agitation having been started prior to the signing of contracts for 1938-'39 product by independent exhibitors. The reason advanced by Harold secretary of the association, is that general falling off in business justifies a demand for lowered cost of film for next year.

"Bad box-office due to general conditions cannot be remedied by us," declared Mr. Kay in a statement on the subject, in which he called on exhibitors to work together for mutual protection. "We should be in a position to get price reductions on pictures for next year's product. There have been drastic cuts in production cost Much of the product now being delivered is below the expected and advertised standard. Distributors are seeking to make an iron-clad contract even more rigid through alteration of certain clauses where small glimmerings of exhibitor rights still exist."

Courses at Nebraska Presented by Coope

Lincoln, June 30.—Two fellow ships, each amounting to $500 eac year, have been presented to the Uni versity of Nebraska by J. H. Coope in the form of a $25,000 endowmen in honor of two former business me here who were his friends.

One is named after the late Joh E. Miller, department store owne and is for the college of business a ministration, and the other for th late Charles Stuart, owner of th Stuart (Cooper's deluxe house), an is in agriculture.

Both men served until their recen deaths on the board of trustees fo Cooper's Foundation for underpriv ileged children which he set up her several years ago and which is ex pected to grow to $1,000,000.

Mr. Cooper has houses in Nebrask Colorado, and Oklahoma.

Sioux Center Has No Use for Film Hous

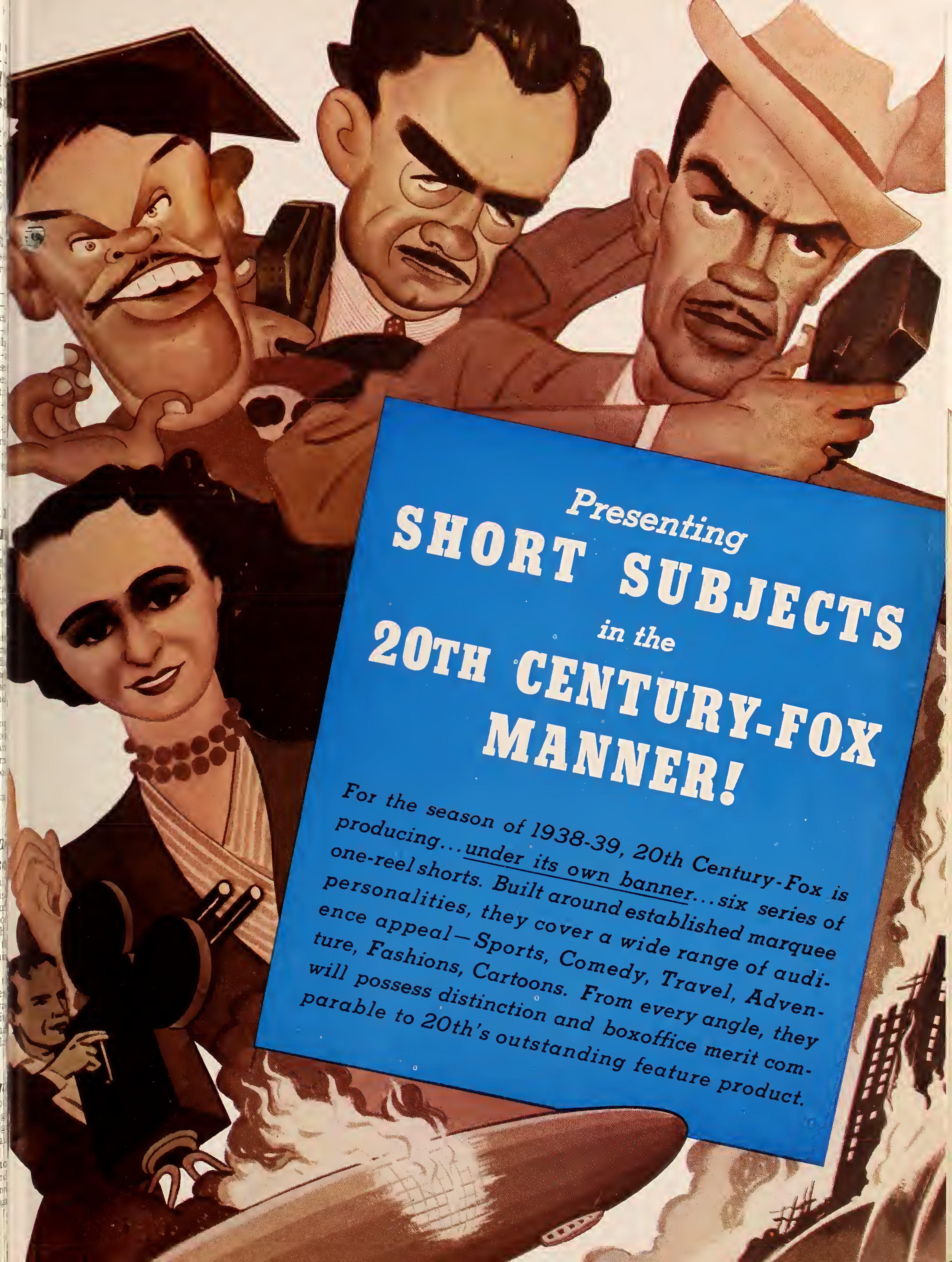
Sioux Center, Ia., June 30.—Th city polled the largest vote in the hi tory of the city when the questio "Shall the town license a theatre movie house" was submitted to th voters. The vote was 429 opposed 343 for, so Sioux Center will rema a town without films.

Garrett Wanscheer had proposed build a $15,000 film house if the que tion had carried. The proposition w voted down two years ago. The ci claims to be the largest in the sta without a film house, with a popul tion of 1,650.

To Build at High Poir

High Point, N. C., June 30.—Co tractors have been authorized to forward with the construction of Hi Point's new theatre on South Ma St.

The bulding, which is to be erect for North Carolina Theatres, In will cost $85,000. This figure does n include equipment and furnishing The total cost of the theatre will in excess of $100,000.



Presenting SHORT SUBJECTS in the 20TH CENTURY-FOX MANNER!

For the season of 1938-39, 20th Century-Fox is producing... under its own banner... six series of one-reel shorts. Built around established marquee personalities, they cover a wide range of audience appeal—Sports, Comedy, Travel, Adventure, Fashions, Cartoons. From every angle, they will possess distinction and boxoffice merit comparable to 20th's outstanding feature product.

These are the 20TH CENTURY-FOX SHORTS!

6 Lowell Thomas' MAGIC CARPET OF MOVIETONE*

The foremost radio and screen commentator of the day thrillingly transmits the dramatic impact and import of modern events. *Narrated by Lowell Thomas.*

6 Lew Lehr's KINDERGARTEN*

The man whose mastery of nit-wittery has made him one of the top radio and screen comedy attractions goes completely ga-ga in his screwball classroom. *Edited and Narrated by Lew Lehr.*

4 Vyvyan Donner's FASHION FORECASTS* (in TECHNICOLOR)

Today's outstanding exponent of showmanship in style . . . revue-creator, fashion authority . . . presents the seasons' modes. Smartly staged . . . gorgeous models. Just try to keep the men away. *Edited by Vyvyan Donner.*

4 ADVENTURES OF A NEWSREEL CAMERAMAN*

Thrills that thrill as only the real thing can. An instantaneous hit with all audiences. And getting bigger . . . and bigger. *Narrated by Lew Lehr. Edited by Russell Shields.*

6 Ed Thorgersen's SPORTS PREVIEW*

Vivid arresting highlights of each sports season. Vitalized by the No. 1 radio and screen commentator in his field. A new, dramatic photographic technique. *Narrated by Ed Thorgersen.*

26 TERRYTOONS

Terrytoons hit for the top spot. Enlarged studios . . . new creative talent . . . and among many other innovations ***at least six in Technicolor!*** *Produced by Paul Terry.*

**Truman Talley,* Vice-President and Producer

Give Your Patrons the Best Show Available—
MAKE YOUR PROGRAM 100% 20th CENTURY-FOX!

20th CENTURY-FOX
THE KEYSTONE OF YOUR FUTURE

"Blockade" Is Hit at Frisco With $12,500

San Francisco, June 30.—Aided [illegible] a ballyhoo campaign tying in with the Spanish Civil War, "Blockade" cracked a few records for the year at the United Artists. The gross was $12,500, over par by $5,500, and the picture will be held for a run.

A revival of Rudolph Valentino's films was disappointing. "The Sheik" pulled only $3,000 with "To the Victor" at the St. Francis, and "Son of the Sheik," with "Highway Patrol," at the Orpheum was only slightly better with $3,800.

Total first run business was $68,300. Average is $87,800.

Estimated takings:

Week Ending June 21:

"EVERYBODY'S DOING IT" (RKO)
GOLDEN GATE—(2,850), 35c-40c-55c, 7 days. Stage: Vaudeville. **Gross:** $10,700. (Average, $16,000)

"THE SHEIK" (Para.)
"TO THE VICTOR" (G. B.)
ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c, 7 days. **Gross:** $3,000. (Average, $7,000)

Week Ending June 22:

"TOY WIFE" (M-G-M)
"STOLEN HEAVEN" (Para.)
PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days, 2nd week. **Gross:** $8,000. (Average, $13,000)

"BLOCKADE" (U. A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-55c-65c, 7 days. **Gross:** $12,500. (Average, $7,000)

"CRIME SCHOOL" (W. B.)
"SWISS MISS" (M-G-M)
FOX—(5,000). 15c-35c-40c-55c-75c, 7 days. **Gross:** $16,000. (Average, $17,000)

"SON OF THE SHEIK" (Plunkett)
"HIGHWAY PATROL" (Col.)
ORPHEUM—(2,440), 15c-35c-40c-55c, 7 days. **Gross:** $3,800. (Average, $8,500)

Week Ending June 23:

"GOLD DIGGERS IN PARIS" (W. B.)
"BELOVED BRAT" (W. B.)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days. **Gross:** $10,000. (Average, $13,000)

"MISSING WITNESS" (W. B.)
"ROMANCE ON THE RUN" (Republic)
EMBASSY—(1,400), 25c-30c-40c, 7 days. **Gross:** $3,500. (Average, $5,000)

Week Ending June 24:

"LAILA" (Nordisk)
CLAY—(400), 15c-35c-40c, 7 days. **Gross:** $800. (Average, $1,300)

"Blind Mice" Dual Omaha's Winner

Omaha, June 30.—"Three Blind Mice," on a dual with "Sinners in Paradise," turned in the only profitable gross of the week here. The $5,500 take was par for the Omaha.

The other two first runs were in a bad way. A racing meet and outdoor competition kept grosses down.

Total first run business was $15,200. Average is $16,700.

Estimated takings:

Week Ending June 22:

"WOMEN ARE LIKE THAT" (F. N.)
"SAINT IN NEW YORK" (RKO)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. **Gross:** $3,200. (Average, $4,000)

"THREE BLIND MICE" (20th-Fox)
"SINNERS IN PARADISE" (Univ.)
OMAHA—(2,200), 25c-40c, 7 days. **Gross:** $5,500. (Average, $5,500)

Week Ending June 23:

"JOSETTE" (20th-Fox)
"DANGEROUS TO KNOW" (Para.)
ORPHEUM—(3,000), 25c-40c, 7 days. **Gross:** $6,500. (Average, $7,200)

New York Previews

"Prison Farm"

(Paramount)

While the cast boasts no outstanding screen names and the story, in the main, is rather grim and production detail, in several instances, realistically accentuates the brutality of prison life, "Prison Farm" is, nevertheless, an interesting picture. It is capably directed by Louis King and played to the hilt of its spirit by Shirley Ross, Lloyd Nolan, John Howard, J. Carroll Naish, Esther Dale, Porter Hall, May Boley, Marjorie Main, Anna Q. Nilsson and John Hart. As melodrama carries the brunt of the action, there is comparatively little that savors of lightness or gayety, but well constructed romance balances the heaviness.

The main plot follows the career of a girl who has gotten into police difficulties unwittingly. Happiness seems to lie ahead for Miss Ross as she elopes with Nolan, unaware that he is a murdering robber. Following a fight with Naish, who attempts to force himself on the girl, Nolan accepts a six-month prison farm sentence for assault rather than have his finger prints taken. Miss Ross is similarly sentenced as an accomplice. Hard labor is her lot and, though Nolan tries to buy his way out, he is continually the victim of guard Naish's vengeance. As prison doctor, Howard, becomes sympathetically interested in the girl, the flaming enmity between Nolan and Naish culminates in the former's wounding during an attempted break. Prior to dying, Nolan clears Miss Ross of any complicity in his crimes. As she leaves the prison, Howard resigns to be with her. The film has a strongly melodramatic quality.

Running time, 65 minutes. "A."

"Riders of the Black Hills"

(Republic)

There is no dearth of the type of western action that audiences desire in this account of the further adventures of The Three Mesquiteers. Bob Livingston, Ray Corrigan and Max Terhune are cast in the sort of roles they fit and the story upon which much riding, shooting, joking and scrapping hangs is an interesting tale.

When Black Lightning, a thoroughbred race horse, is kidnapped the trio is arrested for having an animal that resembles it. They are locked up in Sheriff Roscoe Ates' jail. Ann Evers, niece of Maude Eburn, the nag's owner, comes for the animal and the boys face a jail term. Terhune manages a humorous escape and they set about to clear themselves. Pursuing this end they are ultimately absolved of the crime and, learning of Miss Eburn's philanthropic bent, they lend their aid. Mesquite, their horse, is entered in a race and wins. The kidnappers of Black Lightning decide to play their hand threatening to tell of the ringer. The required ransom is delivered and the criminals fall into the Mesquiteers' hands after an exciting bit of equine pursuit. The prize money goes to a children's hospital and Livingston, the most romantic of the trio, is still single at the conclusion. There are a few loose ends to the yarn which are left hanging when the plot has run out, but they can be overlooked.

The performances measure up satisfactorily. Camera work is William Nobles' usual first-rate job. George Sherman directed.

Running time, 55 minutes. "G."

"South Riding"

(Korda-United Artists)

This film, produced by Alexander Korda's London Film under the hand of Victor Saville, is typically an English story, at least insofar as content, setting and people are concerned. That being the case, and in view of the pronounced English cast, it is possible that the exhibitor will be under the necessity of bearing that in mind in selling the film.

"South Riding," which is the fictitious name of a small, agricultural English county, tells a human story, but tells it much in the fashion of its people, slowly, with a tendency to "plod its homeward way." Only toward the conclusion does the pace perceptibly quicken. The performances are capable, headed by those of Edna Best, who may be known in this country; Robert Carne and Edmund Gwenn.

The exhibitor in this case might better offer for the attention of patrons the film's story, since the title will mean but little to the average American who has not read the novel by Winifred Holtby from which the film is taken, and the players' names are not too familiar on this side.

As adapted by Ian Dalrymple, the story comes close to being a series of character sketches. As a matter of fact, the screen credits call the picture "a landscape." Typically English is the background about which the tale of the individual members of the County Council is told, each with his actions reflecting the person, and centering about the new school head and the master of the county's estate.

Running time, 84 minutes. "G."

Charles S. Aaronson

"Mice" Takes Top Honors On the Coast

Los Angeles, June 30.—"Three Blind Mice," dualled with "Woman Against Woman," turned in good grosses at two houses—the Chinese and Loew's State. At the former the $13,452 take was $952 over the normal line and at the latter the $15,170 gross was up by $1,170.

The only other attraction to get into the profit column was "Gold Diggers in Paris" which grossed $14,500 at Warners' Hollywood and $12,300 at Warners' Downtown.

Total first run business was $89,641. Average is $90,950.

Estimated takings for the week ending June 29:

"THREE BLIND MICE" (20th-Fox)
"WOMAN AGAINST WOMAN" (M-G-M)
CHINESE—(2,500), 30c-75c, 7 days. **Gross:** $13,452. (Average, $12,500)

"MOONLIGHT SONATA"
(Pall Mall-U.A.)
ESQUIRE—(900), 40c-55c, 7 days. **Gross:** $1,500. (Average, $2,500)

"WE'RE GOING TO BE RICH" (20th-Fox)
"GAIETY GIRLS" (U.A.)
4 STAR—(900), 40c-55c, 7 days. **Gross:** $3,119. (Average, $3,250)

"INTERMEZZO" (Swedish)
GRAND—(750), 35c-40c, 7 days. **Gross:** $1,200. (Average, $1,200)

"THE DEVIL'S PARTY" (Univ.)
"GO CHASE YOURSELF" (RKO)
HILLSTREET—(2,700), 30c-65c, 7 days. **Gross:** $6,200. (Average, $6,500)

"THREE BLIND MICE" (20th-Fox)
"WOMAN AGAINST WOMAN" (M-G-M)
LOEW'S STATE—(2,500), 30c-75c, 7 days. **Gross:** $15,170. (Average, $14,000)

"THE DEVIL'S PARTY" (Univ.)
"GO CHASE YOURSELF" (RKO)
PANTAGES — (3,000), 30c-65c, 7 days. **Gross:** $5,200. (Average, $7,000)

"BIRTH OF A BABY" (Special)
PARAMOUNT—(3,595), 30c-65c, 7 days. Stage show. **Gross:** $17,000. (Average, $18,000)

"GOLD DIGGERS IN PARIS" (W.B.)
"SONS OF THE PLAINS" (Technicolor)
WARNER BROS. (HOLLYWOOD) — (3,000), 30c-65c, 7 days. **Gross:** $14,500. (Average, $14,000)

"GOLD DIGGERS IN PARIS" (W.B.)
"SONS OF THE PLAINS" (Technicolor)
WARNER BROS. (DOWNTOWN) — (3,400), 30c-65c, 7 days. **Gross:** $12,300. (Average, $12,000)

"Gold Diggers" Is Best in Milwaukee

Milwaukee, June 30.—Winner in a dull week was "Gold Diggers in Paris" and "Over the Wall" with a $6,300 gross at the Warner.

"Three Blind Mice" and "One Wild Night" collected $8,000 at Fox's Wisconsin in eight days.

Total first run business was $26,300. Average is $26,500.

Estimated takings for the week ending June 23:

"COUNT OF MONTE CRISTO" (U. A.)
"I COVER THE WATERFRONT" (U. A.)
PALACE—(2,400), 35c-50c, 8 days. **Gross:** $4,200. (Average, $5,000)

"SON OF THE SHEIK" (A. A.)
RIVERSIDE—(2,300), 25c-30c, 7 days. Stage: Hi-Hat Hilarities. **Gross:** $4,000. (Average, $5,000)

"JOSETTE" (20th-Fox)
"KIDNAPPED" (20th-Fox)
STRAND—(1,400), 35c-50c, 8 days. **Gross:** $3,800. (Average, $4,500)

"GOLD DIGGERS IN PARIS" (W. B.)
"OVER THE WALL" (W. B.)
WARNERS—(2,400), 35c-50c, 7 days. **Gross:** $6,300. (Average, $5,000)

"THREE BLIND MICE" (20th-Fox)
"ONE WILD NIGHT" (20th-Fox)
WISCONSIN—(3,200), 35c-50c, 8 days. **Gross:** $8,000. (Average, $8,000)

"Torchy" Gets $6,500, Best Seattle Take

Seattle, June 30.—"Torchy Blane in Panama," with Blackstone, the Magician, on the stage at the Palomar, beat out the competition of night baseball and a carnival by getting $6,500. This was $2,000 over normal. "Crime School" and "Goodbye Broadway" was the only other combination to get into the money. The take at the Orpheum was $6,600, up by $600.

Total first run business was $34,750. Average is $36,500.

Estimated takings for the week ending June 24:

"THREE COMRADES" (M-G-M)
"RASCALS" (20th-Fox)
BLUE MOUSE—(950), 30c-40c-55c, 7 days, 2nd week, extended run from Fifth Avenue. **Gross:** $2,950. (Average, $4,000)

"THE TOY WIFE" (M-G-M)
"HOLD THAT KISS" (M-G-M)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. **Gross:** $6,400. (Average, $7,000)

"HOLIDAY" (Col.)
LIBERTY—(1,800), 20c-30c-40c-55c, 7 days, 4th week. **Gross:** $3,950. Average, $5,000)

"ADVENTURES OF ROBIN HOOD" (F. N.)
MUSIC BOX—(960), 30c-40c-55c, 7 days. 4th week, extended run from Fifth Avenue. **Gross:** $2,700. (Average, $4,000)

"CRIME SCHOOL" (W. B.)
"GOODBYE BROADWAY" (Univ.)
ORPHEUM—(2,450), 30c-40c, 7 days. **Gross:** $6,600. (Average, $6,000)

"TORCHY BLANE IN PANAMA" (F. N.)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Stage: Blackstone, the Magician. **Gross:** $6,500. (Average, $4,500)

"BLOCKADE" (U. A.)
"LITTLE MISS THOROUGHBRED" (W. B.)
PARAMOUNT—(3,050), 30c-40c, 7 days. **Gross:** $5,650. (Average, $6,000)

Both New and Old Weak at New Haven

New Haven, June 30.—Business remained generally off, and reissues and new product both fell far short of par. "Gold Diggers in Paris" and "Beloved Brat" took $3,200, under by $1,500 for the Roger Sherman. "Toy Wife" and "Three Blind Mice" grossed $6,000, under by $2,000. Both the Paramount and College had reissue programs. The former, with "Dr. Jekyll and Mr. Hyde," garnered $2,400, short of the usual by $2,100; while "Count of Monte Cristo" and "I Cover the Waterfront" at the College totalled $1,300, $1,500 below the line. Graduation activities diverted much business.

Total first run business was $12,900. Average is $20,000.

Estimated takings for the week ending June 24:

"COUNT OF MONTE CRISTO" (U. A.)
"I COVER THE WATERFRONT" (U. A.)
COLLEGE—(1,499), 25c-35c, 7 days. Gross: $1,300. (Average, $1,800)

"THE TOY WIFE" (M-G-M)
"THREE BLIND MICE" (20th-Fox)
LOEW-POLI—(3,040), 35c-50c, 7 days. **Gross:** $6,000. (Average, $8,000)

"DR. JEKYLL AND MR. HYDE" (Para.)
"SKY DEVILS" (U. A.)
PARAMOUNT—(2,348), 35c-50c, 7 days. **Gross:** $2,400, (Average, $4,500)

"GOLDDIGGERS IN PARIS" (W. B.)
"BELOVED BRAT" (W. B.)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. **Gross:** $3,200. (Average, $4,700)

Out Hollywood Way

Hollywood, June 30.—Signing of Lew Ayres to a term contract at M-G-M has forced the actor out of the cast of Paramount's "Touchdown, Army," and Robert Cummings has replaced him. . . . Jean Parker gets the romantic feminine lead in Paramount's "The Arkansas Traveler."

"In Old Mexico" will be the release title of Harry Sherman's Hopalong Cassidy, formerly known as "Return of the Fox" . . . John E. Burch, for 12 years with RKO and one year with Paramount, has been signed as production manager for Edward Small productions . . . Jack Fier, supervising production of the Columbia serial, "The Spider," material for which has been taken from lead stories appearing in *The Spider* magazine, a weekly detective story publication, has assigned Basil Dickey, George Plympton, Robert Kent, Charles Condon and Marty Rawson to write the script.

+

Casting—Sons of the Pioneers, local radio troupe, will appear in "West of Sante Fe," Charles Starrett western at Columbia . . . Joan Fontaine has been assigned the feminine lead in RKO's "Gunga Din" . . . Joan Marsh in Columbia's "Lady Lawyer" . . . Dan Borzage, brother of Director Frank Borzage, in Goldwyn's "The Lady and the Cowboy" . . . James Stephenson in "Return of Doctor X," Warners . . . Rex O'Malley, stage actor and director, in Paramount's "Zaza."

+

Writers—Don Hartman will work with Ken Englund on the script of "Follow the Sun," Paramount vehicle for Bing Crosby . . . Robert Rosson is working on the script of "Heart of the North," and Anthony Coldeway on "Haunted Bridge," third of the Nancy Drew series, at Warners.

+

Directors—William Nigh will direct Monogram's "The Girl From Nowhere," with Anne Nagel in the lead.

"Holiday" Is Washington's $5,200 Lead

Washington, June 30.—"Holiday," playing a return engagement at the Metropolitan, turned in the best gross of the week, $5,200. This was $750 over normal.

"The Rage of Paris" was the only other attraction to get into the money. It took a par $10,000 at RKO Keith's.

Total first run business was $56,200. Average is $66,580.

Estimated takings, exclusive of tax:

Week Ending June 23:

"BLOCKADE" (U. A.)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Paul Draper and Chester Hale's 24 dancing Texas Comets. **Gross:** $15,000. (Average, $18,075)

"CRIME SCHOOL" (W. B.)
EARLE—(2,218), 25c-66c, 7 days. Stage: Gene Krupa and his orchestra. **Gross:** $15,000. (Average, $17,000)

"HOLIDAY" (Col.)
METROPOLITAN — (1,591), 25c-40c, 7 days, return engagement. **Gross:** $5,200. (Average, $4,450)

"THREE COMRADES" (M-G-M)
LOEW'S PALACE—(2,370), 25c-55c, 7 days, 2nd week. **Gross:** $7,000. (Average, $12,650)

"THE RAGE OF PARIS" (Univ.)
RKO KEITH'S—(1,836), 25c-40c, 7 days. **Gross:** $10,000. (Average, $10,000)

"DR. RHYTHM" (Para.)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days, return engagement. **Gross:** $4,000. (Average, $4,325)

Rosener to Take Two

San Francisco, June 30.—Herbert Rosener Co., operating four foreign language theatres in major Pacific coast cities, has leased the Nob Hill Theatre, Portland, effective Aug. 1, and will take over Cleveland's City Theatre, Sept. 1, on an operating agreement. The expansion is an outgrowth of a deal with Jean Lennauer of New York's Filmarte to show the latter's films in all Rosenor houses.

"Birth" Gets $11,300, Top Detroit Gross

Detroit, June 30. — "Birth of a Baby" grossed $11,300 at the Adams. Normal for this house is $5,000.

"Josette," helped by Olsen and Johnson on the stage, turned in $21,000 at the Fox, but none of the other first runs got into the profit column.

Total first run business was $56,600. Average is $55,000.

Estimated takings for the week ending June 9:

"BIRTH OF A BABY" (Special)
ADAMS — (1,770), 30c-40c-55c, 7 days. **Gross:** $11,300. (Average, $5,000)

"JOSETTE" (20th-Fox)
FOX—(5,100), 15c-65c, 7 days. Stage: Olsen and Johnson revue. **Gross:** $21,000. (Average, $20,000)

"DAVID COPPERFIELD" (M-G-M) (Reissue)
"TREASURE ISLAND" (M-G-M) (Reissue)
MADISON—(2,000), 15c-65c, 7 days. Stage show. **Gross:** $4,300. (Average, $5,000)

"THREE COMRADES" (M-G-M)
MICHIGAN — (4,100), 15c-65c, 7 days. **Gross:** $15,400. (Average, $20,000)

"VIVACIOUS LADY" (RKO)
STATE—(3,000), 10c-40c, 7 days. **Gross:** $4,600. (Average, $5,000)

Gutenberg Open 4 Nights

Milwaukee, June 30.—As a result of his controversy with the local projectionists' union, A. C. Gutenberg is running his Grand only Friday, Saturday, Sunday and Monday evenings of each week. Gutenberg continues to operate his own machine. Trouble which had been brewing between the exhibitor and union for some weeks came to a head when Gutenberg refused to pay Class 4 wages, claiming he is entitled to Class 5 rating because of his seating capacity, which is on a par or less than that of 17 houses recognized by the union as Class 5 houses.

"Holiday" Is $18,000 Win, Philadelphia

Philadelphia, June 30. — "Holiday" was the week's winner. It ov[illegible]came a heat wave to click $18,000 [illegible] the Boyd and was held a second week.

The Earle's stage and screen setup of Sammy Kaye's orchestra and "Little Miss Thoroughbred" turned in a good $17,000. "Three Blind Mice" hit a fair $14,000 at the Fox and "Three Comrades" held up with $12,500 for its second Stanley week.

Total first run business was $74,450. Average is $73,400.

Estimated takings for the week ending June 23:

"RASCALS" (20th-Fox)
"COLLEGE SWING" (Para.)
ARCADIA—(600), 25c-40c-55c, 3 days each. **Gross:** $600, 2nd gross: $550. (Average, 7 days, $2,800)

"HOLIDAY" (Col.)
BOYD—(2,400), 40c-55c,65c, 7 days. **Gross:** $18,000. (Average, $14,000)

"LITTLE MISS THOROUGHBRED" (W. B.)
EARLE—(2,000), 25c-40c-55c, 6 days. Stage: Sammy Kaye and orchestra; Crane Sisters, Shea and Raymond. **Gross:** $17,000. (Average, $14,000)

"THREE BLIND MICE" (20th-Fox)
FOX—(3,000), 40c-55c-65c, 7 days. **Gross:** $14,000. (Average, $14,000)

"TOY WIFE" (M-G-M) (2nd run)
KARLTON—(1,000), 25c-40c-55c, 7 days. **Gross:** $3,500. (Average, $4,000)

"GOLD DIGGERS IN PARIS" (W. B.) (2nd run)
KEITH'S—(2,000), 37c-48c-55c, 7 days. **Gross:** $3,300. (Average, $4,000)

"THREE COMRADES" (M-G-M)
STANLEY—(3,700), 40c-55c-65c, 7 days, 2nd week. **Gross:** $12,500. (Average, $14,000)

"GANGS OF NEW YORK" (Republic)
STANTON—(1,700), 30c-40c-55c, 7 days. **Gross:** $5,000. (Average, $7,000)

"Comrades" Good as Montreal Swelters

Montreal, June 30.—"Three Comrades" survived the heat attack and registered $9,500 at the Palace as against par of $11,000.

"Blockade," heading a double bill at the Capitol, was good for $7,500 as compared with $9,500 average, while "Josette" collected $5,500 at the Princess as against average of $7,000.

Total first run business was $25,000. Average is $32,500.

Estimated takings for the week ending June 25:

"BLOCKADE" (U.A.)
"ONE WILD NIGHT" (Republic)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $7,500. (Average, $9,500)

"JERICHO" (British)
"THE SKY'S THE LIMIT" (British)
ORPHEUM—(919), 25c-35c-50c, 7 days. **Gross:** $2,500. (Average, $5,000)

"THREE COMRADES" (M-G-M)
PALACE — (2,600), 25c-35c-40c-50c-65c, 7 days. **Gross:** $9,500. (Average, $11,000)

"JOSETTE" (20th-Fox)
"MR. MOTO'S GAMBLE" (20th-Fox)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. **Gross:** $5,500. (Average, $7,000)

Drop Adorno Lease Case

Middletown, Conn., June 30.—The lease case of Sal Adorno vs. Warner Theatres has been dropped from the Superior Court docket here, subject to reinstatement, under Section 191 of the Practice Act which orders the docket cleared at this time of cases pending more than two years.

Around the Country

Hollywood

"The Radio Bureau of Missing Persons," formerly heard on KEHE, has been moved over to KFWB by its writer-producer, Robert Dillon. The California Radio System is taking the programs, done in conjunction with the Missing Persons Bureau of the local police department. . . . Jose Iturbi, Lotte Lehmann, Dalies Frantz and Joseph Bentonelli have signed through W. Arthur Rush of Columbia Management for appearances on Kraft's "Music Hall" in the future. . . . Martin Gosch, CBS director, is in Hollywood to record four new programs, and plans to remain a month. . . . Rosellan Callahan of the CBS New York publicity department, is in town.

✚

Canadian Roundup

MONTREAL—CBC's powerful CBF here carried President Roosevelt's address before the National Congress of Education Thursday . . . This city is now to play host to the CBC "Everybody's Hour," which leaves its Quebec City headquarters to carry on from here. Gilbert Dariesse still leads the orchestra . . . Richard Manning, tenor, former Montreal newspaperman, will star on a national network soon in Woodland Sketches; he'll make his first air stab at grand opera.

Halifax—Radio stars from two continents attending the International Rotary Conference here will go on the national hookup July 6. Headliners are Kathryn Beach, soprano, Chicago, and Irene Ballesteros, Puerto Rico. Joe Reis, educational director for Crosley Radio Corp., will be emcee.

Prescott—A bell, memorial to a century of peace along the border, will be unveiled at Fort Wellington here today. CBC will air the event. Congressman Bertram Snell, legation officials and New York legislators will represent the U. S.. Prescott, Ark., and Prescott, Ariz., will send goodwill delegates.

Ottawa—On Confederation Day, today, Canada will hear Vincent Massey, high commissioner from Canada in London, over the national network. The corporation will pick up the program from BBC at 7:20 P.M. E.D.S.T. CBF Montreal will carry it later that evening.

Mutual to Air Golf

The Mutual network, through arrangement with BBC, will broadcast the play of the British Open Golf Championships, July 7 and 8, from England. There will be four broadcasts in all, two each day.

WHN, Hotel in Deal

WHN has completed a deal with the Hotel Edison management whereby the "Broadway Melody Hour" program will emanate from the Sun Room of the hotel. The room will accommodate 600 persons.

CBS Sets Plan for New Farm Forum

The CBS program department has completed plans for an elaborate new farm forum. The forum will include three different presentations, "The Farmer Takes the Mike," "R.F.D. No. 1," and the "Four Corners Theatre." While the programs have been planned for rural listeners, the programs have been so designed as to have an appeal also for urban listeners.

"The Farmer Takes the Mike" will start July 17, and Sundays thereafter from 4 to 4:30 P.M. The broadcasts will originate from various cities throughout the country where CBS stations are located, and farmers will air their problems before juries of country editors, educators and local farm authorities. "R.F.D. No. 1," featuring Irene Beasley, and designed for farm women, will start July 4, from 12:15 to 12:30 P.M. Mondays through Fridays. "Four Corners Theatre," consisting of rural dramas, will start July 19, and Tuesdays thereafter from 8 to 8:30 P.M.

Kraft Renews Crosby Program for 1 Year

(*Continued from page 1*)

by the same agency. The renewal is for 13 weeks. The Howard broadcasts follow immediately after the Kraft "Music Hall." The J. B. Williams Shaving Cream Co. sponsors.

J. B. Williams will be represented with another show on NBC, over the coast-to-coast Blue, beginning July 4, when "True or False" bows in from 10 to 10:30 P. M.

"First Nighter" to Shift

Substantiating long current reports, "The First Nighter," a dramatic series heard for many years over NBC, will shift over to CBS for a year's run starting September 2. It will be heard from 8 to 8:30 P.M. Fridays and will originate out of WBBM, Chicago. The production will utilize 50 CBS stations. Aubrey, Moore & Wallace is the agency.

Willard Alexander Wed

Willard Alexander, vice-president of the Music Corp. of America, and the person generally credited with bringing about the present swing craze, will be married today to Peggy Kane, of Dallas, Tex., a non-professional, by Justice Ferdinand Pecora.

Plan New CBS Program

East & Dumpke will inaugurate a new sustaining series over CBS titled "Meet the Champ," an audience participation show. The presentations are to be heard from 9 to 9:30 P. M., Wednesdays.

Lewis in Agency Post

Tom Lewis has been appointed radio production supervisor for Young & Rubicam here. Mr. Lewis joined the agency in February, 1937, coming from WTAM, Cleveland, where he had been program director.

Close for Newscasts

PHILADELPHIA, June 30.—Greystone Wines, through the J. M. Korn agency, have signed a 13-week contract with WCAU for five-minute Transradio newscasts.

King of Swing

Benny Goodman was declared "king of swing" by Martin Block last night when Block broadcast the results of the "King of Swing" competition, conducted by WNEW. Sixteen swing orchestras were included in the competition.

Larry Clinton's, Tommy Dorsey's and Chick Webb's orchestras survived to the semi-finals with Goodman. More than 60,000 votes were cast in the three weeks of the competition.

WMCA Closes Deal With Paris Station

WMCA has completed arrangements for the interchange of programs between America and Paris through a mutual broadcasting tieup between the New York station and Radio Cité, Paris. First of the programs to be exchanged will be WMCA's "Gangplank" broadcasts in which passengers on the *Queen Mary* and *Normandie* are interviewed, and the weekly meetings of the American Club, in Paris.

Recordings of the "Gangplank" interviews are to be made in French immediately following their airing here, and will be shipped to Paris for broadcasting there. Bernard Musnik, representative of Radio Cité in America, will handle the French recordings. Similarly, broadcasts of the American Club in Paris will be transcribed by Radio Cité and mailed by return boat to WMCA.

Further plans for exchanges will be worked out by Donald Flamm, president of WMCA, when he visits Paris in the fall.

Wrigley's New CBS To Start On July 10

"The Laugh Liner" is the title of a new program for the Wrigley Co., which will start July 10 on CBS over 65 stations. The program will be broadcast from 6:30 to 7 P. M., E.D.S.T., Sundays, and will originate in Chicago. Billy House will be starred, Jack Fulton will be the vocalist, and Carl Hohengarten's orchestra will provide the music. The comedy series will be written by Hugh Wedlock and Howard Snyder.

It is also understood that the Campana Sales Corp. will revive the "Grand Hotel" program for the fall on CBS. Campana's "First Nighter" moves from NBC to CBS in September.

Heidt Group to Tour

The Horace Heidt orchestra, broadcasting over NBC for the Alemite Corp., will leave on a summer tour following the broadcast of July 17. The orchestra and entertainers will be heard throughout the summer each Sunday at 10 P.M. from cities where they are filling theatre engagements. The first will come from Akron, July 24.

To Manage Soprano

Ben K. Pratt, executive associate of Harris & Steele, has signed Frances Verdi, coloraturo-soprano, to a five-year personal management contract.

Insurance Firm to Sponsor News Show

"Five Star Final," on WMCA, radio's oldest news dramatization, has been sold to the North American Accident Insurance Co. for an indefinite period over the full Inter-City network, with repeat broadcasts on WDEL, Wilmington, and WPRO, Providence. The agency on the account is the Franklin Bruck Advertising Corp.

Additional new business on WMCA is a series of 26 religious talks by Rev. Donald Gray Barnhouse of the American Bible Conference Association, beginning Oct. 23 for a half-hour weekly. WIP in Philadelphia will feed the talks to WMCA. Contracts for announcements for the Charles Marchand Co. and for the Railway Express Agency are in hand.

The "Good Will Hour," sponsored by Ironized Yeast over WMCA and the Inter-City network, and over WOR, CKLW and WGN, of the Mutual network, has been renewed for a year through Ruthrauff & Ryan.

Talk Compromise on Pittsburgh's Music

PITTSBURGH, June 30.—The proposal of Local 60, Musicians' Union, to make night clubs pay their musicians extra for radio broadcasts will be dropped, officers have announced, if all of the Pittsburgh cafes agree to employ local bands at least six months out of the year.

At present, five big dance places use out-of-town orchestra exclusively. They have tentatively said, it is reported, that they would use Pittsburgh outfits four months instead of six providing the William Penn hotel is also included in the arrangement. So far the William Penn management has turned a deaf ear to the offer. The radio ban is at present set to go into effect today.

Hope Is Signed by Pepsodent for Show

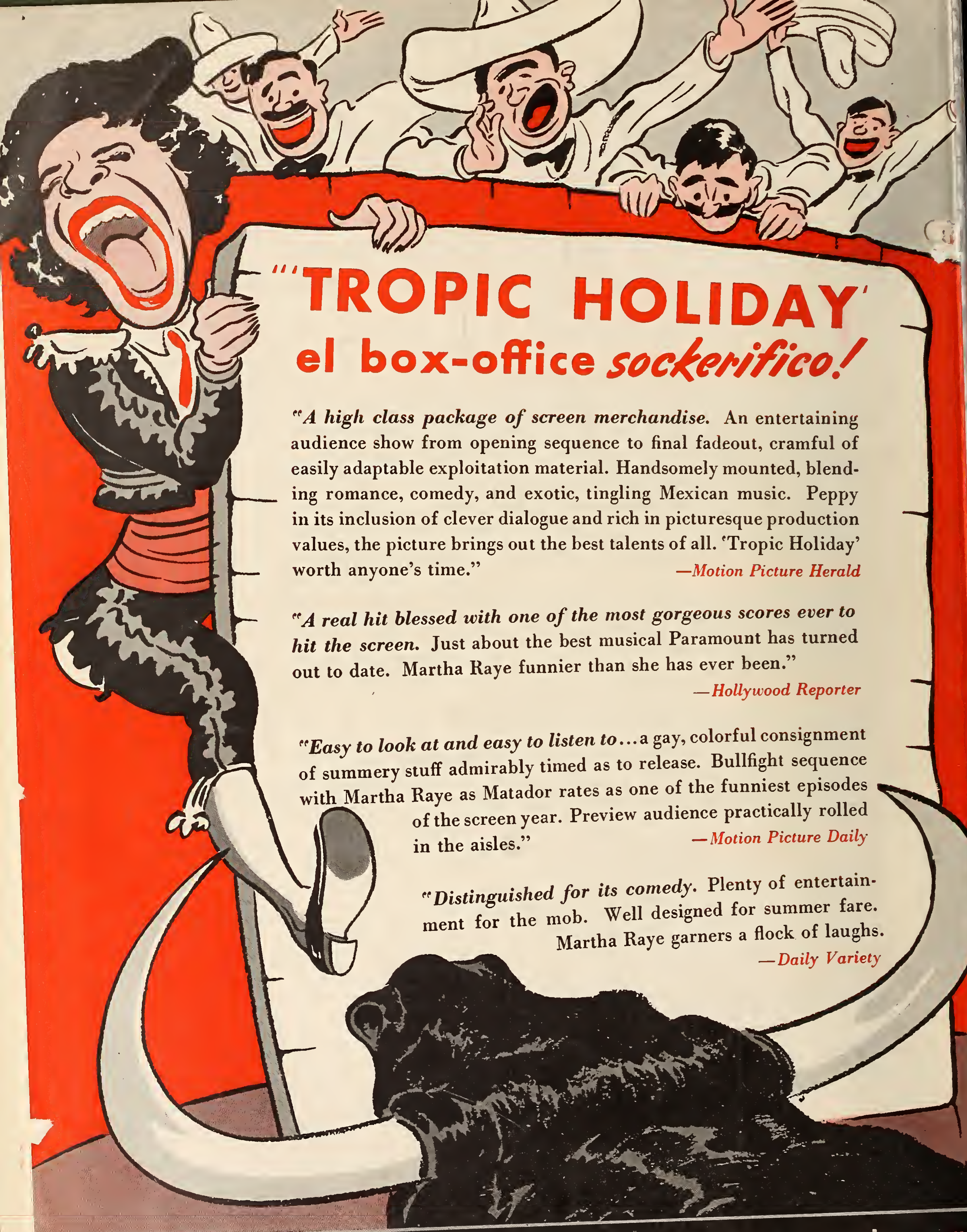
Pepsodent has signed Bob Hope to head a new variety series on the NBC-Red, starting the first Tuesday in September. The program will be broadcast at 7 P.M., New York time, and will originate in Hollywood. Vocalist and orchestra still are to be selected. A guest star policy will be employed, with the guests primarily screen players. Lord & Thomas is the agency.

Tom McAvity, production head of the agency, who is now in New York with Hope, will return to the coast within the next two weeks to begin production plans for the new series.

Fischell Is Named Executive of WMCA

Dick Fischell, special events director of WMCA, has been appointed to the station's sales department as account executive. His new duties will include both the sale of current sustaining features and new programs which are scheduled for the fall. He will continue his daily sports program.

With the change, the special events department will be absorbed by the publicity department, of which Leon Goldstein is head. Assisting Mr. Goldstein in the joint setup will be Hal Janis of the news department.



"'TROPIC HOLIDAY' el box-office *sockerifico!*

"*A high class package of screen merchandise.* An entertaining audience show from opening sequence to final fadeout, cramful of easily adaptable exploitation material. Handsomely mounted, blending romance, comedy, and exotic, tingling Mexican music. Peppy in its inclusion of clever dialogue and rich in picturesque production values, the picture brings out the best talents of all. 'Tropic Holiday' worth anyone's time." *—Motion Picture Herald*

"*A real hit blessed with one of the most gorgeous scores ever to hit the screen.* Just about the best musical Paramount has turned out to date. Martha Raye funnier than she has ever been." *—Hollywood Reporter*

"*Easy to look at and easy to listen to*...a gay, colorful consignment of summery stuff admirably timed as to release. Bullfight sequence with Martha Raye as Matador rates as one of the funniest episodes of the screen year. Preview audience practically rolled in the aisles." *—Motion Picture Daily*

"*Distinguished for its comedy.* Plenty of entertainment for the mob. Well designed for summer fare. Martha Raye garners a flock of laughs. *—Daily Variety*

"TROPIC HOLIDAY" with **Bob Burns · Martha Raye · Dorothy Lamour · Ray Milland · Binnie Barnes · Tito Guizar** · A Paramount Picture

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 44. NO. 2 NEW YORK, TUESDAY, JULY 5, 1938 TEN CENTS

State Warners Will Join in Industry Move

Point Out Albert Warner Was at White House

Warners will support an industry trade practice reform program, it is learned from an authoritative source. The company's stand has been a matter for speculation for a long time. It was the only company which failed to reply to the M.P.T.O.A. 10-point program last year.

Avoiding comment on any specific proposal, a spokesman declared that the fact Albert Warner attended the film executives' conference with President Roosevelt at the White House recently should be sufficient indication that Warners are going along with the other major distributors to arrive at a program of self-regulation.

It is declared that Will H. Hays is taking a deep personal interest in the move and is urging quick action. It was because of his insistence on action that distributor opinion shaped up sufficiently to have a committee

(*Continued on page 7*)

Loew's Attacks Use Of Propaganda Film

Loew's Circuit has voiced a policy in opposition to the use of the theatre screen for propaganda films, in an advertisement in the Catholic organ, *The Tablet,* which has criticized "Blockade" for being pro-Loyalist propaganda.

"We do not believe the motion picture theatre is the place for political propaganda and we have carefully avoided showing pictures of the 'propaganda' type. We feel that as purveyors of popular entertainment, we

(*Continued on page 7*)

Mutual Reports 15% Gain for Half Year

A 15.1 per cent increase in time billings for the first six months of 1938 is reported for the Mutual network in comparison with the same period last year. Cumulative billings this year are $1,342,182. For the first six months of 1937 they were $1,165,620.

The total for June, 1938, was $202,412. For the same month last year they were $117,388. The percentage of increase for June, 1938, over June, 1937, is 72.4.

More Radio—P. 10

Gain in Free Shows Stirs Up Exhibitors

Midwest, South Portable Outfits Spreading

Exhibitors' complaints regarding non-theatrical exhibitions put on by merchants in the midwest and south are increasing this summer and the distributors are on the lookout for copyright violations it was said by Jack Levin, head of the Copyright Protection Bureau.

Exhibitors regard free shows sponsored by merchants in halls or outdoors as stiff competition, particularly since they are put on in or near small towns with a limited population draw.

The distributors have received a number of complaints from exhibitors in the northwest and from the Independent Theatres Protective Association of Wisconsin and Upper Michigan. While the distributors are blamed for permitting the spread of the practice, the home offices say that as a general policy the exchanges are not permitted to service non-theatrical

(*Continued on page 7*)

Compromise Studied On Ohio Relief Tax

COLUMBUS, July 4.—The House of Representatives is considering a compromise agreement for the financing of poor relief, which includes a proposal to extend the three per cent admissions tax through 1941.

A deadlock was reached last week, when the Senate and House disagreed over the amount political subdivisions should be permitted to borrow on anticipated revenues from excise taxes.

Leaders said the Senate will agree to a provision of the tax-extender bill which would permit political subdivisions to borrow up to 80 per cent on anticipated revenues, while the

(*Continued on page 7*)

French Triples

Paris, July 4. — Three French theatres here have adopted a regular policy of triple bills, the three features shown for an admission of four francs (about 11 cents). A recent bill at one of the houses required four hours and 30 minutes.

French trade organizations are considering methods of halting the practice.

Japan Delays On Easing of Import Rules

Little progress has been made in negotiations looking to a relaxation of the strict restrictions on the importation of American pictures into Japan and the embargo on the withdrawal of any money from that country, it was indicated yesterday in informed distributor circles here.

The problem is scarcely nearer to a solution than it was many months ago, it was indicated, despite reports some time ago that the matter had been satisfactorily compromised and that American product once more would be able to enter Japan.

The inactivity with reference to the problem is seen here as especially interesting in view of the three-cornered agreement among Germany, Italy and Japan, for the exchange of "cultural" films. The Foreign Office has concluded the arrangement in cooperation with the Society for the Promotion of International Culture. Specific terms have been concluded already between Japan and Italy, and a detailed arrangement is expected to be worked out with Germany in the near future.

It was pointed out that the recent Cabinet shakeup in Tokyo, which included the replacement of the Minister

(*Continued on page 2*)

Month's Holdovers in Keys Reach Total of 650 Weeks

A total of 24 leading features of major companies have played approximately 650 weeks of holdovers in the first run theatres of 23 key cities scattered about the country, according to a compilation from MOTION PICTURE DAILY'S records of holdover attractions taken from its box-office reports. The period covered is from approximately the last week in May until July 1.

The large totals are seen as indicative of two factors of importance in the current film situation. One, that the public will not fail to offer strong support at the box-office to strong attractions, and two, that im-

(*Continued on page 2*)

Selznick-U.A. Talks Await Silverstone

Negotiations Have Been Held via London

A decision on David O. Selznick's future affiliation with United Artists will be reached following the return of Maurice Silverstone, U. A. general manager, from England next Monday.

Negotiations are in progress for the release of a number of Selznick films through U. A. during 1938-'39, says George J. Schaefer, general distribution head. The probability that "Gone with the Wind" will be an M-G-M release will have no bearing on the renewal of the releasing agreement with U. A., it was said. Mr. Schaefer pointed out that the contract for the one picture has not been signed as yet with M-G-M.

Though Mr. Silverstone is occupied with many other matters during his present stay in London, the Selznick deal is very much in his mind, it was said, and it is understood the negotiations have been proceeding from there.

The U. A. directors' meeting which was scheduled for today, under the company's by-laws, will be deferred until Mr. Silverstone's return. The forthcoming meeting is to dispose of several important matters, including a new long term contract for Mr.

(*Continued on page 7*)

Paramount Favored Guild, Tally Shows

HOLLYWOOD, July 4.—The Screen Writers Guild has received added strength in its fight to be named the collection bargaining agency for writers generally. With the clearing of challenged votes in the National Labor Relations Board poll of writers it is seen that the majority of ballots cast at the Paramount studios favored the guild over Screen Playwrights.

The hearing on the challenged votes, which was held in the office of Dr. Towne Nylander, regional director of

(*Continued on page 10*)

Guild-IATSE Agree In Newsreel Field

An agreement exists between the American Newspaper Guild, C. I. O. affiliate, and Local 702, Motion Picture Laboratory Technicians, A. F. of L. group, not to invade each other's jurisdiction in the newsreels.

While the National Labor Relations Board has acknowledged jurisdiction of the guild over newsreels'

(*Continued from page 10*)

My Word!

By Irene Kuhn

◆ Exhibitors with Shirley Temple pictures scheduled for showing next week are lucky. The little star arrived in New York yesterday and J. P. McEvoy, who did the dialogue for her latest picture, has a story about her in the latest *Saturday Evening Post.*

◆ Some columnists undoubtedly will comment on the *Post's* lucky "timing" again, for many times within the past year they've run articles which broke simultaneously with big news or promotion that tied in directly with the articles.

◆ The truth of the Shirley Temple story, however, is that SEP editors knew the date of Shirley's arrival in New York, and had McEvoy make haste to finish his piece so that they could schedule its appearance to coincide with her arrival.

◆ H. N. Swanson, former editor of *College Humor,* formerly with RKO and most recently literary agent in Hollywood, trains West after conferences here. . . . Erwin Gelsey is due back at his studio shortly, too. . . . Jack Kirkland and his wife, Haila Stoddard, have deserted their Pennsylvania farm for a western vacation.

◆ Selznick has shelved "Earl of Chicago" temporarily and is seeking a story for Edward G. Robinson which will give him a chance at a new characterization. Gangster roles, in which Robinson rose to fame and fortune are done. They're no go any more in the foreign market.

◆ Conscious of a demonstrated box-office pull of great musicians on the screen, Hollywood has signed Violinist Jascha Heifetz and is angling for Jose Iturbi. . . . Stokowski showed his stuff with Deanna Durbin and Paderewski's appearance in "Moonlight Sonata" has been widely acclaimed. Both Heifetz and Iturbi are considered excellent picture bets. Both are photogenic and have a great following which picture moguls think can be even larger.

◆ Iturbi has been conducting the Stadium concerts and will fly west the second week in July to conduct the Hollywood Bowl concerts July 14, 15, 21 and 22. He'll settle film offers while on the coast.

Clancy Wins Appeal In His M-G-M Suit

An appeal to the U. S. Circuit Court of Appeals has been allowed by Federal Judge Murray Hulbert to Philip T. Clancy, plaintiff in a $250,000 damage suit against Metro-Goldwyn Pictures Corp. and Robert T. Pirosh. The appeal was taken from a decision of Federal Judge Alfred C. Coxe, made March 28, dismissing Clancy's complaint.

Suit was brought charging plagiarism by the defendants in "A Day at the Races" of the plaintiff's play, "Nuts to You," and asked the court for an injunction, accounting of profits and $250,000 damages.

Purely Personal

J. Long of Jam Handy, American Airlined to Detroit over the weekend, and other air travelers were: E. K. O'Shea of M-G-M to Buffalo, Marshall Grant of Universal to Chicago and Lou Goldberg of Tyro Productions to Washington.

•

Ben F. Miggins, European manager for 20th Century-Fox, and Bruno Fux, managing director in Italy, are celebrating birthdays. Also I. J. Schmertz and Sam Gross, Cleveland and Philadelphia branch heads, respectively.

•

Sam Goldstein, vice-president of Commonwealth Pictures Corp., has closed with George Batchelor for the exclusive 16mm. world rights to the last series of ten Chesterfield films.

•

Morris Helprin, London Films advertising and publicity representative here, is due Aug. 1 from conferences at Alexander Korda's Denham studios.

•

Nat Saland of Mercury Film Laboratories is expected back from the coast in about two weeks, via stopovers in the field.

•

Watterson Rothacker, who arrived from Europe on the *Nieuw Amsterdam,* left for Hollywood over the weekend.

•

Joseph M. Schenck is due from the coast this morning. He has a reservation to sail on the *Queen Mary* tomorrow.

•

Jack Glenn, director of March of Time, has returned from a two-week business trip to Washington.

•

Mr. and Mrs. Al Christie arrived on the *Champlain* Friday after a Paris-London holiday.

•

Manny Silverstone is spending the summer at his home at Belle Harbor, as usual.

•

George P. Skouras is due at his office today following a trip to the coast.

Herman Maier, Warners construction department head, returned on the *Queen Mary* from London, where the company is building a theatre. Other returning passengers were Bernard Sobel of M-G-M's publicity department and Helen Gilliland, actress.

•

F. J. McCarthy of Universal, Mary Morrissey of Selznick International and Roger Ferri of 20th Century-Fox were American Airlines travelers over the weekend to Boston.

•

Phil Chakeres, head of Chakeres Theatres, Inc., Ohio circuit, and Mrs. Chakeres are en route to Europe on a health-building trip.

•

Archie Weltman of Loew's legal department plans a fishing trip in Canada on his vacation next week.

•

Milton Silver, gentleman farmer from Connecticut, is proud of his sprouting vegetable crop.

•

Irving Ludwig is the new manager at Rugoff & Becker's Laurel at Long Beach.

Montgomery Quits U To Take Judell Post

Chicago, July 4.—Steve Montgomery, U. A. salesman here for the past six years, has resigned to take charge of the Ben Judell offices in this city, St. Louis, Milwaukee and Indianapolis.

Montgomery will take up his duties on July 18. No successor at the U. A. office has been named yet.

Eadie Joins Fox Board

W. J. Eadie, 20th Century-Fox comptroller, has been elected a member of the company's board to fill the vacancy caused by the death of John D. Clark.

Acquire 'Borrowed Time'

M-G-M has acquired "On Borrowed Time," dramatized by Paul Osborn from Lawrence Edwin Walker's play.

Month's Holdovers in Keys Reach Total of 650 Weeks

(Continued from page 1)

portant product is being offered by the major distributors during the allegedly weak summer months, despite allegations to the contrary.

Among the leading films currently enjoying long runs and holdover time in the 23 key cities which report box-office returns to Motion Picture Daily, are: "The Adventures of Marco Polo," "Crime School," "Cocoanut Grove," "Dr. Rhythm," "Holiday," "Kentucky Moonshine," "Vivacious Lady" and "Yellow Jack."

July releases of the eight major companies are:

Columbia—"City Streets," "Pioneer Trail," "Reformatory," "South of Arizona."

M-G-M—"Shopworn Angel," "Fast Company," "Crowd Roars," "Love Finds Andy Hardy," "The Chaser."

Paramount—"Pride of the West," "Tropic Holiday," "Boo Loo," "Professor Beware."

RKO—"Having Wonderful Time," "Crime King," "Little Women" (reissue), "Mother Carey's Chickens," "I'm From the City," "Sky Giant."

20th-Fox — "Always Goodbye," "We're Going to be Rich," "Panamint's Bad Man," "Passport Husband," "I'll Give a Million," "Little Miss Broadway."

Universal—"Rage of Paris," "Danger in the Air," "Letter of Introduction."

United Artists — "South Riding," "Algiers."

Warners—"Men Are Such Fools," "My Bill," "Racket Busters," "Penrod's Double Trouble," "Amazing Dr. Clitterhouse."

Japan Delays On Easing of Import Rules

(Continued from page 1)

of Finance, may have had considerable to do with delay in the negotiatio[illegible] a settlement of the American [illegible] problem. This naturally is under jurisdiction of the Finance Ministry.

As the matter stands now, importation is non-existant, as it has been since October of 1937, when the prohibiting legislation became effective. With regard to the withdrawal of money from the country, a request from American interests some time ago that they be permitted to withdraw cash from Japan met with a flat and unequivocal refusal from the Japanese authorities. The cost of the Japanese hostilities in China make such restrictions virtually a necessity. However, an arrangement was struck whereby American film interests could take their money from Japan in the form of three-year notes.

Roxy Gets Income Order

Federal Judge Francis G. Caffey has ordered the U. S. Collector of Internal Revenue for the Third District to file any claim which he may have against the Roxy Theatre Corp. by August 1 or else be barred from filing his claim.

The order was granted in response to the request of Roxy Theatre, which expressed a desire to finally wind up the affairs of the reorganization, but found it owned internal revenue for the year of Oct. 29, 1936, through Oct. 28, 1937, and from Oct. 29, 1937, to date.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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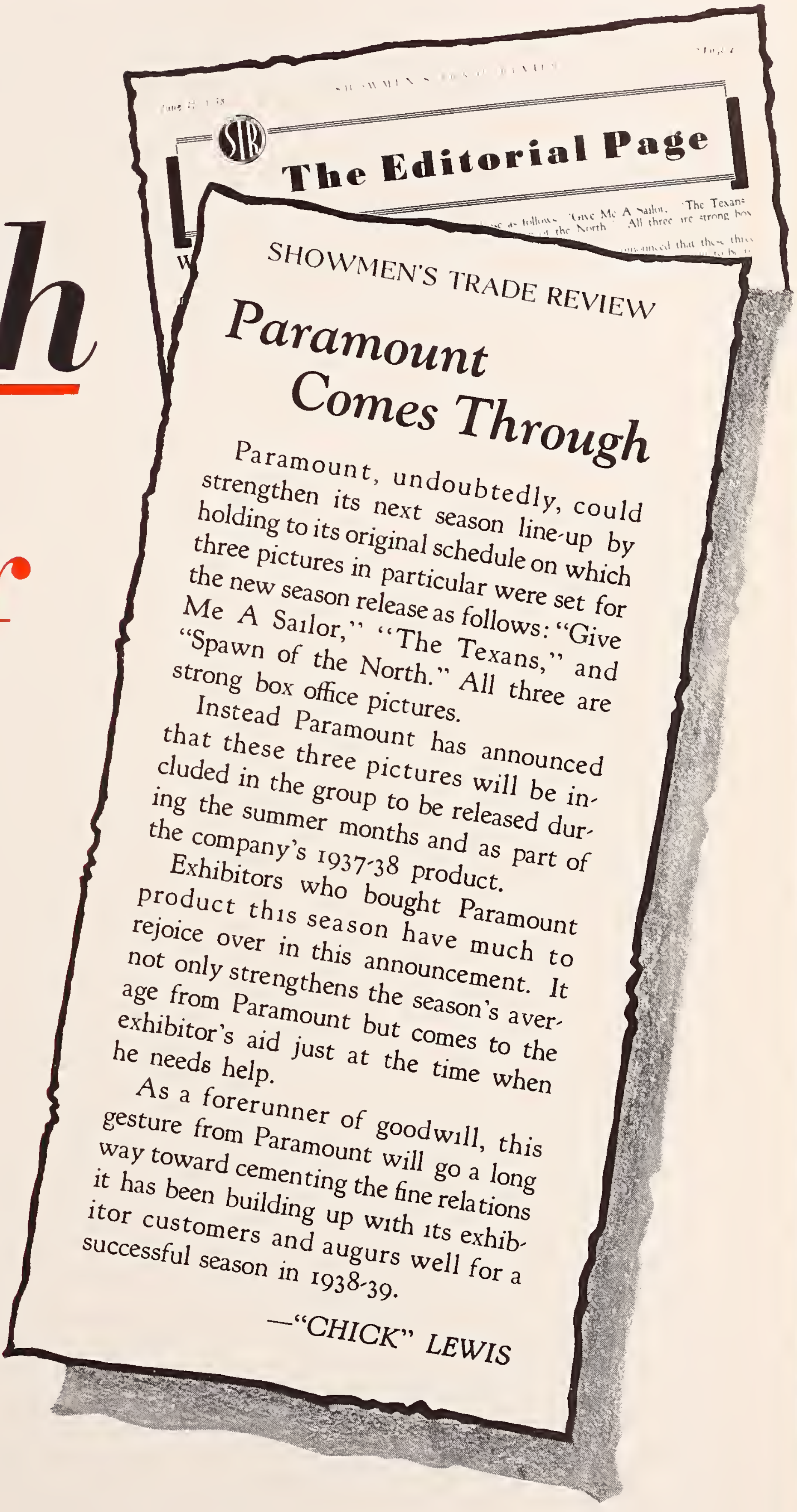
PARAMOUNT

comes through

with your Summer product!



The Editorial Page

SHOWMEN'S TRADE REVIEW

Paramount Comes Through

Paramount, undoubtedly, could strengthen its next season line-up by holding to its original schedule on which three pictures in particular were set for the new season release as follows: "Give Me A Sailor," "The Texans," and "Spawn of the North." All three are strong box office pictures.

Instead Paramount has announced that these three pictures will be included in the group to be released during the summer months and as part of the company's 1937-38 product.

Exhibitors who bought Paramount product this season have much to rejoice over in this announcement. It not only strengthens the season's average from Paramount but comes to the exhibitor's aid just at the time when he needs help.

As a forerunner of goodwill, this gesture from Paramount will go a long way toward cementing the fine relations it has been building up with its exhibitor customers and augurs well for a successful season in 1938-39.

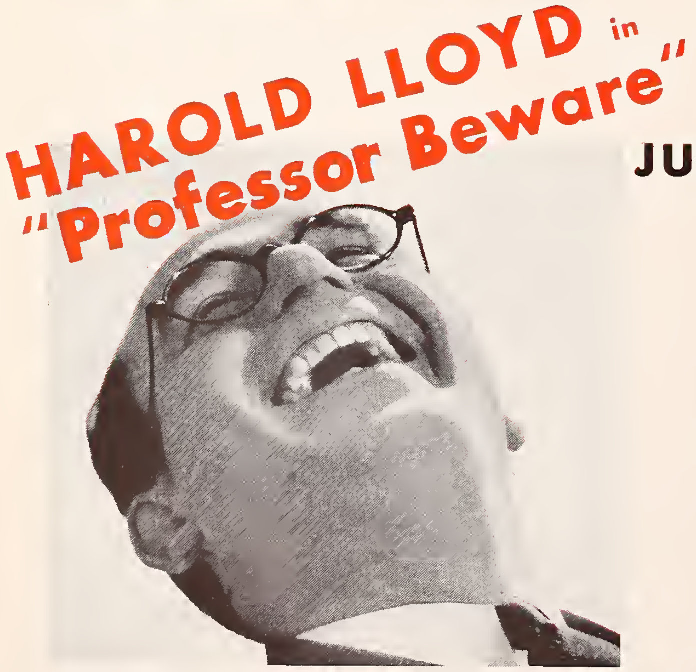
—"CHICK" LEWIS

Paramount Pictures

Paramount Comes Through *with* 5 *smash* *pictures* for July and August!

"TROPIC HOLIDAY"

JULY 1... *Paramount comes through* with the bigtime music-and-laugh show that's had preview audiences and the trade papers cheering! When Martha Raye fights that bull, you can hear the old box-office doing the Big Apple! All-star cast headed by BOB BURNS, MARTHA RAYE, DOROTHY LAMOUR, RAY MILLAND, Binnie Barnes, Tito Guizar. Directed by Theodore Reed. Screen Play by Don Hartman and Frank Butler, John C. Moffitt and Duke Atteberry.



JULY 15...*Paramount comes through* with the funniest Lloyd picture Harold's ever turned out... a gag-a-second riot of good hard-hitting summer comedy with a terrific story and a cast which reads like an all-star lineup of America's favorite screen zanies... Just look at these names! PHYLLIS WELCH, RAYMOND WALBURN, Lionel Stander, William Frawley, Thurston Hall, Cora Witherspoon, Sterling Holloway. Directed by Elliott Nugent. Screen Play by Delmer Daves and Jack Cunningham. Based on a Story by Crampton Harris, Francis M. and Marian B. Cockrell.

"GIVE ME A SAILOR"

AUG. 5...*Paramount comes through* with another vacation special . . . a picture that'll pull 'em in—and how! Martha Raye and Bob Hope topping their previous comedy triumphs! The sort of picture the kids will go for in a big way . . . and we mean the kids from eight to eighty! Plenty of production value in this! The cast line-up proves that! MARTHA RAYE, BOB HOPE, Betty Grable, Jack Whiting, J. C. Nugent, Clarence Kolb. Directed by Elliott Nugent. Screen Play by Doris Anderson and Frank Butler.

"THE TEXANS"

AUG. 12...*Paramount comes through* with another outdoor action epic of the Southwest... the kind of box-office smash Paramount has all the answers to . . . a picture to rank with "Wells Fargo," "The Plainsman" and "The Texas Rangers." The prairie fire scene alone puts "The Texans" among the top thrill shows of the year! Look at this cast...JOAN BENNETT, RANDOLPH SCOTT, May Robson, Walter Brennan, Robert Cummings, Raymond Hatton, Robert Barrat, Harvey Stephens. A LUCIEN HUBBARD Production. Directed by James Hogan. Screen Play by Bertram Millhauser, Paul Sloane and William Wister Haines. Based on a Story by Emerson Hough.

"SPAWN OF THE NORTH"

AUG. 26 ...*Paramount comes through* with one of the truly big pictures of the past decade. Henry Hathaway has topped his "Trail of the Lonesome Pine" and his "Lives of a Bengal Lancer." This heart-sock action drama of America's last frontier . . . the adventurous coast of far Alaska . . . has everything those famed Hathaway hits had and more! What a cast! GEORGE RAFT, HENRY FONDA, DOROTHY LAMOUR and featuring Akim Tamiroff, John Barrymore, Louise Platt, Lynne Overman. Directed by Henry Hathaway. Produced by Albert Lewin. Screen Play by Jules Furthman. Based on a Story by Barrett Willoughby.

75,000,000

PRE-SOLD Paramount Customers for Your SUMMER TRADE!

"TROPIC HOLIDAY"

KEY CITY NEWSPAPER CAMPAIGN...

Paramount comes through with this big advance newspaper promotion in thirty of the leading cities of the country...getting millions of fans hot and bothered about this smash Paramount picture for July.

HAROLD LLOYD in "Professor Beware"

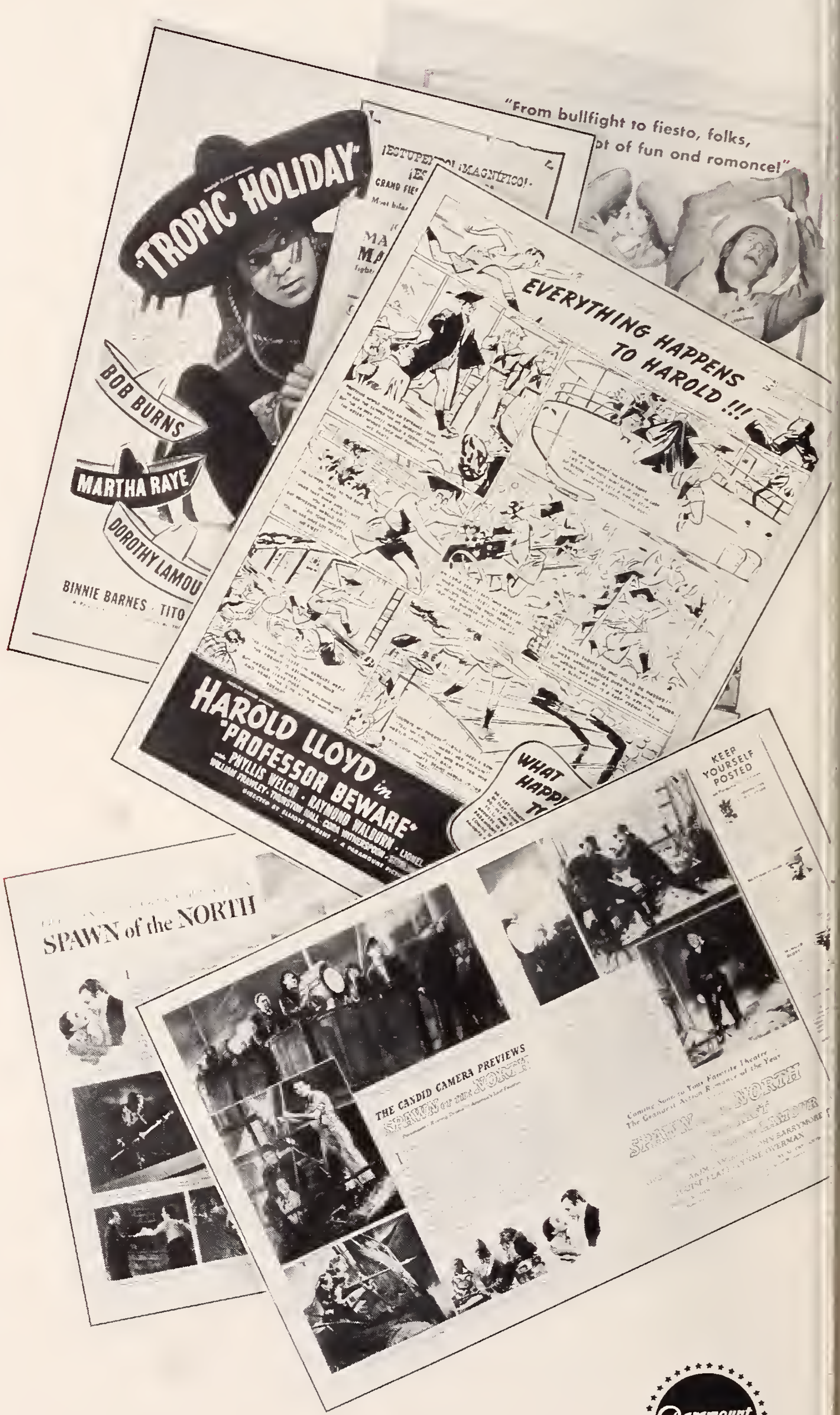
KEY CITY COMIC STRIP CAMPAIGN...

Paramount comes through with a new idea in comic strip advertising in key cities from coast to coast. Full page ads in many spots in full color will get the comic strip millions excited about Harold's hilarious hit.

"SPAWN OF THE NORTH"

NATIONAL MAGAZINE CAMPAIGN

Readers of the nation's leading weekly magazines will see ads like this double-spread in the **Saturday Evening Post**, promoting that big Paramount smash, "Spawn of the North." Included in the magazine coverage will be **Liberty, Collier's, Look** and **Time**...as big a magazine advertising campaign as any company has given a picture...summer or winter!


"TROPIC HOLIDAY"
BOB BURNS
MARTHA RAYE
DOROTHY LAMOU
BINNIE BARNES · TITO
"From bullfight to fiesta, folks,
pt of fun and romance!"
EVERYTHING HAPPENS TO HAROLD !!!
WHAT HAPP
HAROLD LLOYD in "PROFESSOR BEWARE"
PHYLLIS WELCH · RAYMOND WALBURN · LIONEL
KEEP YOURSELF POSTED
SPAWN of the NORTH
THE CANDID CAMERA PREVIEWS

Paramount Pictures

PRINTED IN

Gain in Free Shows Stirs Up Exhibitors

(Continued from page 1)

accounts in competition with established exhibitors.

Mr. Levin says he has made a survey of the situation and has found that 90 per cent of the films involved in itinerant exhibitions are from independent exchanges. Many of the others use 16 mm. films. There are instances, he says, where pictures from the major distributors make their way illegally into these channels and prompt steps are taken upon their discovery.

Investigation has proved, says Mr. Levin, that films may disappear without explanation from exchanges, being stolen or "lost." They come into the possession of "bootleg" distributors who have a ready market among the itinerant circuit operators. A usual practice is to strip the titles in order to prevent identification and it is difficult in such instances for the agents of the Copyright Protection Bureau to spot the contraband.

Exhibitor Cooperation Asked

Mr. Levin said that the legitimate distributors are doing everything possible to prevent the spread of illegal exhibitions and the cooperation of exhibitors would go a long way to prevent them. He suggests that where any case of illegality is suspected or known, that exhibitors communicate immediately with the Copyright Protection Bureau, which will put an agent on the case. The bureau is located in the RKO Building, New York.

The free show situation has been aggravated in the last two years by the economy and mobility of 16 mm. projection equipment. A large number of films are available from 16 mm. libraries which, though quite old, are suitable for showing in outlying communities.

Itinerant exhibitors using illegal methods are reported to be on the increase in South Carolina, Indiana and Kentucky.

Wall Street

Loew's Leads Board Rise

	Open	High	Low	Close	Net Change
Col.	14	14	13⅞	13⅞	.....
Cons.	1⅜	1½	1⅜	1½	.....
Cons. pfd.	7⅛	7⅛	7⅛	7⅛	+ ⅛
E. K.	169¾	170	169	169½	.....
E. K. pfd...	166	166	166	166	.....
G. T. E...	13¼	13⅞	13¼	13⅝	.....
Loew	49	50⅞	49	50¾	+1⅛
Loew pfd...	107⅛	107⅛	107⅛	107⅛	+ ¾
Para.	10⅝	11	10½	11	+ ½
Para. 1.....	95	95	95	95	.....
Para. 2.....	11⅜	11⅝	11⅜	11⅝	+ ⅛
Pathe	5¼	5¾	5¼	5¾	+ ⅝
RKO	2⅜	2⅝	2⅜	2⅝	+ ¼
20th Fox ..	23	23½	22¾	23	— ¾
20th pfd. ..	33	33½	33	33½	+ ½
Univ. pfd...	39	39	39	39	—1
W. B.	6¼	6½	6¼	6½	+ ¼
W. B. pfd..	35	35⅛	35	35	.....

Curb Holds Increase

	Open	High	Low	Close	Net Change
G. N. ..	⅜	⅜	⅜	⅜	—1/16
Monogram	2⅝	2⅝	2⅝	2⅝	+ ⅛
Sonotone ..	1¾	1¾	1¾	1¾	.....
Tech.	23¼	23¼	22⅞	23¼	— ⅜
Univ. Pict.	4½	4½	4½	4½	+ ⅜

(Quotations at close of July 1)

State Warners Will Join in Industry Move

(Continued from page 1)

appointed with Sidney R. Kent as its head.

The three distribution department heads on the committee, W. F. Rodgers, M-G-M; Ned E. Depinet, RKO, and Abe Montague, Columbia, are charged with the duties of exploring the views of all companies and exhibitor groups. To them will fall the brunt of the work. Mr. Kent, as chairman, or the alternates, Nicholas M. Schenck and Leo Spitz, will coordinate activities.

A call for a meeting with exhibitor spokesmen may go out late in July, according to present anticipation.

W. Ray Johnston, Monogram president, declares that his company "does not plant to participate in any conferences with exhibitors' representatives which are intended to solve problems that certain companies are confronted with."

Pick 'Adventure' Victors

"Playing with Danger," by Ray Fowler of Denver, Col., has been chosen as the winner of the $1,000 grand prize in the Warner Bros.-Vitaphone Floyd Gibbons "Your True Adventures" Contest. Final judges were Major Albert Warner, Errol Flynn and Mr. Gibbons.

Second prize, an expenses-paid trip by air to New York and the Vitaphone studio, went to Charles Boulton of Wichita, for his story filmed as "Danger—High Voltage."

"The Bolted Door," story by Mrs. David Bungard of New York, took third place.

French Films to Regal

Regal Distributing Corp. will distribute from eight to 12 Class A French productions, it was stated over the weekend by S. S. Krellberg, president. The first four will be: "Sarrati, le Terrible," "Rothschile," "Les Hommes Nouveaux," each starring Harry Baur, and "Un Mauvais Garcon," with Danielle Darrieux and Henry Garat.

Rites for A. E. Van Croix

MELBOURNE, FLA., July 4.—Funeral services were held here Friday for A. E. Van Croix, operator of the Van Croix, and builder of theatres at Eau Gallie and Titusville. He died Thursday after an illness of several months.

Mr. Van Croix came to Melbourne from Warren, Pa. His widow and a daughter survive.

To Make Short on Gustav

Pathe News films of the reception accorded here to Crown Prince Gustav Adolf of Sweden will be made into a one-reel special by Svensk, Swedish distributing company, for exhibition there. The films will be developed here and edited in Sweden.

Keith Unit Shows Gain

COLUMBUS, July 4.—The B. F. Keith Columbus Co. reports a net of $3,192 for the year 1937. This compares with a loss of $5,000 in 1936.

Loew's Attacks Use Of Propaganda Film

(Continued from page 1)

have no right to be either 'pro' or 'anti' in our programs," the ad declared.

The advertisement goes on to say that "Blockade," which will open the local Loew circuit on Thursday, was considered by the circuit executives as not "out of harmony with our policy of presenting only sheer, non-propaganda entertainment." The advertisement carries a closing paragraph which reads:

"This statement is being written at the suggestion of Mrs. James Looram, chairman of the Motion Picture Department, International Federation of Catholic Alumnae, who is familiar with our policies and our situation in this instance."

Compromise Studied On Ohio Relief Tax

(Continued from page 1)

senators refused to budge beyond the 70 per cent last week.

The House, which insisted on 90 per cent, is expected to meet the 80 per cent compromise. From the admissions tax approximately $1,500,000 is collected annually and under the compromise agreement up for consideration 80 per cent of this would be used for poor relief.

Circuits Take "Romance"

All circuits in the Denver territory have booked Monogram's "Romance of the Limberlost" in all of their situations, according to word received from Lon T. Fidler, president of the Denver and Salt Lake exchanges. The circuits include Fox West Coast, Publix-Cooper, Black Hills Amusement, Atlas, Gibraltar, R. E. Griffith, Interstate and Civic. The Malco Circuit in Memphis and Jefferson Amusement Co. in Texas have also booked the film.

Group Goes Abroad

Among passengers on the *Niuew Amsterdam,* new flagship of the Holland-American line, which sailed Saturday for England, are the following: E. I. Sponable, technical supervisor for 20th Century-Fox; Arthur Krim of the legal firm of Philips & Nizer, who is going over for business and pleasure and will return in a month; Wesley Ruggles, Paramount director; Lillian Gish, Ben Lyon and Skeets Gallagher.

Council Meeting Today

LONDON, July 4.—The Films Council will meet here tomorrow and two meetings are scheduled for Wednesday. Films submitted for quota purposes which are below the minimum cost requirement are expected to be considered first. Booking combines are scheduled for early consideration by the council, also.

Kondor Completes Short

Kondor Productions, Inc., has completed the first of a series of two-reelers at the Film Art Studios, the Bronx. W. Ray Cozine, director, with Lee Crane and his orchestra, Eddie Roberts, Dorothy Jeffers, Jean Southern, Manor & Mignon, Bernice Beers and Luceil Lawrence featured.

Selznick-U.A. Talks Await Silverstone

(Continued from page 1)

Schaefer as head of distribution in the United States and Canada.

With the transfer of the company's executive headquarters to New York, the coast directors either have resigned or will do so shortly. In the absence of the owner principals, New York directors have been designated to represent them at board meetings. James Mulvey will speak for Samuel Goldwyn, Dennis F. O'Brien for Mary Pickford, Ed Raftery for Douglas Fairbanks and Charles Schwartz for Charlie Chaplin. These four, with Mr. Schaefer, constitute the eastern board members. Emanuel Silverstone, American representative for Alexander Korda, will act for the latter, but is not a board member.

It is confirmed that the five-year contract given Maurice Silverstone as general manager contains sweeping powers and that he will exercise the functions of the company's chief executive officer in all respects. He is winding up his affairs in Great Britain and will arrive here with his wife and two children who have lived in England for years.

Miss Pickford is due here about Aug. 1. It was said that her trip may not have much to do with U. A. affairs since she is interested in the development of a cosmetics company and the Film Treatizor Corp., which is marketing a device to prevent projector fires.

"Going to Be Rich" Is Now at the Globe

"We're Going to be Rich," 20th Century-Fox film produced in England and starring Gracie Fields, opened at Harry Brandt's Globe on Saturday. A run of three weeks is looked for by the management.

There was possibility that the picture would go into the Roxy, but the release of "The Rage of Paris," currently, and "Alexander's Ragtime Band," on Aug. 5, prevented the booking, it is understood. "We're Going to be Rich" is the first "A" film to play the Globe in many months.

The Brandt circuit plans to return the Gaiety to burlesque late in August. The house has been devoted to films since Commissioner Paul Moss's crusade against burlesque last year.

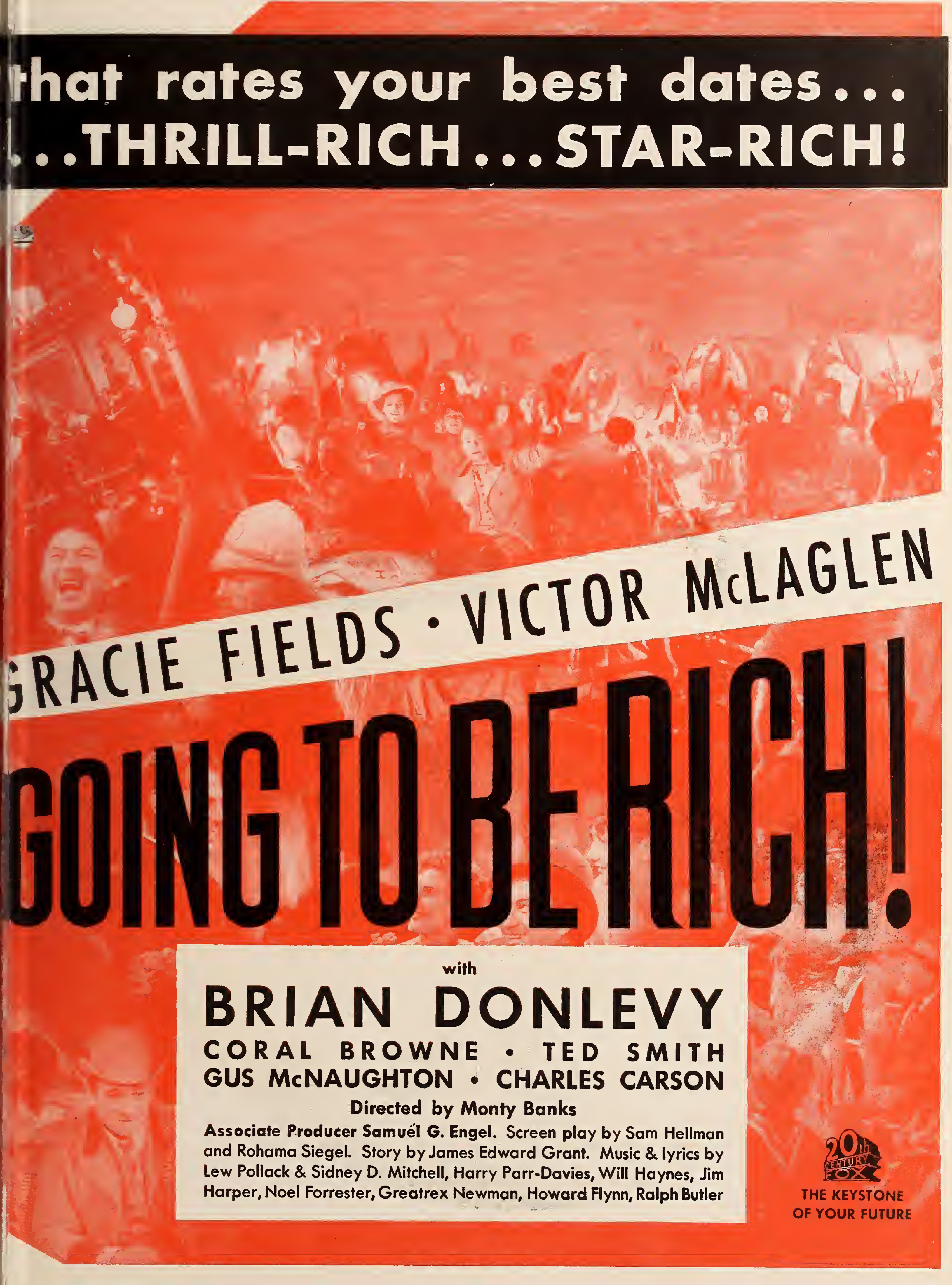
Book Bernie, Nelson For Shows at Strand

In accordance with its new policy to book "name" entertainers as stage attractions in conjunction with the film show at the Strand, Warners have completed the schedule for 12 weeks with Ben Bernie slated to open Aug. 15. "Boy Meets Girl," featuring James Cagney and Pat O'Brien, will be the screen fare.

The Old Maestro will be followed by Ozzie Nelson and his orchestra, assisted by Harriet Hilliard and a number of specialty artists. They will stay two weeks, the run of "Women Courageous," starring the Lane sisters and Claude Rains.

Again it's 20th—with a show
LAUGH-RICH . . . SONG-RICH

Boisterous, vigorous drama and ringing, rollicking laughter! Make-a-million-in-a-minute McLaglen and take-it-twice-as-fast Donlevy match wits and fists in the gold fields over Gracie Fields—England's No. 1 Star who can tear your heart out or rock you with glee as she sings—*__but sings!__* Just what you need for right now!



that rates your best dates...

...THRILL-RICH...STAR-RICH!

GRACIE FIELDS · VICTOR McLAGLEN

GOING TO BE RICH!

with

BRIAN DONLEVY

CORAL BROWNE · TED SMITH

GUS McNAUGHTON · CHARLES CARSON

Directed by Monty Banks

Associate Producer Samuel G. Engel. Screen play by Sam Hellman and Rohama Siegel. Story by James Edward Grant. Music & lyrics by Lew Pollack & Sidney D. Mitchell, Harry Parr-Davies, Will Haynes, Jim Harper, Noel Forrester, Greatrex Newman, Howard Flynn, Ralph Butler

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

Banner Lines

Artell Dixon, who plays one of the characters in "Pretty Kitty Kelly," the air series on CBS, arrived in the studio about 10 minutes before air time, then strolled away. Came air time, and with Dixon still absent the show went on without him, Bud Collyer, another cast member, doubling in two roles. With the broadcast about over, Dixon came rushing into the studio and just did manage to read his final line.

It being one of the sunshiny days in a week marked by rain, he had gone up to the roof of the building to catch himself a bit of old sol, and reclining on a beach cot, he had promptly dozed off.

▼

The "Pretty Kitty Kelly" players, incidentally, have been dropping dimes into a box for every "muff" they make on the air. The fund has now reached $20.10, and the players plan to keep up the stunt until Christmas, when the money will be used for a party.

▼

Ward Baking Co., sponsoring the "Jane Arden" series on NBC, recently tested the players in the show to see if they could pick out a slice of Ward bread from among samples a half-dozen competitive brands. After smelling, tasting and studying the bread samples, six players of the cast of eight successfully picked out the sponsor's bread. One of those who flunked the test was Allan Kent. He's the lad who tells the listeners why they should buy Ward bread in preference to the others.

▼

Joan Edwards, featured vocalist in the Whiteman series is being deluged with mail from railroad brotherhoods around the country, requesting that she sing a song written by a railroad brakeman, "On a Blind Date With You." The railroading songwriter, it seems wrote to all the chapters of the brotherhood, asking the membership to help out in the cause.

▼

"Poetry on the Spot," a new idea in audience participation shows, was being tested at WHN the other night. Jingles, with the last words of each line omitted, are provided, and the audience is asked to contribute the missing words, which of course must rhyme. The test was coning along fine until a member of the audience contributed the word "orange," stopping the rhyming cold. The kibitzer was Al Simon, WHN's publicity director.

—Jack Banner

Hazelton Sues Ferguson

The Hazelton Corp. has filed suit against Ferguson Radio & Television Co., Inc., and has asked the court to award it $6,877 damages with interest from December, 1936. The plaintiff charged the violation of an alleged contract made on Dec. 16, 1935, whereby Hazelton leased to Ferguson certain patents used in the manufacture of radio receiving apparatus. Hazelton claims that it has not received royalties under the contract from December 1936.

NYU Radio Course Gets Started Today

The New York University Radio Workshop, directed by Douglas Coulter, will open to day, with Frank E. Mason, NBC vice-president, delivering the first lecture, on "network operation and short-wave broadcasting." Mr. Coulter is assistant program director of CBS.

Other lectures in the course are to be delivered by Theadore Streibert, vice-president of Mutual and general manager of WOR; Roy Durstine of Batten, Barton, Durstine & Osborne; Paul Whiteman, Deems Taylor, Dr. Peter C. Goldmark, chief television engineer of CBS; J. R. Poppele, chief engineer of WOR, and Robert J. Landry of *Variety*.

The teaching staff of the Workshop, in addition to Mr. Coulter, will be Lewis Titterton, manager of the script division, NBC; Max Wylie, director of scripts and continuity for CBS; Earl McGill, CBS casting director; Robert S. Emerson, assistant in production at CBS, and William A. Wheeler, Jr., acting production director of the Educational Radio Project, U. S. Office of Education.

Weed Back from Midwest

Joseph J. Weed, president of Weed & Co., station representatives, has returned from a Midwestern trip, during which he signed two more stations for representation. In St. Louis, he completed arrangements with Elzey Roberts, publisher of the St. Louis *Star-Times* for the representation of his two stations—the new KNOK, of St. Louis, which will take to the air for the first time Sept. 1, and KFRU, Columbia, Mo.

Ledger, WFIL in Deal

Philadelphia, July 4.—WFIL has signed a five-year contract with the Philadelphia *Evening Ledger* on an exchange basis, the station to receive advertising space in the newspaper in return for time on the air for the *Ledger*. The paper will have three and one-half hours a week air time. The deal also calls for the outlet to get first call if they sell any syndicated *Ledger* features as an air program.

Plan Political Talks

Los Angeles, July 4.—O'Connor for Governor, Inc., is the sponsor of five political talks to be broadcast over three CBS stations in Los Angeles, San Francisco and Fresno. The program will be heard at various times during the evenings of Aug. 15, 23, 25 and 28. R. H. Alber Co. is the agency.

Set New WPEN Program

Philadelphia, July 4.—WPEN will carry a 13-week show sponsored by General Mills. Blackett-Sample-Hummert placed the business. Procter & Gamble has renewed "Ivory Tower" over the same station, through the Compton agency.

Crawford Back on Air

Jesse Crawford, after an absence of more than a year and a half from the air, has signed to return to the networks via NBC. Program details have not been ironed out as yet, but he will be heard in organ recitals several times weekly.

FCC Schedules New Broadcast Hearings

Washington, July 1.—The Federal Communications Commission has set hearings on broadcasting applications, as follows:

July 5, before an examiner: Application of Sumter Radio Broadcasting Co. for a 1,420-kilocycle, 250-watt daytime station at Sumter, S. C.

July 7, before the commission: Applications of KVOD, Denver, for increase of time from sharing to unlimited, change of frequency from 920 to 630 kilocycles and increase of power from 500 to 1,000 watts; KFEL, Denver, for increase of time from sharing to unlimited and increase of power from 500 to 1,000 watts; KFBI, Wichita, Kan., for authority to move from Abilene to Wichita, Kan.; Tri-City Broadcasting Co., Inc., for a 950-kilocycle, 1,000-watt station at Schenectady; Kentucky Broadcasting Corp. for a 1,210-kilocycle station at Louisville, with 100 watts night, 250 watts day; Arlington Radio Service, Inc., for an 1,140-kilocycles, 1,000-watt daytime station at Arlington, Va.

July 14, before an examiner: Applications of *Asheville Daily News* for a 1,370-kilocycle, 100-watt station at Asheville, N. C.; WEST, Easton, Pa., for increase of time from sharing to unlimited; WKBO, Harrisburg, Pa., for increase of time from sharing to unlimited.

Permits Sought for Three New Stations

Washington, July 4. — Construction permits for three new broadcasting stations are sought in applications filed with the Federal Communications Commission.

The proposed new stations are a 1,500-kilocycle transmitter with 100 watts power night, 250 watts day, asked by the Central Broadcasting Corp., Worcester; a 1,420-kilocycle, 250-watt transmitter sought by the Miami Broadcasting Co., Miami, and a 1,500-kilocycle station with 100 watts power night, 250 watts day, planned by Brohlich Brothers, Sedalia, Mo.

Other applications filed with the commission included the petitions of WJRD, Tuscaloosa, Ala., for increase of time from day to unlimited with 100 watts night, 250 watts day; KFJZ, Ft. Worth, for change of frequency from 1,370 to 930 kilocycles and increase of power from 100 watts night, 250 watts day, to 500 watts; WKAT, Miami Beach, for increase of day power from 100 to 250 watts; WKBN, Youngstown, for change of frequency from 570 to 640 kilocycles and increase of power from 500 to 1,000 watts, and WSPA, Spartanburg, S. C., for change of frequency from 920 to 880 kilocycles, and extension of hours from day to unlimited, with 500 watts night, 1,000 watts day.

Issue Short-Wave News

NBC is now issuing a regular weekly printed pamphlet of short-wave news. Formerly the network issued a mimeographed sheet. The new pamphlets are printed in three sections in as many languages, English, Spanish and Portugese, and are distributed to newspapers and periodicals in Latin America. They contain program notes, schedules of broadcasts and their beams, program corrections and other data on NBC short-wave programs.

Paramount Favored Guild, Tally Shows

(*Continued from page 1*)

the N.L.R.B., was not attended by John Lee Mahin, president of the playwrights. By wire to Dr. Nylander he waived the right to make challenges.

NLRB Plea at Republic

Hollywood, July 4.—The jurisdictional dispute smoldering between Studio Utility Employes, Local 724, and the I.A.T.S.E. and which started as an aftermath of last year's studio strike, reached the National Labor Relations Board offices today when Local 724 filed a petition to be certified as the collective bargaining agency for laborers at the Republic studios. Included in the petition filed by L. C. Helm was the statement that Victor Clarke, producer labor contact man, had told members of Local 724 to join the I.A.T.S.E. in order to get studio work.

The I.A.T.S.E. last year took more than half the Local 724 members by the establishment of the new classification of utility men known as Class B Grips following the Federated Motion Picture Crafts strike in which Local 724 was active. Local 724, whose international is the General Building and Construction Laborers of America, claims a majority of the 75 laborers working at Republic at the present time.

Guild, IATSE Agree In Newsreel Field

(*Continued from page 1*)

editorial and office workers, the guild has given Local 702 assurance that it will not attempt to take over other branches of newsreel operation, which are vested in the I. A. T. S. E.

Local 702 is deferring negotiations with newsreel laboratories until present discussions with Warners' laboratories, Malcolm and H. E. R. are ended. The union hopes to have contracts signed with these laboratories in two weeks. Negotiations with De Luxe, which have reached a stalemate, will be resumed later.

No Decision Made on Studio Union Talks

Pat Casey is still not certain whether a conference will be held this year on revisions on the basic agreement with the studio unions. So far no request for such a conference has been received from the crafts, he said.

It is Mr. Casey's understanding that the unions are canvassing opinion among themselves on the need for a conference this year.

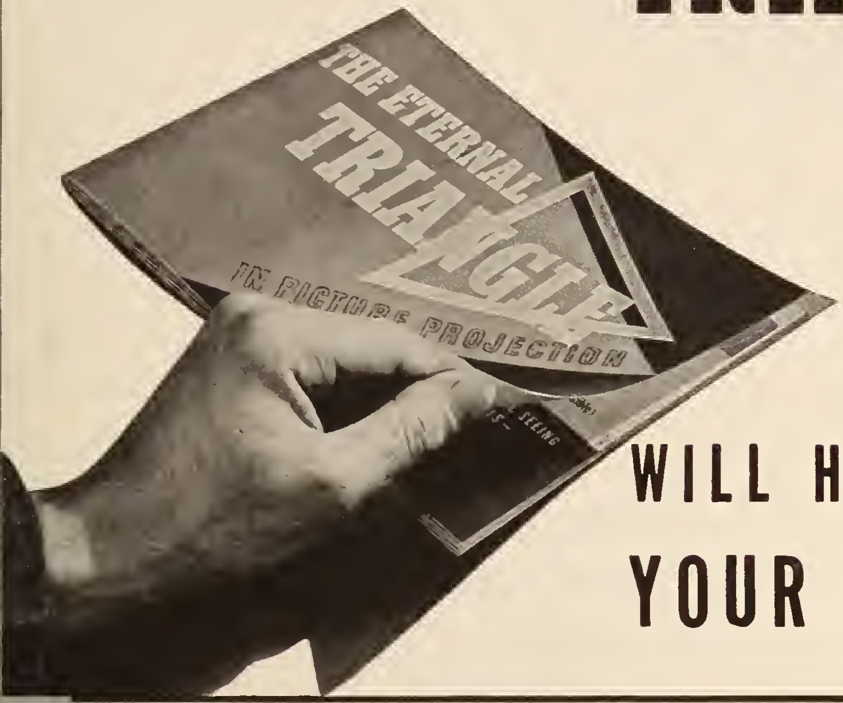
Production Set on L. I.

Milton Schwarzwald, producer and director of Nu-Atlas and Mentone short subjects will shortly begin production at the Eastern Service Studios in Long Island City on two series of musical films to be released by Universal and RKO.

Capra Signs H. B. Warner

Hollywood, July 4.—H. B. Warner, who was featured in Frank Capra's "Mr. Deeds Goes to Town" and "Lost Horizon" for Columbia, has been signed for Capra's "You Can't Take It with You," now in production.

A STUDY OF THE TRIANGLE



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44. NO. 3 NEW YORK, WEDNESDAY, JULY 6, 1938 TEN CENTS

Monogram to Build Studio, Weeks States

Location for New Plant Not Revealed

HOLLYWOOD, July 5.—Monogram will build its own new studio in Hollywood, it was stated here today by George W. Weeks, Monogram director of sales, who declared:

"Exhibitor reaction to such of our pictures as 'Boy of the Streets' and 'Girl of the Limberlost,' recently released, makes this move necessary. We have aimed to reach the man in the street. It has been proved that the man who rides the street car must be served. Our policy is to please him."

Speaking of double bills, Mr. Weeks said, "it has often been demonstrated that the second picture is the dessert of the dinner. When the first course is undigestible the dessert frequently makes the whole meal enjoyable."

Mr. Weeks will leave here Friday for New York. Location and other details concerning the new studio were not divulged.

CBS, NBC Billing For 6 Months Up Over Last Year's

CBS and NBC cumulative billings for the first six months of 1938 show substantial gains over the billings for the same period last year, with CBS up 5.3 per cent and NBC showing an improvement of 5.4 per cent.

CBS scores the achievement of recording the greatest amount of business for a six-month period by any single network in radio history, with gross time billings amounting to

(*Continued on page* 12)

FCC Sets Rules on Air Use in Politics

WASHINGTON, July 5.—Rules governing the extension of facilities of broadcasting stations to political candidates were issued today by the Federal Communications Commission, stressing that no broadcaster is required to extend such facilities but

(*Continued on page* 12)

More Radio—P. 12

Many Places Seeking 10% Operator Cut

Circuits Want Chicago Example Extended

A 10 per cent reduction in wages accepted by the Chicago operators' union for July and August is indicative of efforts being made by circuits and exhibitors generally in the larger cities to obtain concessions during the summer slump, it was said here yesterday by circuit spokesmen.

The Chicago cut was effective July 1 and will save $50,000 for exhibitors in that city.

Balaban & Katz, Paramount affiliate, and RKO are the major circuits benefiting by the Chicago concession. RKO circuit headquarters here yesterday said that similar reductions have been requested nationally.

Negotiations are being conducted locally by the circuits' zone or district managers, and some theatre managers are acting collectively.

New York operators and stagehands' unions have not as yet taken any move toward a reduction, although exhibitor representatives asked for relief during the summer. The local unions have had the circuits' request before them since last March.

Interstate Motions Overruled by Court

DALLAS, July 5.—All defense motions to modify findings of fact and conclusions at law in the Interstate Circuit anti-trust case recently sent back from the Supreme Court today were overruled by Judge W. H. Atwell. He gave his findings and conclusions on the case, as requested by the high court. George S. Wright, attorney for Interstate, now has 90 days in which to perfect the appeal.

In his rulings Judge Atwell held, as before, that in fixing prices on subsequent runs and the time to elapse before re-running Interstate and several major distributors acted in violation of the monopoly laws.

Rose Here Today to Discuss Para. Plans

David Rose, who will head Paramount's production activities in England, is scheduled to arrive from the coast by plane today for home office conferences with Barney Balaban. Paramount president, and John W. Hicks, vice-president and foreign department head, on final arrangements

(*Continued on page* 11)

KENNEDY APPEALS FOR COOPERATION

England, U. S. Need Each Other, He States at Silverstone Party

By AUBREY FLANAGAN

LONDON, July 5.—A pointed and dramatic appeal for collaboration between the film interests of Great Britain and the United States was made here today by Joseph P. Kennedy, American Ambassador to England, following an unexpected appearance at the farewell testimonial luncheon given Murray Silverstone, who, as executive head of United Artists, has given up his post as managing director of the company in England, and will make his permanent headquarters in New York.

The luncheon was sponsored by the Cinematograph Exhibitors' Association and the Kinematograph Renters' Society (distributors), and apparently it was not generally anticipated that the Ambassador, who had just returned from a visit to the United States, was to appear. The American Ambassador, once concerned in, and always considered a friend of the motion picture business, made his appearance when the luncheon was almost over, accompanied by Fayette

(*Continued on page* 9)

German Rules Apply

Berlin, July 5.—All regulations covering the German film industry and the importation of foreign films have been extended by official decree to Austria.

Says British Plants Need U S. Producers

English studio activity depends on the stimulus to be given British production by American companies under the new quota act, but one thing is certain, that cheap quota "quickies" are a thing of the past, it is reported by James A. FitzPatrick, who returned Monday from London.

Mr. FitzPatrick went over with the intention of winding up FitzPatrick Productions, Ltd., which made quota films for M-G-M last year. Shortly after his arrival there, he was asked by a major company to defer liquidation of the company pending the discussion of a production deal.

He cut his London stay short and returned here to negotiate the deal, which provides for four double quota films, two of which may be in color. Mr. FitzPatrick's studio is at Sound City.

He credits M-G-M's "A Yank at Oxford" with setting an example for other American companies in the production of films in England.

Equity Turns Down Request from Pathe

Pathe News was refused authorization by the council of Actors Equity yesterday to photograph Equity members at work without paying such actors. The newsreel's request was made in anticipation of including in its future news productions shots from several plays whose authorship and casts might make news events of their presentation.

The established Equity rate for photographing members at work is one week's pay for every day or part of a day the members work.

The Equity council made consideration of the regulations to end ticket speculation on Broadway plays a special order of business for its next meeting, July 19. Joseph Vitale and Hugh Rennie were named temporary delegates to the Associated Actors & Artistes of America in the absence

(*Continued on page* 11)

Atlas to Increase Its RKO Holdings

Atlas Corp. expects to acquire an additional one-twelfth of RCA's holdings of RKO stock and debentures during July in order to comply with the requirements for obtaining a six-month extension of its option to purchase the balance of the RCA holdings, an official of the investment company said yesterday.

Under the provisions of the option Atlas was privileged to acquire the remaining 555,254 shares of RKO

(*Continued on page* 9)

Tarkington Starts Suit Over "Penrod"

Booth Tarkington filed suit yesterday in N. Y. Supreme Court against Warner Bros. Pictures, Inc., and asked for an injunction restraining the exhibition of "Penrod and His Twin Brother."

Mr. Tarkington based his suit on an alleged contract made with Warner Bros. on March 6, 1931, in which he

(*Continued on page* 9)

My Word!

By Irene Kuhn

◆ Walter Winchell almost succumbed to the surburban lure of Connecticut, but settled finally on a home in the vicinity of Bronxville, N. Y., because it was more convenient for his 6 A. M. homecomings from his all-night's work every night.

◆ Donald Deskey, industrial designer, who yearns to be a producer, is negotiating with George Bye, agent; Ursula Parrott, writer, and Warners, for a picture based on the World's Fair setting. Miss Parrott is working on a love story with the Fair as a background, somewhat in the "State Fair" manner. Warners are interested in seeing the script, for they believe a World's Fair picture released while the Fair is on, would have general interest all over the country.

◆ Greatest unplanted publicity story for manufacturers this season is in Warners "White Banners." The theme of the story revolves around a young man who tried hard to make a perfect refrigerator using electricity and who gave up and made his invention run by gas.

◆ There is only one gas refrigerator on the market, Electrolux, which is made by Servel, Inc. Warners, unwilling to make any technical errors, asked Servel to lend them one of their engineers for technical guidance. Electrolux had nothing to do with the story idea, nor did it subsidize the production in any way, but are the directors happy! Louis Ruthenburg, president of Servel, Inc., saw the film in New York and celebrated at a luncheon in the Chatham for some friends and his sister, Mary Ruthenburg, of Selznick International.

Ann Sheridan to Star

Hollywood, July 5.—Warners have elevated Ann Sheridan to stardom, it was stated today by Hal B. Wallis, associate executive in charge of production. The move, said Mr. Wallis, resulted from a nationwide poll which revealed Miss Sheridan as the most promising of the younger Warner actresses.

AIR-COOLED SKYSLEEPERS

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Big, luxurious Flagship Skysleepers. No change of planes. Air-conditioned at airports—nature-cooled en route. The Southern All-Year route. Complimentary meals. To Los Angeles or San Francisco, $149.95. 10% saving on round-trip flights.

The MERCURY Lv. Newark . . 5:10 p.m.
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Call your travel agent or VAnderbilt 3-2580. Ticket Offices: 45 Vanderbilt Avenue and Rockefeller Center, 18 W. 49th St.

AMERICAN AIRLINES Inc

New York's Critics Praise Danielle Darrieux in Debut

New York's daily newspaper film critics liked "The Rage of Paris," and, even more, they liked its star in her Hollywood debut, Danielle Darrieux. They said so along the following lines:

Herald-Tribune—Danielle Darrieux, as enchantingly lovely as ever, makes an auspicious Hollywood debut. . . . Refreshing and delightful entertainment.

Mirror—America has no star as devastatingly "cute." . . .She is ravishingly pretty. . . There's little doubt of America's immediate surrender to Danielle Darrieux.

News—(She) has captured American audiences. . . Light and sparkling warm weather entertainment.

Post—Will prove itself enticing comedy. . . The entire picture shares in this perfection in small matters. (As) light comedy there will be nothing better on the local theatre screens.

Sun—. . . "The Rage of Paris" is frothy but cheery for a summer day. . . . It serves to introduce Danielle Darrieux to American audiences.

Times—One of the more pleasant events of the current season. Miss Darrieux's charm and talent are enough. . . If she doesn't become one of America's most popular stars in the next year we'll eat this column.

World-Telegram—. . . A gay, brisk, nifty bit of alert nonsense. . . Charming and delightful entertainment. . . I can hardly imagine a movie-goer who will not enjoy it thoroughly.

◂ Purely Personal ▸

RAY COZINE of Kendor Productions has been engaged to head the film division of the Rockridge School of the Theatre at Carmel, N. Y. He recently completed a "New Talent" two-reeler at the Film Art Studios.

•

George Piantadosi, for many years a major executive in the music business, is now one of Westchester's biggest realtors. He has sold estates to Jack Denny, Larry Spier and Little Jack Little.

•

Mrs. Herman Wobber, wife of the distribution head of 20th Century-Fox, is visiting here for a few days following a European trip, before returning to her home in San Francisco.

•

Eddie Cantor, Mrs. Cantor, daughter Janet, Don Ameche and Chester Lauck of "Lum and Abner," radio team, will sail today on the *Queen Mary.*

•

Alfred Hitchcock, English director, and his wife, Alma Reville, are due late this week from Hollywood. They may sail next week for England.

•

Sam Abend of Exhibitors' Film Delivery in Kansas City and daughter, Martha, will sail on the *Queen Mary* today for an extended trip abroad.

•

Byron (Dinty) Moore, managing director of Warners' metropolitan theatres, is due back July 9 from a vacation in Canada with his family.

•

Joseph S. Hummel, Warners foreign sales manager, will arrive on the *Ile de France* tonight from a seven-month tour.

•

Fred McConnell finally got his boat into the water and had a party of seven out on the Sound over the weekend.

•

Kenneth Aneser of the Warner advertising department returned to his desk yesterday after a rainy vacation.

•

Harry Brand returned to the 20th Century-Fox studio July 4.

CHARLES LAUGHTON, Elsa Lanchester, his wife; Erich Pommer, Harry Richman, A. G. Neville and A. J. Whetter of M-G-M are among the passengers on the *Normandie,* scheduled to leave England today and to arrive in New York next Monday.

•

Roy Rogers, Republic western star, will make a personal appearance at the Grand, Albany, tomorrow night, then will go to Chicago to broadcast in NBC's Barn Dance program. From there he will proceed to the coast.

•

Morris Goodman, Republic vice-president in charge of foreign sales, will sail today on the *Queen Mary* for a six-week European survey. He will take along a print of "Army Girl."

•

Joseph M. Schenck is now due to arrive Friday from the coast. After several steamship cancellations, he has decided to sail on the *Normandie* next Wednesday for a European vacation.

•

Eddie Dowling, producer of "Shadow and Substance," and Lily Darvas, Austrian film actress and wife of Ferenc Molnar, will arrive on the *Ile de France* tonight.

•

Scott Faron, Ross Federal publicity director, is back from his vacation and reports that he has lost none of his skill as a thrower of horseshoes.

•

Maurice Silverstone, chairman of the executive committee of U. A., will sail today from Southampton on the *Normandie,* arriving here Monday.

•

Gloria Swanson is in New York assembling her wardrobe for her first Republic film, "Ladies in the News," and expects to start west July 15.

•

Carl Leserman, Warners assistant general sales manager, will leave today for a business trip to Atlanta, returning the end of the week.

•

Edgar Kennedy will return tomorrow on the *Manhattan* from England.

Holiday Increases Takes on Broadway

The Fourth of July holiday helped Broadway theatres with strong attractions, these houses reporting better business than last year's holiday. The Roxy, which had a weak attraction last year, claims a 65 per cent increase over the weekend and a gross of $30,000 for Saturday, Sunday and Monday, with indications that "The [illegible]ge of Paris" will wind up at $52,000 for the week.

The Paramount, with "Tropic Holiday," also reported better business, with a take of $40,000 for the week. The film is being held.

The second week of "Holiday" at the Music Hall appears likely to hit $72,000. As usual, this showhouse was a magnet for out-of-town visitors over the holiday.

The Strand ended the second week of "White Banners" with $14,000.

English Footage Gains

London, July 5.—A total of 42,726,000 feet of film was exhibited in England during the year ended Sept. 30, 1937, according to the Board of Trade. The figure compares with a total of 39,735,000 for the previous year. British films accounted for 11,939,000 feet, equal to 27.9 per cent, as compared to 27.4 per cent during the previous year.

Irv. Mack Heads CAPA

Chicago, July 5.—Irving Mack of Filmack Trailer Service was recently elected president of CAPA at a meeting of the organization for the election of officers. Others elected include Hank Porter, vice-president; Ralph Smitha, secretary; Moe Wells, treasurer, and Sidney Stern, sergeant-at-arms.

MOTION PICTURE
DAILY
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MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Banner, Al Finestone, Thomas Fitzsimmons, Sherwin A. Kane, Irene Kuhn, Joseph Priore.

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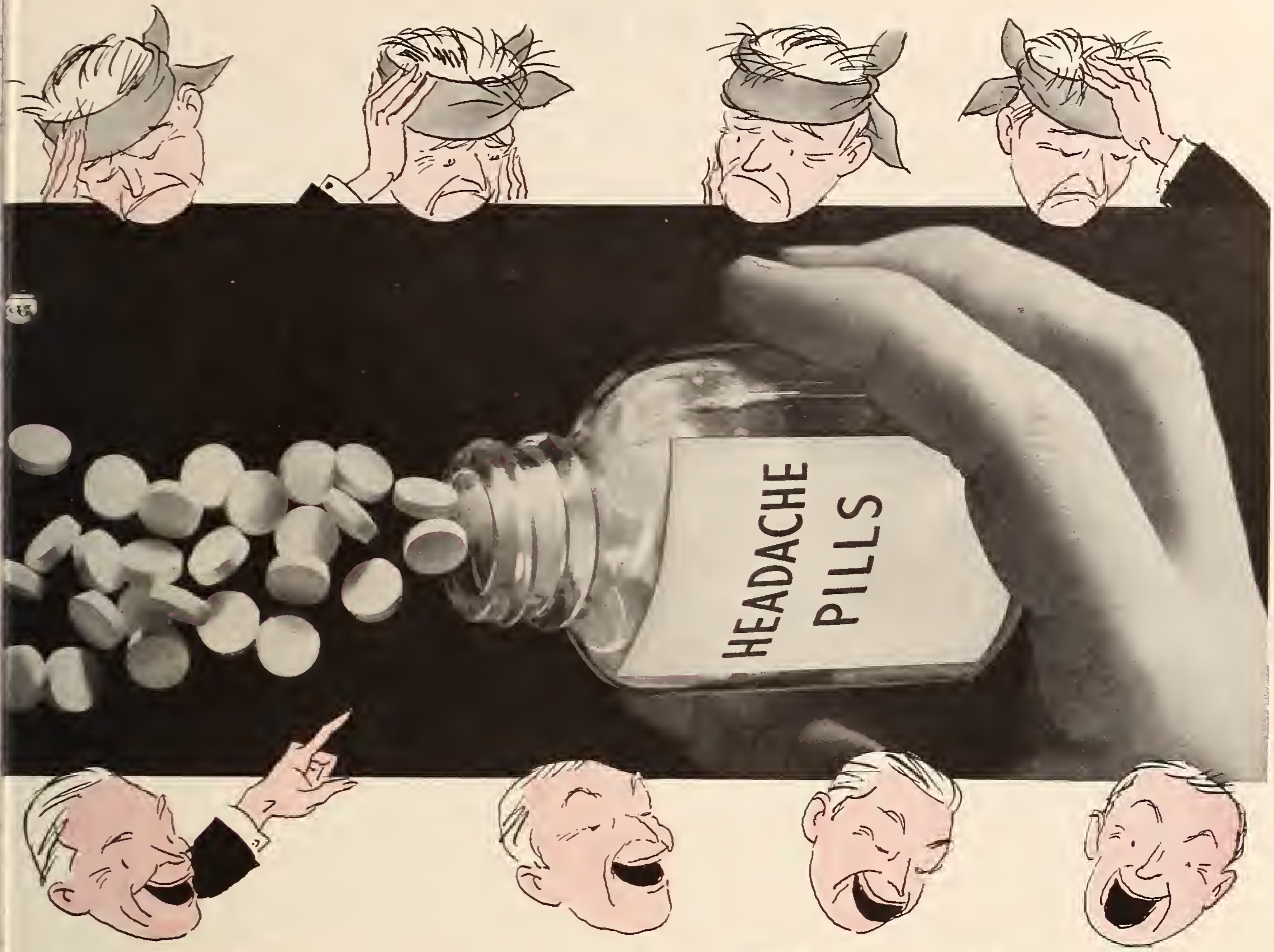


THROW AWAY THOSE HEADACHE PILLS!

—here comes M-G-M!

MARGARET SULLAVAN · JAMES STEWART
"THE SHOPWORN ANGEL"

with Walter Pidgeon • Screen Play by Waldo Salt • From a Story by Dana Burnet • Directed by H. C. Potter • Produced by Joseph L. Mankiewicz

It's sensational box-office! Human, humorous, tender, thrilling! Margaret Sullavan tops "Three Comrades" triumph and clinches top stardom! James Stewart climaxes series of hit roles with most appealing character of all—*your new male star!*

ROBERT TAYLOR in "THE CROWD ROARS"

with Edward Arnold, Frank Morgan, Maureen O'Sullivan, William Gargan, Lionel Stander, Jane Wyman • Screen Play by Thomas Lennon, George Bruce and George Oppenheimer • Directed by Richard Thorpe • Produced by Sam Zimbalist

California Preview a Riot! The big Summer Show! And Bob Taylor captivates with another socko role! Bigger, better than "The Yank."

"LOVE FINDS ANDY HARDY"

Screen Play by William Ludwig
Directed by George B. Seitz

Absolutely the best of the beloved Judge Hardy Family Hits! Popular favorites Lewis Stone, Mickey Rooney, Judy Garland, Cecilia Parker, Fay Holden. The Gang's all here! A summertime sugar show for "A" time pay-time!

And More To Come!

Warners Holding Companies Dropped

WASHINGTON, July 5.—Dissolution of the personal holding companies of the three Warner brothers was completed in May, it is disclosed by the semi-monthly report of the Securities and Exchange Commission.

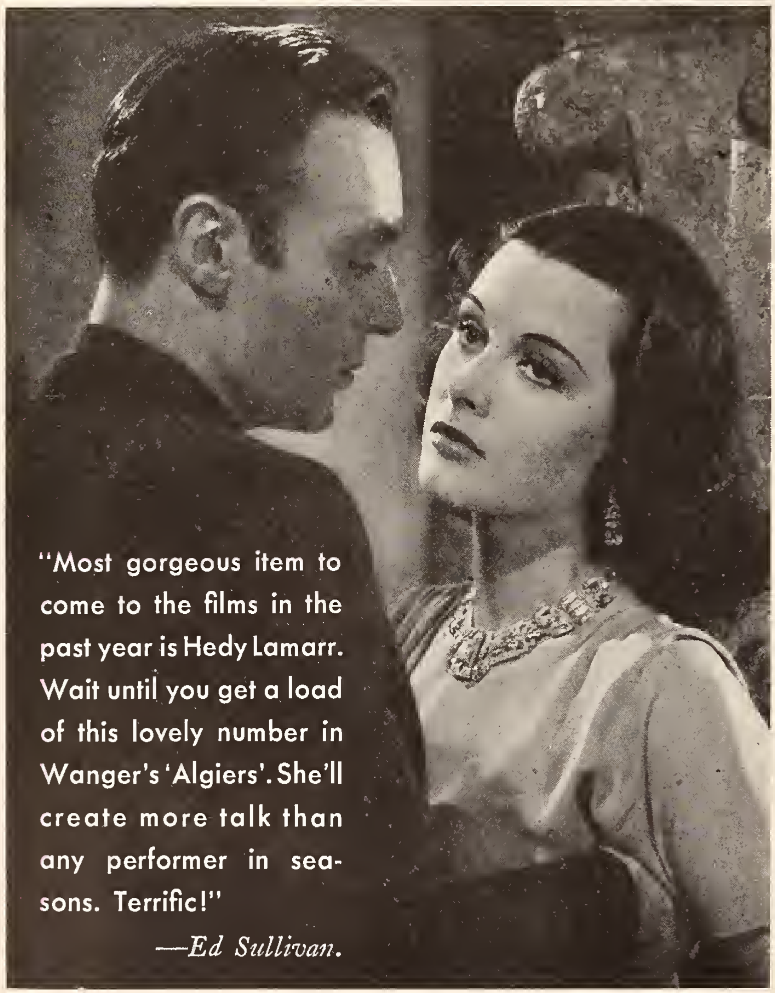
The last 500 shares of Warner Brothers preferred stock held by each of the companies was transferred to direct ownership, wiping them out with the exception of Albert Warner's holding company A, which still retained 5,460 optional debentures.

The only transactions in Warner Brothers stocks reported for the month were the disposition by Albert Warner of 20,000 optional debentures and the acquisition by Morris Wolf, Philadelphia director, of 200 shares of common, raising his holdings to 950 shares direct and 167 in a trust.

As a result of dissolution of the holding companies, each of the three Warners at the close of the month held 14,884 shares of preferred; in addition, Albert Warner held 59,648 shares of common and 1,739,000 optional debentures, H. M. Warner held 62,860 shares of common and 1,379,000 debentures, and Jack L. Warner held 88,060 shares of common and 1,183,000 debentures.

Wanger to Make "Winds"

HOLLYWOOD, July 5.—Walter Wanger has added "Trade Winds," featuring Fredric March and Joan Bennett, to his program for the current season. Tay Garnett, who filmed the backgrounds on a recent trip around the world, will direct.


"Most gorgeous item to come to the films in the past year is Hedy Lamarr. Wait until you get a load of this lovely number in Wanger's 'Algiers'. She'll create more talk than any performer in seasons. Terrific!"
—Ed Sullivan.

The Newsreel Parade

Movietone News
Vol. 20, No. 85
(20th Century-Fox)

Good material, skillfully edited and interestingly narrated, contribute to the making of another good release of this reel. President Roosevelt's address at the Gettysburg veterans' gathering and dedication of the peace monument there has the lead position, followed by a review of the British fleet by King George VI and the induction into office of President Hyde of Ireland.

Barbara Hutton's domestic troubles receive attention from the camera and commentator. There are spectacular shots of German troops in mass parachute jumps from planes during manuevers, and a good picture and description of the running of the Grand Prix at Auteuil. Helen Wills Moody's victory at Wimbledon is reported and a Detroit baseball school for youngsters contributes an amusing chapter to the sports section. A fashions contribution and Lew Lehr's newsette complete the reel.

Running time, 10 mins. K.

News of the Day
Vol. 9, No. 283
(M-G-M)

President Roosevelt's dedication of the peace monument at the Gettysburg battlefield receives the lead position in this interesting and lively release. In reporting the event the camera captured some striking character studies among the aged veterans who attended the Gettysburg reunion. The reel also features a second Presidential address, that at the N. E. A. convention at the New York World's Fair grounds.

A review of Britain's sea power by King George VI includes an interesting demonstration of naval marksmanship in the scoring of a direct hit on a radio controlled sea plane. The running of the Grand Prix at Auteuil with its accompaniment of new Paris fashions on display makes a good subject. A youngster's marble tournament at Wildwood, N. J., the American men's team victory at Wimbledon, a diving show at Los Angeles and the A. A. U's 50th championship games at Buffalo, make up the sports section, completing the reel.

Running time, 10 mins. K.

Paramount News
Issue No. 96
(Paramount)

The lead position of this issue is given to a review of the British fleet off Weymouth by King George. The story is becomingly filmed and in addition to splendid views of the ships it also offers anti-aircraft gunnery practice—a plane is shot down in eight minutes—and later the ship's crew gives a comical show for its royal guest. Another event handled in fine style is the recent Gettysburg reunion of Civil War veterans. There is much material, all of it attention-holding, as the 75th anniversary of the famous battle is celebrated.

The first Indian trade commissioner arrives on the *Queen Mary* and voices his hopes for continued and prosperous business relations with his country; Dr. Douglas Hyde, Ireland's president, takes the oath of office; the recovery of the bodv of Medill McCormick from a New Mexico mountain is documented; the Barbara Hutton-Count Haugwitz-Reventlow marital upset accounts for a number of library scenes which bear interestingly on the "live" quality of the affair; Glenn Cunningham runs away with another race at an A.A.U. championship meet in Buffalo; Helen Wills Moody at Wimbledon; the National Aquatic Show at Los Angeles with this country's Olympic bets performing and the Gettysburg celebration with President Roosevelt making his highly publicized speech round out the reel. Running time, 9 mins. P.

RKO Pathe News
Vol. 9, No. 100
(RKO)

This issue is led by President Roosevelt's address before the National Education Association on the World's Fair site in New York, characterized by the usual Roosevelt emphasis. Pictures of Barbara Hutton, planning a divorce, and her young son, are of news interest. The National Aquatic Show in Los Angeles pictures divers in action.

Ireland parades and cheers as Dr. Douglas Hyde, president, goes to assume his office. Of real pictorial value and general interest are the pictures made from a plane flying the new Sydney-New Guinea air route, including jungles, mountains and the crater of a huge volcano. King George VI boards a British battleship to review his fleet in maneuvers. The reel ends with pictured highlights of the National A.A.U. track meet at Buffalo. A generally interesting, if unexciting reel. Running time, 8 mins. A.

Universal Newsreel
Vol. 10, No. 681
(Universal)

The Gettysburg celebration takes the spotlight in this post Fourth of July release and short shots of the various doings on the hallowed ground, including the President's visit and military parade, make up a good clip.

Another interesting clip is King George attending fleet maneuvers, as a preview of Britain's war might. The balance, made lively by Graham McNamee's narration, includes the testing of a new Lockheed plane; festivities at the opening of a Colorado highway; a quaint Moravian wedding Ralph Guldahl and Denny Shute fighting it out on the links; the marble championship finals; A. A. U. track meet, which provides some fast running, and Nearco winning the Pari Grand Prix sweepstakes, which ha plenty of action. Running time, mins. F

Nine New Pictures Approved by Legion

Nine of 10 new pictures reviewed and classified by the National Legion of Decency for the current week have been approved, five for general patronage and four for adults. One has been classified as objectionable in part. The list of new pictures and their classification follow.

Class A-1, Unobjectionable for General Patronage—"Danger on the Air," "Man's Country," "Outlaw Express," "Reformatory," "Young Fugitives." Class A-2, Unobjectionable for Adults—"Always Goodbye," "Crime Ring," "Fast Company," "Son of the Sheik." Class B, Objectionable in Part—"The Amazing Dr. Clitterhouse."

Alexander Meeting Opens in Colorado

COLORADO SPRINGS, July 5.—Officials and salesmen of the Alexander Film Co. gathered here from all sections of the country today for a five-day "master salesman's roundup."

The meeting is a climax to the most successful 12-month period in company history, according to M. J. McInaney, vice-president in charge of sales. J. Don Alexander, president, and D. M. Alexander, vice-president, who returned recently from a business trip to New York, are in charge.

All phases of short length commercial film advertising on theatre screens are to be covered at business sessions, which will continue through July 8.

Butterfield Takes Republic's Lineup

A deal for Republic's entire 1938-'39 program of features, westerns and serials was closed with E. C. Beatty, president of Butterfield Theatres circuit of 102 houses in Michigan, by James R. Grainger, Republic president, during his visit in Detroit, from which he returned yesterday. Sam Seplowin, Republic franchise holder for Michigan, sat in on the deal. Mr. Grainger also visited the company's Chicago office.

'Blind Mice" Duchin Loop Hit, $40,500

Chicago, July 5.—"Three Blind ſe" on the screen and Eddy Duchin his band on the stage were the ellar attractions in the Loop and ave the Chicago $40,500, which was 8,500 over average. Duchin and his and were held another week.

"I Cover the Waterfront" and Monte Cristo," reissues, pulled $6,600 t the Apollo. Other Loop theatres ound the going rough. The weather as unsettled most of the week.

Total first run business was $88,400. verage is $102,000.

Estimated takings:

Week Ending June 30:

I COVER THE WATERFRONT" (U.A.)
'COUNT OF MONTE CRISTO" (U.A.)
APOLLO—(1,400), 35c-55c-65c, 7 days. ross: $6,600. (Average, $6,500)

"THREE BLIND MICE" (20th-Fox)
CHICAGO—(4,000), 35c-55c-75c, 7 days. tage: Eddy Duchin and Band. **Gross:** 0,500. (Average, $32,000)

'ROMANCE OF THE LIMBERLOST" (Monogram)
GARRICK—(900), 35c-55c-65c, 7 days. ross: $4,000. (Average, $6,500)

"UNDER SUSPICION" (Univ.)
PALACE—(2,509), 35c-55c-75c, 7 days. tage: Vaudeville Revue. **Gross:** $11,000. Average, $19,000)

THIS MARRIAGE BUSINESS" (RKO)
STATE-LAKE — (2,776), 20c-40c-55c, 7 ays. Stage: Verne Buck and Revue. ross: $10,000. (Average, $13,000)

Week Ending July 1:

"GOLDDIGGERS OF PARIS" (W.B.)
ROOSEVELT—(1,300), 35c-55c-75c, 7 days. ross: $7,600. (Average, $11,000)

"TOY WIFE" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, days. **Gross:** $9,000. (Average, $15,000)

'Blind Mice" Gets $13,500 at Cincy

Cincinnati, July 5.—"Three Blind fice," with a $13,500 gross, plussing ie RKO Albee average by $1,500, as the only picture to get over the ne in an otherwise dull week.

"You and Me," at the RKO Palace, id "Wives Under Suspicion," at eith's, were pulled after five days hen grosses at both houses took a osedive.

Total first run business was $34,100. verage is $46,700.

Estimated takings for the week end- ig June 30:

"THREE BLIND MICE" (20th-Fox)
RKO ALBEE—(3,300), 35c-42c, 7 days. ross: $13,500. (Average, $12,000) Moved RKO Capitol.

"YOU AND ME" (Para.)
RKO PALACE—(2,700), 35c-42c, 5 days. ross: $6,300. (Average, 7 days, $10,000)

"FAREWELL TO ARMS" (Para.) (Reissue)
RKO CAPITOL—(2,000), 35c-42c, 7 days. ross: $3,000. (Average, $6,500)

"SON OF A SHEIK" (U. A.) (Reissue)
"A TRIP TO PARIS" (20th-Fox)
RKO LYRIC—1,400, 35c-42c, 7 days. ross: $4,000. (Average, $6,500)

"THREE COMRADES" (M-G-M)
RKO GRAND—(1,200), 25c-40c, 7 days, d downtown week. **Gross:** $2,400. (Aver- e, $2,750)

"STATE POLICE" (Univ.) (2 days)
"DEVIL'S PARTY" (Univ.) (2 days)
"ROSE OF THE RIO GRANDE" (Monogram) (3 days)
RKO FAMILY—(1,000), 15c-25c. **Gross:** ,100. (Average, $2,450)

VIVES UNDER SUSPICION" (Univ.)
KEITH'S — (1,500), 30c-40c, 5 days. oss: $2,800. (Average, 7 days, $6,500)

Out Hollywood Way

Hollywood, July 5.—Hal Wallis has signed Pat O'Brien for another Warner contract period. O'Brien is slated to be starred in the remake of "The Sea Wolf." Milton Shubert will supervise Warners' "The Gay Nineties," which will feature Dick Powell, Pat O'Brien, Olivia de Havilland, Kay Francis, George Brent, Humphrey Bogart, Ann Sheridan and Janet Kay Chapman. Max Siegel will handle "Memphis Belle," starring Bette Davis.

Stanley Honiss, recently signed Universal player, has changed his name to Stanley Hughes . . . Having finished his featured role in "Chicago Ben," for Gaumont British in London, Edgar Kennedy has spent two weeks touring the British Isles and France and will return to Hollywood. . . . Edward Small has sent Lynn Shores and John E. Burch to West Point for added location shots for "The Duke of West Point." . . . A troupe of "doubles" of stars will leave New York, July 7, for London for tours of England and the Continent in a revue set by Kurt Robitschek, European producer.

Fred Kohlmar, former Goldwyn aide, has joined Columbia as an associate producer. . . . RKO has purchased film rights to the play, "The Night of January 16." . . . Because of the reception of "The Saint in New York," RKO is planning a series of the Leslie Charteris stories. . . .

✚

Casting—Jane Wyman in Warners' "Brother Rat." . . . Montagu Love and Lumsden Hare in "Gunga Din," RKO. . . . Rita Oehman and Peggy Carroll in "Birthday of a Stooge," RKO. . . . Rita La Roy and Mary McLaren in "Smashing the Rackets," RKO. . . . Janet Waldo in "Paris Honeymoon," Paramount. . . . Michael Brooke, Richard Denning and Philip Warren in "Zaza." . . . Billy Wayne and Vivian Coe in "The Lady and the Cowboy," Goldwyn. . . . Mary Boland and G. P. Huntley in "Artists and Models Abroad," Paramount.

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Story Buys and *Writers*—Monogram has purchased two originals, "Skipper McCoy, Gent," by Brenda Weisberg, and "First Assignment," by Jack K. Leonard and Monte Collins. The latter will be used as a vehicle for Frankie Darro. . . . Marion Orth is writing the script of Monogram's "The Dollar Chasers," a novel by Earl Derr Biggers. . . . Olive Cooper is writing Paramount's "The Arkansas Traveler," which will star Bob Burns.

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Director—Howard Bretherton has been signed by Monogram to direct "Wanted by the Police."

✚

Contract—Ann Sheridan has had her Warner contract extended.

Washauer, Ryman in NY

San Frincisco, July 5. — Al Washauer, manager of the Paramount, Fox West Coast house here, and Jack Ryman, manager of the Vallejo, Vallejo, left together for a three-week vacation in New York. Also vacationing in the east is Jim Chapman, Fox West Coast booker.

Talk of "Recession" Hit by Schlesinger

Hollywood, July 5.—Leon Schlesinger today denounced exhibitor and other spokesmen recently in print with explanations of alleged box-office recessions, declaring:

"All this business needs is a few lessons on what constitutes a good meal of entertainment. Give a child too much and it makes him sick. Giving the public 4 and 5 hour shows has the same effect. When we return to a newsreel cartoon, a novelty and a good single feature, all this squawking, box-office depression and confusion will do a fadeout."

Schlesinger has announced 42 short subjects for the 1938-39 season.

Takes Over G. N. Branch

Seattle, July 5.—L. K. Brin has arrived here to take over the management of the Grand National exchange. He succeeds Danny Matin, resigned. Brin was branch manager for First National in this city about 10 years ago, and later operated the Egyptian here.

Reopen at Rutherfordton

Charlotte, July 5.—The Sylvan of Rutherfordton, N. C., reopened July 1 after having been closed several weeks for remodeling. Morris Littman is the new manager.

"Hunted Men" And Miss Rand Denver Smash

Denver, July 5.—"Hunted Men," with Sally Rand on the stage, was a sensation at the Denham. The $10,000 gross was $4,500 over normal.

"Blockade," with "Nurse from Brooklyn," pulled a strong $5,500 at the Paramount. This was $2,000 into the profit column.

Total first run business was $40,000. Average is $32,750.

Estimated takings for the week ending June 29:

"HOLIDAY" (Col.)
ALADDIN—(1,400), 25c-40c, 7 days, following a week at the Denver. **Gross:** $3,500. Average, $3,500)

"MAN'S CASTLE" (Col.)
"SAINT IN NEW YORK" (RKO)
BROADWAY—(1,100), 25c-40c, 7 days. "Mans Castle" following a week at the Paramount, and "Saint in New York" following a week at th Orpheum. **Gross:** $2,500. (Average, $2,500)

"HUNTED MEN" (Para.)
DENHAM—(1,750), 25c-35c-40c, 7 days. Stage: Sally Rand and show. **Gross:** $10,000. (Average, $5,500)

"THREE BLIND MICE" (20th-Fox)
DENVER—(2,525), 25c-35c-50c, 7 days. **Gross:** $9,000. (Average, $8,500)

"SWISS MISS" (M-G-M)
"BLIND ALIBI" (RKO)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. **Gross:** $8,000. (Average, $7,500)

"BLOCKADE" (U. A.)
"NURSE FROM BROOKLYN" (Univ.)
PARAMOUNT—(2,200), 25c-40c, 7 days. **Gross:** $5,500. (Average, $3,500)

"KIDNAPPED" (20th-Fox)
"INVISIBLE MENACE" (W. B.)
RIALTO—(878), 25c-40c, 7 days. "Kidnapped" following a week each at the Denver and Aladdin. **Gross:** $2,000. (Average, $1,750)

"'Algiers' ranks with the best motion pictures. Boyer has never been more exciting and romantic and Hedy Lamarr is so beautiful I still think I dreamed it all. She has more sex appeal and glamour than all of the rest of the bunch put together."

—*Sheilah Graham, North American Newspaper Alliance.*

ROMANTIC REMARKABLE SUPERLATIVE ADVENTUROUS MAGNETIC

ENGROSSING MASTERPIECE FASCINATING ALLURING TERRIFIC

IF ALL THE WORDS OF PR
LAID END-TO-END THEY WOUL

Redbook Magazine selects "Algiers" the picture of the month!

"This showmanship entertainment merchandise gathers itself into one compact wad of punchy and suspense-laden entertainment." —*M P. Daily.*

"Most gorgeous item to come to the films in the past year is Hedy Lamarr. Wait until you get a load of this lovely number in Wanger's 'Algiers'. She'll create more talk than any performer in seasons. Terrific!" —*Ed Sullivan.*

"Here is an offering that rates laurels on every count." —*Film Daily*

"A fascinating 'mood' picture . . . Boyer proves himself one of our finest actors . . . Hedy Lamarr sure to be a sensation . . ." —*Louella O. Parsons, Hearst papers.*

"'Algiers' is a creation which may well re-kindle one's faith, lately but a spark, in the cinema . . . Boyer is splendid; Sigrid Gurie, unforgettable and Hedy Lamarr an inspired temptress . . . Algiers brings excitement back to the screen." —*Philip Scheuer, Los Angeles Times.*

"'Algiers' a certain hit—Boyer, Lamarr sensational. A picture for your must list. Wanger's greatest success." —*William R. Wilkerson, Hollywood Reporter*

"Positive entertainment for all kinds of audiences . . . Boyer gives one of his most polished, ingratiating performances; Miss Gurie's portrayal builds to remarkable dramatic tension; her role should do much for Hedy Lamarr." —*Jack Jungmeyer, Daily Variety.*

"'Algiers' will score heavily with every class of audience . . . Boyer is eligible for the year's Academy award; Hedy Lamarr's future with American audiences is assured . . . Wanger may well feel proud of his second film masterpiece released in one month." —*Whitney Williams, Hollywood Citizen-News.*

"'Algiers' should re-establish public faith in the entertainment of the motion picture. Boyer's performance among the year's best . . . Hedy Lamarr is the most glamorous foreign beauty since Marlene Dietrich." —*Herb Sterne, Wagner's Script.*

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Directed by John Cromw

OUS BREATHTAKING SUPERB COLORFUL RAVISHING EXCITING

EXCELLENT OUTSTANDING UNFORGETTABLE DISTINGUISHED GLAMOROUS

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"Here's real romance in a thrilling manhunt . . . Hedy Lamarr gives a new slant to glamour."
—*Harold Heffernan, Detroit News.*

"One of the best pictures of the year . . . sure fire entertainment."
—*Phil Lonergan, Kinematograph and Picturegoer*

"Excellent entertainment; the sort of picture Hollywood needs. Wanger has shown great enterprise in presenting a new screen sensation, Hedy Lamarr, quintessence of continental glamour . . . Boyer, splendidly supported, will gain millions of fresh admirers."
—*J. M. Ruddy, Film Pictorial and Daily Sketch.*

"One of the most exciting pictures I have ever seen."
—*Jesse Henderson, Baltimore Sun.*

"All-'round screen entertainment with an exceptionally fine cast."
—*Paul Harrison, Newspaper Enteprise Ass'n.*

"Unquestionably Walter Wanger's best production . . . he has taken an action melodrama and made it a work of art."
—*Motion Picture Review*

"Most interesting entertainment . . . off the beaten track in film-fare with excellent performances by a fine cast."
—*Flo Marshall, Canadian Central Press.*

"Exceptionally fine audience picture."
—*Dudley Early, Family Circle Magazine.*

"Absorbing melodrama; well acted; well directed."
—*Jesse D. Spiro, Cleveland Plain Dealer, Screen & Radio Weekly.*

"One of the year's outstanding achievements . . . tremendous suspense . . . a triumph for Charles Boyer."
—*Harold Salemson, Pour Vous, Paris.*

"Unique; intriguing; romantic; adventurous. Don't miss it on any account."
—*Alice Tildesley, Philadelphia Public-Ledger syndicate.*

World Premiere
RADIO CITY
MUSIC HALL
July 14th

esents CHARLES BOYER *in*

GIERS

HEDY LAMARR *Joseph* **CALLEIA** · *Alan* **HALE** · *Gene* **LOCKHART** · *Mme. Nina* **KOSHETZ**

by John Howard Lawson · Additional dialogue by James M. Cain · Released thru United Artists

MOTION PICTURE DAILY'S HANDY BOOKING CHART

[Dates Are Based Upon National Release Schedules and Are Subject to Change. This Chart Is Revised Weekly. Letters in Parentheses After the Titles Denote the Following: (A) Adult, (G) General, (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action]

	COLUMBIA	M-G-M	MONOGRAM	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIVERSAL	WARNERS	G. B.
June 10		The Toy Wife (G) (D) *Rainer Douglas* (836)	Marines Are Here (D) *June Travis Gordon Oliver* (3712)		Ladies in Distress (G) (C) *Skipworth* (7012)	King Kong (reissue) *Wray* (870)	One Wild Night (G) (C) *June Lang Lyle Talbot* (850)			Gold Diggers in Paris (G) (M) *Rudy Vallee* (206)	The Show Goes On (D) *Neagle Carminati* (June 17)
June 17	Holiday (G) (D) *Hepburn Cary Grant*	Woman Against Woman *Bruce Marshall* (838)		Prison Farm (A) (D) *Lloyd Nolan Carlisle* (3743)	Riders of the Black Hills (O) *3 Mesquiteers* (7117)	Blond Cheat *Fontaine DeMarney* (831)	Three Blind Mice (G) (C) *Loretta Young Joel McCrea* (851)	Blockade (A) (D) *Madeleine Carroll Fonda*		When Were You Born? (G) (D) *Anna Wong*	3 on a Week End (G) (D) *Lockwood John Lodge* (July 1)
June 24	Stagecoach Days (O) *Luden* Highway Patrol (G) (D) *Wells*	Lord Jeff (G) (D) *Bartholomew* (837)	Romance of the Limberlost (G) (D) *Jean Parker* (3702)	Bar 20 Justice (G) (O) *Boyd* (3758)	Gold Mine in the Sky (O) *Gene Autry*	Border G-Man (G) (O) *O'Brien* (882)	Mr. Moto Takes a Chance (G) (D) *Lorre* (819)		Young Fugitives *Robt. Wilcox Dorothea Kent*	White Banners (A) (D) *Claude Rains* (208)	Crime Over London *Margot Grahame Paul Cavanaugh* (July 15)
July 1	City Streets (D) *Carrillo* West of Cheyenne (O)	Fast Company (839) Port of the Seven Seas (829)		Tropic Holiday (G) (C) *Bob Burns Martha Raye* (3744)	Army Girl (D) *Madge Evans Preston Foster*	Having Wonderful Time (A) (C) *Rogers* (819)	Always Goodbye (G) (D) *Stanwyck Marshall* (852)	South Riding (A) (D) *Edna Best Edmund Gwenn*	Danger on the Air (D) The Rage of Paris (G) (C) *Darrieux*	Men Are Such Fools (G) (D) *Wayne Morris Priscilla Lane*	Evergreen (G) (M) (reissue) *Jessie Matthews* (Aug. 1)
July 8		Shopworn Angel (D) *Sullavan Stewart* (835)	Man's Country (O) *Jack Randall*	Pride of the West (O) *Boyd* (3854)	Durango Valley Raiders (O) *Bob Steele* (7128)	Crime Ring *Allan Lane* (836) Little Women (871)	Panamint's Bad Man (O) We're Going To Be Rich (C) *Gracie Fields*			My Bill (G) (D) *Kay Francis John Litel* (215)	
July 15	Pioneer Trail (O) *Jack Luden Joan Barclay*	Crowd Roars *Taylor O'Sullivan Frank Morgan* (840)		Professor Beware (C) *Harold Lloyd Phyllis Welch*		Mother Carey's Chickens *Ruby Keeler Anne Shirley* (833)	Passport Husband *Pauline Moore Stuart Erwin* (854)			Racket Busters (D) *Brent Bogart* (213)	**G. N.** I Married a Spy (D) (225) (July 1)
July 22	Reformatory (G) (D) *Jack Holt Charlotte Wynters*	Love Finds Andy Hardy *Rooney Stone Parker*		Booloo (O) *Colin Tapley*		I'm from the City (C) *Joe Penner* (834)	I'll Give a Million *Warner Baxter Marjorie Weaver* (855)	Algiers (A) (D) *Boyer Gurie Lamarr*	Prison Break *Glenda Farrell MacLane*		Rollin' Plains (O) (226) (July 8)
July 29	South of Arizona (O) *Starrett Meredith*	The Chaser *Denis O'Keefe Lewis Stone*		Orphan Annie Detective		Sky Giant *Richard Dix* (835)	Little Miss Broadway *Shirley Temple* (856)	Young in Heart *Gaynor Fairbanks, Jr. Goddard*	Letter of Introduction *Leeds Bergen-McCarthy*	Amazing Dr. Clitterhouse (G) (D) *Robinson* (276)	High Command (D) (227) (July 15)
Aug. 5		Too Hot to Handle *Gable Loy*	Barefoot Boy *Jackie Moran Claire Windsor*	Give Me a Sailor (C) *Martha Raye Bob Hope*			Alexander's Ragtime Band (G) (M) *Power*		Little Tough Guy *"Dead End" Kids*	Mr. Chump (C) *John Davis Lola Lane*	Renfrew on White Trail (228) (July 22)
Aug. 12	The Gladiator (C) *Joe E. Brown June Travis*		Last Frontier (O) *Jack Randall*	The Texans *Joan Bennett Randolph Scott*		Painted Desert (O) *O'Brien* (883)	Keep Smiling (G) (C) *Jane Withers Gloria Stuart*		The Missing Guest (D) *Paul Kelly*	Cowboy from Brooklyn (G) (M) *Pat O'Brien Dick Powell*	Utah Trail (O) *Tex Ritter* (229) (Aug. 12)

Kennedy Asks U. S., England To Cooperate

(*Continued from page 1*)

rt of the London office of the .P.D.A., and Jack Kennedy, RKO.

The Ambassador declared emphatilly that just as Great Britain's film dustry could not exist without picres from the United States, so also e American industry could not exist ithout the British market.

He asked that American film interts encourage British producers in turn for the money taken from ritain by the American industry.

He made the forecast that the inustry in the United States would ce a very difficult period in which erybody would suffer by the crisis the present control failed. If that appened, somebody else would take harge, he said, but did not elaborate that thought.

Collaboration by the United States terests with those of Great Britain an American obligation, he declared. e also requeested the American proucers, press and exhibitors to bear mind the importance of the British arket to the American industry. he Ambassador expressed his apeciation for the reception accorded im at the luncheon.

Sir Frederick Whyte in Chair

Sir Frederick Whyte, chairman of e new Films Council, presided at e luncheon at the Hotel Mayfair in is first public appearance in that apacity, and declared that the counl is a corporate body with a mind of s own.

Edward J. Hinge, vice-president of e C.E.A., described Mr. Silverstone s 50 per cent an Englishman in more ays than one. Sam Eckman of I-G-M and Arthur Jarrett paid ibute to Mr. Silverstone, and Sir rederick read a telegram from Will Iays, which declared that Mr. Silerstone had strengthened the bonds etween America and Britain.

Mr. Silverstone, in his address of anks, pleaded that the United States roducers would not survive without e English market, and that without merican pictures the English exibitor would not be able to exist.

Mr. Silverstone was honored also t a banquet tendered by United Artsts at the Savoy on Sunday night. ritish and Continental U. A. salesen attended, as did Alexander orda, Oscar Deutsch and Herbert Vilcox, who is reported negotiating rejoin U. A. Mr. Silverstone was resented a traveling bag.

C.E.A., Australian Agreement Proposed

London, July 5.—Lionel Samuel nyder, Australian exhibitor, will neet with representatives of the Cinematograph Exhibitors' Association omorrow with the object of cementng an agreement between Australian nd British exhibitors.

The Australian group plans, if neotiations are concluded successfully, o send a delegate annually to the .E.A. conference, recognizing the nglish group as the parent body.

With Royal Consent

London, July 5.—Herbert Wilcox today made film history by obtaining Royal consent to film a sequence for "Sixty Glorious Years" in Windsor Castle. The film stars Anna Neagle and Anton Walbrook.

He also will take some footage at Balmoral Castle in a few days. He has the cooperation on court detail of Sir George Crichton, equerry to King George VI.

Atlas to Increase Its RKO Holdings

(*Continued from page 1*)

common stock and $4,485,550 face amount of debentures held by RCA for $5,500,000 up to July 1. With no action being taken by that date, Atlas may obtain a six-month extension by acquiring one-twelfth of the remaining holdings for $500,000 during July. This action would increase the Atlas investment in RKO to more than $6,000,000 and would increase its holdings of RKO securities to approximately 700,000 shares of common and $5,700,000 face amount of debentures.

Negotiations for the extension will be begun in about three weeks. The delay is due to the absence of Floyd B. Odlum, head of Atlas, who is in Europe.

CEA Protest Brings Theatre Plan Delay

London, July 5.—The report urging upon the London County Council the adoption of a new rule restricting price changes at film houses and the designation of seats will be held up for the time being, it was indicated today, following vigorous opposition voiced by the Cinematograph Exhibitors' Association.

Sir Josiah Stamp declared he is anxious to preserve happy relations with the trade and will hear exhibitor views. He insists nevertheless that he will do his duty and protect the public. He will meet with C.E.A. representatives on Thursday.

The proposed legislation follows alleged complaints and an investigation. The regulations would prevent the exhibitors from adapting their seat supply to the demand. It would require posting in the lobby of the theatre's seating plan and prices.

Plan to Raze Old House

The Emigrant Industrial Savings Bank has asked wreckers for bids on the demolition of the Fifth Avenue Theatre, located on Broadway at 28th Street. The house has alternated during the past 65 years with legitimate, burlesque and film presentations. In its heyday many prominent theatrical personages trod its boards. Future plans for the site have not been set.

Ostrer Case Up Today

London, July 5.—The English high court hearing of the case of Associated British Pictures Corp. against the Ostrer Brothers will be held tomorrow. The former is claiming £600,000 for alleged misrepresentation in connection with the A.B.P.-G.B. deal.

Improvements Gain On Midwest Houses

Kansas City, July 5.—Theatre improvements are widespread in this territory.

G. W. Summers has purchased new Motiograph projectors and Western Electric sound for his Royal at Unionville, Mo.

Dubinsky Brothers are installing new Western Electric sound in the new Hollywood Theatre, opening in August in downtown Leavenworth, Kan.

A. J. Simmons has purchased new Synchrofilm for his Plaza at Greenfield, Mo.

The new U. S. Army theatre at Ft. Leavenworth, Kan., and the new one at Ft. Sill, Okla., will be equipped with RCA High Fidelity. The first will seat around 900, is costing $150,000; the second will accommodate 1,400, cost $270,000. Both are expected to open in August or September.

The new Temple Theatre at Ardmore, Okla., is installing RCA High Fidelity sound equipment. It is a 1,000-seat house now ready for opening.

The new Griffith at Enid, Okla., is being prepared for opening. It will have RCA High Fidelity sound.

Tarkington Starts Suit Over "Penrod"

(*Continued from page 1*)

granted exclusive talking picture rights on 28 stories, including "Penrod" and "Penrod and Sam." He asserted that Warner Bros. in filming "Penrod and His Twin Brother," which was allegedly not written by Mr. Tarkington, violated the contract and infringed upon his exclusive right to use the literary figure and name of Penrod.

Mr. Tarkington further charged that the defendant had advertised the picture as based on his story, although it was "widely divergent" from his work, and that this had caused "irreparable injury" to his reputation.

The complaint, in addition to an injunction, asks for damages to be determined on trial, and for an order directing Warners to surrender the negatives of the picture.

Astor to Be a Museum

The Astor on July 15, Bastille Day in France, will open its doors to the public as a museum dealing with the M-G-M production effects of "Marie Antoinette." Antiques, costumes, jewelry and furniture which were used in the making of the film will be placed on exhibition. The display will remain until the early part of August when the film will open. The exhibit was planned and executed by Howard Dietz and promotion staff.

Indiana Unit to Meet

Indianapolis, July 5.—The Associated Theatre Owners of Indiana will hold a midsummer convention July 20 and 21 at the Spink-Wawasee Hotel on Lake Wawasee in northern Indiana. Several short business sessions will be on the program, with buying, adjustments and product analysis predominating, according to Maurice Rubin, president.

Make Valentino Short

Astor Productions has produced a one-reel subject, "Rudolph Valentino, The Man Who Came Back," which will be nationally released today.

Arguments Started On "Lynton" Award

Federal Judge Vincent Leibell heard the opening argument yesterday of John W. Davis, attorney for M-G-M Pictures Corp., in the hearing to determine whether the report of Referee Gordon Auchincloss awarding $587,000 damages to Margaret Ayer Barnes and Edward Sheldon in their suit against M-G-M Pictures Corp., M-G-M Distributing Corp., Loew's, Inc., and Culver Export Corp. for plagiarism of their play, "Dishonored Lady" in "Letty Lynton" should be confirmed.

Judge Leibell during arguments, in referring to the claim of the plaintiffs that the law provided for a judgment from the profits of the picture, remarked that "it does seem a harsh doctrine, but I can't see where the court has much latitude in this matter under the law."

In response to a statement made by Mr. Davis that the award should be limited to $30,000 damages, and that profits should be excluded, Judge Leibell said: "As a matter of justice, I agree with your decision, but I am afraid the law is pretty well established on this." The defendants seek to justify their stand on the assertion that the plagiarism was not deliberate, and cited the prior opinion of Circuit Court Judge Learned Hand as substantiating their claim. They argued that under Section 25 of the copyright law it was discretionary with the judge to determine whether damages for profits should be assessed. Judge Leibell will continue the hearing today to allow the plaintiffs an opportunity to argue for an increase of the award to more than $1,000,000.

Mayflower Independent

Mayflower Productions is an independent British producing company in which Associated British Picture Corp., Ltd., owns a substantial interest, and is not an affiliate of G. B., as was erroneously reported in Motion Picture Daily recently.

Sidney Safe Robbed

Sidney, Neb., July 5.—Thieves using an acetylene torch cut through the door of the Fox Theatre safe last night and took $600 and a diamond ring belonging to Manager Lew Williams.

Just Published

MANAGEMENT OF MOTION PICTURE THEATRES By Frank H. Ricketson, Jr.

Full of HOW TO DO IT information, written by a successful chain operator and originator of popular business stimulators. Frankly discusses major questions of attractions, policy, booking, audience, competition, etc., from the exhibitor's viewpoint—stimulates ideas in advertising and the promotion of business—describes effective methods in dozens of the manager's problems, such as staff management, projection, safety, accounting, organization, etc. *Columbia Mirror* says, "Will be a boon to many experienced exhibitors and an invaluable guide to those who seek to achieve success." Read this new book 10 days Free. Just tear out this ad and write your name, address and business connection in the margin and mail to Frank Dickman, McGraw-Hill Book Co., 330 W. 42nd St., New York City. In 10 days either send $3.50 plus few cents postage or return book postpaid. (We pay postage on orders accompanied by remittance.)

Short Subjects

'The Story of Dr. Carver'
(M-G-M)

Pete Smith in a serious vein again. Here he vocally accompanies an interesting pictorial resume of the life of the Negro scientist who did much to aid the South with his researches in agriculture and the by-products of the peanut. The cinematic biography covers Dr. Carver's life from the time he was a baby in the slave era up to the present day in which he is working on applying the lowly peanut toward the erasure of infantile paralysis. This is an exceptional short worthy of being brought to the attention of the audience. Running time, 10 mins. "G."

"Stranger Than Fiction No. 52"
(Universal)

This number of a series that has been constantly improving offers a tasteful selection of items which aptly convey the meaning of the title. It has satisfaction-giving potentialities. Running time, 9⅓ mins. "G."

"Porky, the Fireman"
(Vitaphone)

Warners' contribution to the cartoon field is a laughable and exciting account of the porcine character's adventures as a smoke-eater. The animation and execution are well done. The plot strews gags at every opportunity for hilarious effect. Running time, 6 mins. "G."

"Picketing for Love"
(RKO)

What might be described as a vocal comedy, since its chief purpose appears to be affording an opportunity for Joe Morrison and Betty Jane Rhodes to exercise their talents. They meet at a summer camp, and after a misunderstanding, he woos her with song via a loudspeaker system. It is average material. Running time, 17 mins. "G."

"The Soul of a Heel"
(Columbia)

Andy Clyde has his usual quota of pre-marital and romantic difficulties in this comedy. The humor will no doubt find appreciation in Clyde's following. Bud Jamison and Gertrude Sutton help out. Fair. Running time, 16½ mins. "G."

"Queens of the Air"
(Paramount)

In this subject, the audience will be able to see its favorite radio songbirds in person singing a familiar number. The girls are presented in fine photography and Vincent Lopez' orchestra supplies the music. Jean Ellington, Benay Venuta, Hollace Shaw, Betty Hutton and Nan Wynn appear. Running time, 11 mins. "G."

"The Lost Kitten"
(Fleischer-Paramount)

Pudgy, Betty Boop's pup, becomes involved with a starving kitten. He takes it in, feeds it, and then, later, finds it monopolizing his food, bed and Miss Boop's affection. Ultimately he clears the situation, but not before a bit of humorous animation takes place. Running time, 7 mins. "G."

Hollywood Preview

"Little Miss Broadway"
(20th Century-Fox)

Hollywood, July 5.—Across America and around the world people of high and low estate, in common with the far more numerous and profitable in-betweens, have come to expect a peculiarly definite kind of entertainment from Shirley Temple and to value it above any other celluloid thing. "Heidi" was a mild departure from the pattern. "Rebecca of Sunnybrook Farm" veered slightly in another direction. "Little Miss Broadway" is in the groove. If Darryl Zanuck had set out to produce for the young lady's grandchildren one film which they could regard in reverent awe as the "typical Shirley Temple picture" this would be it. Maybe he did. Or maybe he tried only to give recession-ridden showmen the nearest possible thing to a box-office life-saver.

This story by Harry Tugend and Jack Yellen gives Miss Temple's public a chance to see her do again all the things they have liked best to see her do in all the situations in which they have liked best to see her do them. She is a cheerful, tearful tot in an orphanage. She is the precocious idol of a theatrical boarding house. She is persecuted by a rich old spinster in black alpaca. She cajoles a judge on the bench and she fixes things for a romantic couple. And she sings a lot and dances a lot and spends all her screen time being just Shirley Temple.

Associate Producer David Hempstead and Director Irving Cummings have conspired faithfully with the authors to preserve the Temple tradition inviolate. They have allowed none of the individually important members of the cast to get between the star and the customer. They have disregarded time and space in the interests of the prime personality. They have given her her head and let her go.

She sings six songs, admirably written to her measure by Walter Bullock and Harold Spina, and she dances with George Murphy in a type of number that compares directly to the Rogers-Astaire product. She brings sunshine into a number of lives, including her own, and suffers convincingly in plot crises not overlong or overserious. She gives, as if in conspiracy with producer, director, writers and all hands, a typical Shirley Temple performance.

In addition to Mr. Murphy, who plays the romantic lead when not dancing, Miss Temple's support includes Edna May Oliver, Jimmy Durante, El Brendel, Phyllis Brooks, Donald Meek, George Barbier, Edward Ellis, Jane Darwell, Patricia Wilder, Claude Gillingwater, George and Olive Brasno, the Brewster Twins, a hotelful of vaudeville actors and many more. The place is New York City and the time is the present.

The picture is, as somewhat insistently asserted above, a typical Shirley Temple picture. There is, if Miss Temple's continued occupancy of first place in the box-office star lists of the past three years be admissible evidence, no better screen merchandise.

Running time, 70 minutes. "G" WILLIAM R. WEAVER

New York Preview

"Gold Mine in the Sky"
(Republic)

Here is one of the better Gene Autry vehicles. Great improvement is to be noticed in the musical content and the production is all that can be desired. The title is drawn from the current popular song and should be a potent selling point. The story is a coherent, modern affair that embraces the "must" angles of western films in an exciting style. Smiley Burnette has a solo song number that should increase his comedy following. Autry sings in his familiar style and the support delivers what is expected of them.

Autry is the foreman of a ranch who takes over when the owner dies. As executor of the estate he thwarts Carol Hughes, the owner's daughter, when she attempts to marry a wastrel and dispose of the prosperous cattle holdings. Craig Reynolds, the villain in the case, hires gangsters to do away with Autry, but is foiled and later uncovered. Craig, to cover expenses, kidnaps Miss Hughes and gets away with ransom money. But Autry catches up, trounces him to within an inch of disaster and brings the disordered affairs to rights. All this is liberally sprinkled with comedy, musical interludes and a good amount of riding against scenic backgrounds.

Joe Kane directed. Charles E. Ford is listed as associate producer. The cast also includes Cupid Ainsworth, Le Roy Mason, Robert Romans and the Stafford Sisters.

Running time, 60 minutes. "G." JOSEPH PRIORE

Short Subjects

"Datelines"
(Lenauer International)

This short is novel. It is classified as a newsreel. The material uses re-enactments of human interest and comical stories that appear often in newspapers with light treatment. Actual locations are used and the sound track has a vocal freedom rarely heard on the screen. This first issue offers stories concerning a man who, finding his wife in a fireman's arms, turns in an alarm; a pair of elderly women shoplifters in action and a woman driver who told a policeman to go to hell. She was upheld by the court. Running time, 8 mins. "A."

"Cebu"
(P. P. Devlin)

Cebu is reputedly the oldest city in the Philippine Islands. That is evident in this film. Shown are various sites connected with Magellan, shipping activities, historical facts narrated as the various pictorial locations are seen; churches, statistics and informative trivia. The photography ranges from average to stunning cloud-strewn compositions. Running time, 9½ mins. "G."

"Czechoslovakia on Parade"
(FitzPatrick-M-G-M)

In the pleasant FitzPatrick style this Technicolor effort covers the country that is now the focus of international attention, depicting its historical points of interest, the customs of the people and the other required and colorful coverage incidental to travelogues. Running time, 9 mins. "G."

"The Awful Tooth"
*(Roach-*M-G-M)

Mediocre "Our Gang" shenanigans, but the kids will like it. The story, done in the usual manner, concerns the youngsters' efforts to get baseball equipment. They visit a dentist and demand to have all their teeth extracted in the belief that they will receive a dime for each tusk. The kindly dentist scares them a bit but also contributes gloves and baseballs. Running time, 10 mins. "G."

"Good Scouts"
(Disney-RKO)

Boy Scouts and their activities are kidded by "Uncle" Donald here to the extent that they should have the audience howling. The high spots are when Donald sits on the cap of a geyser and when he is chased by a bear over a boulder that is being spun by the column of steam from the geyser. Running time, 8 mins. "G."

"Trailing the Jaguar"
(J. H. Hoffberg)

This is the film record of two men who went hunting in Mexico with bow and arrow. They shot a number of animals and the climax of their trek was the killing of a jaguar. The chief excitement occurs when the men score hits. Mexican scenery is interesting. The film lends itself to exploitation. It is different entertainment. Running time, 28 mins. "G."

I. A. Cohen Acquires Share in Belle, Inc.

Max A. Cohen, president of Cinema rcuit Corp., yesterday consummated e purchase of a "substantial inter-" in Belle Theatres, Inc., and ar-ngements are being completed to erate the two circuits as one exhibi-on unit, with combined buying and king.

e merger makes the combination e of the important independent cir-its in the metropolitan area, with a tal of 19 subsequent run and neigh-rhood houses. Mr. Cohen said that expansion program is under way ith negotiations in progress for ad-tional units.

The Belle circuit, headed by Ben-min Sherman, has 11 houses, all in anhattan, operating the Bijou, osmo, Harlem Grand, Jewel, New elancey, Orpheum, Palace, Pales-ne, Regun and Ruby. It also has the linton on the lower East Side, which leased for Yiddish films.

The Cinema Circuit's expansion cently started with the acquisition the President and Devon in the ronx. This group also includes the arris, New Amsterdam and West nd in Manhattan; Astor, Brooklyn; rospect, Bronx, and the Ritz, Lynd-rst, N. J.

Mr. Cohen is negotiating with the esent owners of the George M. ohan on Broadway for a new theatre be built on the site. The theatre, hich Cinema Circuit operated for ears, was closed last weekend pre-aratory to razing the building to ake way for a new structure.

ile 13 Copyright Suits Against Long

Copyright infringement actions have een filed by seven distributors against ouis F. Long and the managers of 3 of the houses of the Louis F. Long ircuit in Arizona, the Copyright Pro-ection Bureau reported yesterday.

Bills of complaint in the actions harge that about 50 features were bicycled" without authorization from e distributor complainants, it was aid. The defendants, it is alleged, ave the unlicensed exhibitions in the owns of Benson, Willcox, Eloy, Flor-nce, Sonora, Solomonsville, Pima, uncan, Ray, Hayden, Bowie, Supe-ior and Coolidge, all in Arizona. The laintiffs include 20th Century-Fox, itagraph, Universal, United Artists, olumbia, Paramount and RKO. The efendants have until July 11 to file nswers to the complaint in the U. S. istrict Court for Arizona.

The Copyright Protection Bureau tated that the investigations leading the filing of the action resulted from omplaints from exhibitors received by os Angeles branch managers.

To Honor Harrison

A committee of 100 is being or-anized to commemorate the 20th an-iversary of the publication of *Har-ison's Reports* by Pete Harrison. he sponsoring committee, which will onsist of Mr. Harrison's friends rep-esentative of every branch of the dustry, has opened offices in the KO Building, with George Dembow f National Screen as chairman, harles C. O'Reilly, W. A. Steffes nd Dr. Alfred N. Goldsmith. Lewen izor of Philadelphia is also serving. banquet or similar function is lanned.

Resources Unit Asks Films Contribute to Relaxation

Washington, July 5.—A "real contribution to human spontaneity, relaxation and imagination, and a measure of fidelity to the characters and events portrayed" was demanded of the motion picture industry tonight by the National Resources Committee in a report to President Roosevelt on the problems of changing population.

Foreseeing that the United States within 50 years will reach its peak population of approximately 158,000,000, the committee, in its report, discussed the sociological, economic, cultural and other problems which must be met within that time to assure the best level of living and culture for the generations to come.

The cultural significance of motion pictures and radio at present is obscure, the report stated, but "there appears to be a strong trend toward standardization, more or less at a dead level of artistic production, but there is also clear evidence of important movements in the direction of experimentation and diversity."

The major development in the history of the picture has been the perfection of technique, it was said, but "one thing that the commercial cinema has almost never done is to experiment in the realm of ideas.

"The path established as successful is the one the industry seeks to follow. It is perhaps better that the major emphasis in film-making should continue to be the purveying of entertainment, rather than that a conscious effort should be made to mold public opinion. Nevertheless, experiment with ideas and concepts is possible, and might be financially successful."

The cultural significance of the radio is in many ways more complex than that of motion pictures, the committee commented. So far the major cultural force has been for the most part developed and directed as an instrument of sales promotion, but its cultural values have not been wholly neglected, and have been accepted by the industry as "an important, though necessarily secondary, consideration."

"The radio has, to be sure, recognized diversity and to some extent furthered it; but this development is somewhat impeded by the sheer magnitude of the audiences reached," it was pointed out. "The cinema is much more clearly a force tending toward cultural standardization. Both are instruments of mass communication, with primary emphasis on immediate entertainment. They may not crush individual initiative and spontaneous group enterprises, but they cannot be relied upon to bring new perspectives, or to provide for harmonious individual development."

Billboard Regulation Seen Likely in N. Y.

Albany, July 5.—Growing belief that the constitutional convention will adopt an amendment restricting highway billboards was strengthened tonight with publication of a letter directed by Robert Moses, chairman of the highways, parkways, and grade crossings convention committee, to William E. Beehan, counsel to the General Outdoor Advertising Co. Sharply worded, the letter adjudged bill board companies had made a "serious mistake" in their fight against regulatory statutes. Chairman Moses stated to Beehan that "long experience in public work" convinced him "regulation by agreement, and if necessary by law," is advisable.

Stating that the industry should exhibit "a little statesmanship," Moses said "if, in the not distant future, there is really drastic regulation of bill boards, you will only have yourselves to blame."

Four amendments providing for regulation of advertising along public highways are pending in the convention.

Settle Theatre Strike

Milwaukee, July 5.—The strike of projectionists at the Grand, local neighborhood house operated by A. C. Gutenberg, has been settled, according to Oscar Olson, secretary of Local 164. The terms were not announced, although they were said to be favorable to both sides.

Shirley's Next Titled

Hollywood, July 5.—"Just Around the Corner" will be the permanent title of Shirley Temple's next for 20th Century-Fox.

Empire Will Release 107 Films in Canada

Toronto, July 5.—For the coming season Empire-Universal Films, Ltd., Toronto, will distribute in Canada a total of 107 features, eight serials and shorts, according to W. A. Perry, general manager. The films will be from Universal, Republic, G. B. and Educational. The Canadian distributor has picked 12 from G. B. as suitable for the Dominion, including "To the Victor," "They Came by Night," "Climbing High" and "Asking for Trouble." Frank Fisher, former office manager of the Toronto branch of Empire-Universal Films, has been named eastern district supervisor with headquarters in Montreal. Previously Mr. Fisher had been branch manager at Calgary. Succeeding him at Toronto is Ben Plottel, from the sales staff, while Joseph Palansky, salesman at the Winnipeg branch, has been transferred to Toronto. Robert Simmons, formerly with Paramount Film Service at Winnipeg, is now with Empire-Universal at Winnipeg.

Set Convention Dates

Toronto, July 5.—The annual convention of eastern managers of Famous Players Canadian Corp., Toronto, will be held in the King Edward Hotel here, Aug. 24-26, while the western district convention is scheduled for Sept. 7-9 at Jasper, Alberta. Both meetings will be attended by N. L. Nathanson, president, who is now in England.

Ware to London Films

London, July 5.—John Ware, formerly at the Teddington Studio of Warners, has been named studio publicity manager of London Films.

Rose Here Today to Discuss Para. Plans

(*Continued from page* 1)

for the company's producing plans abroad.

It is expected that definite plans will have been set within a week or 10 days. Mr. Rose will sail for London thereafter to complete his organization of Paramount's British production company. Indications at present are that Paramount's production in England will be handled by outside producers this season, with a possibility of the company doing its own production abroad thereafter.

Equity Turns Down Request from Pathe

(*Continued from page* 1)

of Philip Loeb and E. J. Blunkall. Robert T. Haines, Ruth Richmond and John Lorenz were named to serve on Equity's committee for New York World's Fair participation in the absence of Burgess Meredith, Edith Christiansen and other members of the committee.

Union Sponsors Concerts

A series of 10 municipal band concerts is being sponsored this summer by Local 802, American Federation of Musicians, and Mayor F. H. LaGuardia, at various recreational centers in the city. The first will be held tonight in Greenpoint.

Film Company Formed

Dover, Del., July 5.—Film Corporation of America, which plans to make 26 films for Grand National, has been incorporated here with a capital of $100,000. Herman B. Freedman is the principal. The Corporation Fiscal Co., Inc., is agent for the firm.

Allied at Asbury Park

The first of a series of short meetings Allied of New Jersey will have this summer will be held at 1 o'clock today at the Berkeley Carteret, Asbury Park.

Wall Street

Short Declines Mark Board

	Open	High	Low	Close	Net Change
Col.	14½	14½	14	14½	+ ⅛
Col. pfd....	33½	33½	33½	33½	+ ½
Cons.	1½	1½	1½	1½	+ ⅛
E. K.	170¼	170¼	169	169	—1
G. T. E....	14¼	14¼	14	14¼	+ ½
Loew	52½	52½	50¼	51	—1½
Loew pfd ..	106	106	106	106	—1⅛
Para.	11⅜	11⅜	10⅝	11	— ½
Para. 1.....	95	95	95	95	—2
Para. 2.....	12	12	11½	11⅝	— ⅜
Pathe	6	6	5⅝	5⅝	— ⅜
RKO	2¾	2¾	2⅝	2⅝	— ⅛
20th Fox ..	24⅜	24⅜	23¼	23⅞	— ⅛
W. B.	6⅝	6¾	6½	6½	— ¼

Curb In Light Drop

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	7/16	7/16	+1/16
Monogram	2⅞	2⅞	2⅝	2⅝	— ⅛
Sonotone ..	1¾	1¾	1¾	1¾	.....
Tech.	23⅛	23⅛	22¼	22¼	— ½
Trans-Lux	2¼	2¼	2⅛	2¼	.....
Univ. Corp.	3	3	3	3	.....

Para., RKO Bonds Rise

	High	Low	Close	Net Change
Loew 3½s '46....	99⅞	99⅞	99⅞	— ⅛
Para. Pict. '47....	80½	80½	80½	+1½
RKO 6s '41.......	72	71	71	.....
W. B. 6s '39......	77	76	77	+1

(Quotations at close of July 5)

Around the Country

Omaha

Duke Brewer, formerly of WFDF, Flint, Mich., has joined WAAW's announcer staff. . . . Ray Olsen, WOW announcer, and Ruth Ringquist of WNAX, Yankton, S. D., were recently married. . . . Duane Gaither, formerly of WAAW, has been named program director of KBIX, Muskogee, Okla. . . . Chet Gowan, former announcer at KFAB, Lincoln, has moved to WAAW in a similar post. . . . Howard Peterson, WOW sales director, is vacationing in Colorado.

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San Francisco

Ruth Peterson, recent KFRC amateur hour winner, has been picked for a role in Jack Edwards' new western serial, "Sons of the Lone Star," aired five nights weekly on KGO. Singing ability was a requisite for the part . . . Another radio singer to turn to dramatics is Zella Layne. She has left Ellis Kimball's orchestra for a part in the "I Want a Divorce" skit on KPO and the coast red net . . . Celso Hurtado and his Guatemala Marimba Band are guesting on Bank of America's "House of Melody," aired Sundays over KFRC and the Don Lee web.

To Broadcast Premiere

The premiere of "Marie Antoinette," M-G-M film, will be broadcast over the NBC Blue from the Carthay Circle Theatre in Los Angeles from midnight Friday to 1 A. M., E.D.S.T. Members of the cast who will be heard on the program include Norma Shearer, Tyrone Power, John Barrymore and Anita Louise. Other speakers will be Louis B. Mayer, vice-president of M-G-M; Will Hays, W. S. Van Dyke, Hunt Stromberg, Herbert Stothart, Adrain, designer; Gov. Frank Merriam of California and Rufus B. Von Kleinsmid of U.S.C.

Sells 1,000 CBS Shares

WASHINGTON, July 5.—Disposition in May of 1,000 shares of CBS. Class A stock by Isaac D. Levy, Philadelphia director, is disclosed by the semi-monthly summary of the Securities and Exchange Commission.

At the close of the month, the report showed, Levy held 63,200 shares of Class A and 23,465 shares of Class B stock.

Has New WINS Series

Walter Boehm has inaugurated a series over WINS intended to appeal to music lovers, broadcast from 9 to 9:30 P. M. on Monday, Tuesday, Wednesday and Thursday. The programs feature music of various nationalities. Mr. Boehm is arranging, conducting and announcing the broadcasts.

Trout Marries Kit Crane

Bob Trout, CBS announcer, was married to Kit Crane, formerly of the CBS program department, over the holiday weekend.

CBS, NBC Billing For 6 Months Up Over Last Year's

(Continued from page 1)

$15,581,295. The cumulative total for the period last year was $14,803,265.

The NBC total for Blue and Red network to the end of June stands at $21,023,674, up 5.4 per cent over 1937, the highest for any similar period in NBC history.

The CBS billings for June amount to $2,120,235, 14.4 per cent under last year's June gross. However, June, 1937, was a record month with the company, its June, 1937, total averaging 64.8 per cent better than the June, 1936, figure.

NBC billings for June, this year, totaled $3,200,569, up 6.6 per cent, or $196,182 over the June, 1937, total.

The Mutual billings, reported in yesterday's MOTION PICTURE DAILY, showed that network enjoying a 15.1 per cent increase in cumulative billings over last year's six-month total.

Heatter Is Renewed By Johns-Manville

Johns-Manville Corp. has signed a renewal for the Gabriel Heatter electrical transcriptions on WOR. The renewal begins Aug. 2.

Pinex Co., through the Russell Seeds agency, will start a new WOR program Oct. 3. The program details are to be announced.

Don Bestor Sues Green

Don Bestor, orchestra leader, filed suit yesterday in N. Y. Supreme Court against Consolidated Radio Artists, Inc., and Charles E. Green, president, seeking an adjudication that an alleged contract which he had made with Consolidated had been legally canceled and was no longer valid. At the same time Mr. Bestor filed application for a temporary injunction restraining Consolidated from holding itself out as his booking agent and manager.

The contract which Mr. Bestor seeks to invalidate was allegedly made on Feb. 5, 1937, and gave to Consolidated exclusive management to book all broadcasts of Mr. Bestor and his orchestra.

Nelson Sales Chief For NBC's Blue Web

Marking the beginning of the development of the Blue network as an entity separate and distinct from the Red, NBC yesterday appointed A. E. Nelson sales manager of the Blue network. The appointment of Mr. Nelson marks the first time the Blue has had a sales director of its own, both the Blue and the Red formerly operating under the supervision of the one sales director, Roy C. Witmer. Mr. Nelson, however, will operate under the supervision of Mr. Witmer.

Mr. Nelson, who will assume his new duties at once, comes to New York from KDKA, Pittsburgh, where he served as general manager. During his service at that station he built up KDKA to a point where it now tops all other Pittsburgh stations in national spot and local business.

FCC Sets Rules on Air Use in Politics

(Continued from page 1)

holding that if one candidate is permitted to use a station equal opportunity shall be afforded to all other candidates for the same office.

Rates to be charged candidates for the same office are to be uniform and rebates, directly or indirectly, or discrimination in charges, practices, facilities or services are prohibited.

No station may make any contract or agreement giving one candidate exclusive use of its facilities and all broadcasters must keep and permit public inspection of a complete record of all requests for broadcast time made on behalf of candidates.

NAB Studies Charge Radio "Colors" News

WASHINGTON, July 5.—Radio will attempt to refute charges that some stations are "coloring" news, by undertaking a survey of all news broadcasts, and the commentators who make the broadcast reports, it was revealed by Mark Ethridge, retiring president of the National Association of Broadcasters, here today.

The survey will be conducted by the newly-created N. A. B. research division, which also will study educational entertainment and other types of broadcasts, Mr. Ethridge said.

Operators Protest FCC Rules Changes

KANSAS CITY, July 5.—Strenuous objections to examinations every five years for renewal of license by the Federal Communications Commission were voiced here by 40 radio station operators and engineers from Kansas City and surrounding territory, meeting here. The protests were made to W. J. McDonell, F. C. C. inspec[illegible] in charge of this district, who pres[illegible] the proposed changes in the F. C. C. regulations. Operators will file formal protest with the commission before July 11, when there will be an informal hearing in Washington.

Requirement that operators report defects and imperfections in equipment on penalty of suspension also came in for vigorous protest by operators.

Union in Pittsburgh Bans Remote Pickups

PITTSBURGH, July 5.—Broadcasts by remote pickup of bands from local night clubs and hotels have been banned by Local No. 60 of the American Federation of Musicians.

The clubs or hotels may go on the air by paying what would amount t $190 for each half-hour program int the Musicians' Relief Fund, but non will do that. The union tried to us the order as a wedge to bring local bands into night clubs here for six months of each year, but the caf owners turned down the proposition The local bands playing here are bein penalized also, and are unable t broadcast without extra payment. Th order is effective as of July 1.

Extend Wrigley Sho To 29 CBS Station

"Scattergood Baines," which th Wrigley Co. has been presenting ove five west coast CBS stations, has bee extended, effective yesterday, to in clude 29 stations of CBS, located i the mountain, midwest and west coas areas.

Another Wrigley sponsored pro gram, the "Laugh Liner," will bo in Sunday over 65 coast-to-coast CB stations, and Sundays thereafter fo one year at 6:30 P. M.

Radio Group Sailing

A number of radio celebrities wil sail for Europe today aboard th *Queen Mary*. The contingent in cludes Meredith Willson, whose or chestra is featured in the M-G-M Maxwell House "Good News" pr gram; Eddie and Mrs. Cantor, Do Ameche and Chester Lauck, who i "Lum" of the radio team of "Lu 'n' Abner."

Thesis on Bard Series

Harvard University's annual Wi throp Sargent prize for the best thes on Shakespeare has been awarded th year to Lieut. Donald C. Thompso of the university's English staff, for hi study of the CBS Shakespeare cycl of last year. The thesis was title "One Hour Shakespeare."

New Show Starts Frida

"So You Want to Be," a new qui show, will be introduced over CB Friday at 5:45 P. M., in cooperatio with *Young America* magazine.

Survey Shows 75% of Families In American Towns Own Radios

Washington, July 5.—More than 75 per cent of all families living in American villages own radio receiving sets, it was reported tonight by the Bureau of Home Economics of the Department of Agriculture.

A study of approximately 7,500 white, native-born, non-relief families in 1,938 villages in every section of the country, it was said, shows that while from 76 to 93 per cent own radio sets, only from 27 to 42 per cent own pianos and from 13 to 22 per cent own phonographs.

Ownership of radio sets was highest in New England, where 93.4 per cent of the families interviewed owned sets, followed by the Pacific coast with 92.4 per cent; the north central and middle Atlantic states with 89 per cent; the mountain and plains states with 85.2 per cent, and the southeast with 76.1 per cent.

A special study of 972 negro families in 34 villages in the southeast showed that 17.9 per cent owned radio sets, 9.7 per cent owned pianos and 20.1 per cent owned phonographs.

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New Orleans Shows Gains For Quarter

outhern Area Reports Grosses Improving

New Orleans, July 6.—Business of is distributing area for the second arter of 1938 is conservatively estiated at 10 to 20 per cent above 1937 ith new theatres being opened alost weekly in the smaller towns, say change and exhibition representatives.

While the past several weeks have en slightly off in New Orleans, the aller communities in south Louisia are declared to be far ahead of 37 under impetus of the almost eekly discovery of new petroleum serves.

Business in New Orleans theatres as off during past two weeks or ore an estimated five to eight per nt, which some blamed about evenly reissues or poorer product and the cession. This loss for a brief period more than counterbalanced by good siness during the balance of the arter, it was pointed out.

In addition to activity in the oil elds, some within 20 miles of New rleans, several large public works ojects, many smaller ones and sus-

(Continued on page 3)

Varner Men Start N.O. Meet Saturday

New Orleans, July 6.—The first of ur sectional conventions of Warner ookers and ad salesmen will open aturday at the Roosevelt Hotel. A. V. Schwalberg, supervisor of exanges, will be in charge and deleates will be present from the Atlanta,

(Continued on page 7)

Predict September Radio Probe Start

Washington, July 6.—Members f the monopoly probe committee of e Federal Communications Commison today expressed the view that ublic hearings will not begin before eptember because of the vast amount f preliminary work still remaining to e done.

The group, it was disclosed, held preliminary meeting July 1 to dermine their procedure, and selected Villiam J. Dempsey as special counel.

More Radio—P. 8

Wedding Bells

Cincinnati, July 6.—When Manny Shure resigned as manager of the RKO Albee about a year ago, to manage the Easy Aces of the air, he was married to Ruth Guetle, proprietor of the Fountain Square Beauty Shop, just before going to New York, and was succeeded as manager by Joe Alexander. Simultaneously, Myrtle Cudy became proprietor of the beauty dispensary.

Mr. Alexander and Miss Cudy were married late last week, thus completing the cycle.

Demand B&K End Duals in Chicago

Renewed demands that Balaban & Katz Chicago theatres eliminate double features and accept reduced clearance over competing houses were made yesterday to Paramount home office officials by Joseph Rosenberg of the Chicago law firm of Rosenberg, Toomis & Stein, representing unaffiliated theatres in that city.

Mr. Rosenberg last week indicated that legal action would be instituted in the near future unless the double feature and clearance complaints of the Chicago independent operators were satisfactorily adjusted. Ed Silverman of the Essaness Circuit and Aaron Saperstein, head of Allied Theatre Owners of Illinois, accompanied Mr. Rosenberg to New York. It is understood that they conferred

(Continued on page 8)

UMPTO to Discuss Conciliation Moves

Philadelphia, July 6.—Proposals to settle industry problems to be taken up by the recently named producers' committee headed by S. R. Kent will be discussed at a general meeting of U. M. P. T. O. to be held July 14.

Operator Cuts Held Unlikely In This Area

Local 306 Men Against Making Concessions

Relief for New York exhibitors from theatrical unions this summer, as has been granted in Chicago and other cities, went aglimmering yesterday.

The theatres' proposal for a wage reduction to Sept. 1 was not discussed at a membership meeting of operators' Local 306, it was said, although it had been scheduled to come up. A union spokesman said that "there will be no cuts."

Operator sentiment was canvassed prior to the meeting, and with reference to the request for a temporary reduction, it was said that "for the first time in history Local 306 is unanimous in its sentiment." As a result of the feeling, union officials deemed it wiser not to bring up the matter.

The same sentiment is said to be strong among members of Local 1, Manhattan stagehands, and Local 4, Brooklyn stagehands, and those unions likewise will reject wage cuts, a union representative said.

Local 1 recently voted "to go along" with the theatres in their request for concessions to stave off summer clos-

(Continued on page 7)

Republic N.L.R.B. Hearing on July 18

Hollywood, July 6.—Dr. Towne Nylander, regional director of the National Labor Relations Board, today agreed to hold in abeyance until July 18 the application of Studio Utility Employes, Local 724, for certification as the exclusive bargaining agent at the Republic studio where, the

(Continued on page 7)

Myers Seeks Trust Probe Of Industry

Congress-Executive Body Gets Letter from Him

Washington, July 6.—Investigation of the activities of the motion picture "trust" has been asked of the Congressional - Executive Monopoly Committee by Abram F. Myers, general counsel of Allied States, it was disclosed today by Representative Edward Eicher (Dem.) of Iowa, a member of the committee.

The Congressman revealed that he had received a letter from Mr. Myers, outlining the situation in the industry from the independents' point of view and the efforts which Allied and other independent groups have made to secure Department of Justice or legislative solution of their troubles, asking for an investigation of the "organization, financing, policies and practices," of the major producing and distributing companies.

"The degree of regimentation imposed by the motion picture trust on the theatres and the effects, both actual and potential, on the theatre-going public are a challenge to government itself," the Allied official charged.

Congressional and Administration members of the monopoly committee will meet tomorrow to work out further details of their plans. Mr. Myers' letter will be turned over to the committee for consideration in the drafting of a schedule of the industries to be investigated.

Hitchcock to Direct Selznick's "Titanic"

Hollywood, July 6.—Alfred Hitchcock, British director, today was signed by Selznick International to direct that company's forthcoming "Titanic." Included is an option to handle several other films. No cast has been selected for "Titanic," shooting on which will start Jan. 2.

Mr. Hitchcock has been a director for G.B. since 1933.

Foreign Market Is Firm, Says Hummel

The market for American films abroad remains firm despite political upheavals, wars and restrictions, it was stated by Joseph S. Hummel, foreign sales manager of Warners, who arrived last night with Mrs. Hummel on the *Ile de France* after a

(Continued on page 3)

Shirley Temple Interviews Her Would-Be Interviewer

By IRENE KUHN

If Hollywood could inject the diplomacy, cooperation and business acumen of Shirley Temple, aged nine, into its adult personnel, the motion picture business could cease worrying from now on.

Miss Temple, the people's choice at the box-office, is now illuminating New York with her bright, blonde smile, after a cross-country tour which for sheer showmanship on her part makes everything Barnum did look amateurish.

The wonder child of the films was a toddler of four on the Fox lot five

(Continued on page 3)

Herald Barred To "Protect" German State

The *Licht Bild Buhne,* Berlin film trade daily, in its issue of June 15, received here this week, publishes the official order of the banning of *Motion Picture Herald* in Germany and Austria.

Under a headline declaring that the *Herald* is *verboten,* the notice says:

"The Reichs Fuhrer (Hitler) and the Chief of the German Police in the Reichs Ministry of the Interior announce:

"'In accord with the Reichs Minister of Culture and Propaganda (Dr. Joseph Goebbels), the diffusion of the *Motion Picture Herald,* which is published in New York, is forbidden in the interior of the Reich on the basis of Paragraph 1 of the decree of the Reichs President for the Protection of the People and the State from Feb. 28, 1933, to Dec. 31, 1938, inclusive.'"

No Explanation Given

Publication of the order in the German trade paper followed by a day its appearance in the *Deutscher Reichsanzeiger und Preussischer Staatsanzeiger,* the official Government gazette. No explanation for the ban is given.

Covering half the front page of the issue of *Licht Bild Buhne* which announces the *Herald* "verboten," there is reprinted an article from the *Herald,* in German translation, of course, with a three-column head declaring: "American Censors Under Police Protection." The story relates to threats against Mrs. Margaret F. Palmer, a member of the Pennsylvania state censor board, which banned a Russian film. The Berlin trade paper characterizes the threat as "carried out on orders from Moscow."

Compliments Self

Elsewhere in the same issue is the report of an attack by Minister Alfieri of Italy, at the International Newspaper Publishers' Congress in Vienna, upon "false reporting" in the foreign press, with demands that the situation be corrected forthwith. The article says that "only the Nazi and Fascist press reports the truth" and recalls frequent injunctions to foreign newspapers, including the trade press, to do likewise.

In another recent issue of *Licht Bild Buhne* a functionary of the official press bureau is quoted as saying, in a speech, that "the press, in fulfilling its responsibility, must also be able to keep silent."

"Holiday" Grosses $70,000 2nd Week

"Holiday" came through with a strong $70,000 for the second week at the Music Hall, ending last night, following the first week's $89,000.

The holiday influx of visitors had little effect at the Capitol, which did about $20,000 with "Lord Jeff."

Loew's Declares Dividend

Loew's directors yesterday declared a regular $1.62½ quarterly dividend on the $6.50 cumulative preferred stock, payable Aug. 15 to stockholders of record July 29.

Purely Personal

L. W. Conrow, president of Altec Service Corp., is in Boston on an inspection tour of the New England territory. George L. Carrington, vice-president of Altec, will leave Sunday for visits at Philadelphia, St. Louis, Detroit and a regional managers' conference in Kansas City. E. S. Seeley, of the Altec engineering department, will leave for Atlanta today to attend a conference of Altec's southeastern inspectors.

•

Harry Ross, president of Ross Federal Service, has returned from a three-week inspection tour of the west coast. C. B. Ross, vice-president, who accompanied him west, preceded him to New York.

•

Herbert Griffin, vice-president of International Projector Corp., and George Friedl, Jr., director of sound engineering, have returned to New York after three weeks on the coast.

•

Cal Hermer, sales manager of the Speed-O-Bike theatre promotion, is here from Chicago for conferences with Walter Freudenberg and Sam Marks, local representatives.

•

Russell Patterson, illustrator and designer, who worked on Paramount's "Artists and Models," has returned to New York. He has an idea for a World's Fair show.

•

Joseph Fisher, Malayan theatre operator, who is here on his first visit to America in the past five years, will leave for the coast by plane today to visit the studios.

•

Mrs. F. F. Proctor, widow of the theatre man, sailed yesterday on the *Queen Mary* for a vacation. Pat Casey, an old friend, saw her off at the pier.

•

David Rose, delayed in his departure from the coast, did not arrive in New York yesterday as scheduled. He is expected by plane today or tomorrow.

•

Jacob Weiser will leave around the end of this month for a theatrical lecture and talent scouting tour that will take him as far as Mexico.

•

Leon S. Schneider, Paramount representative in Australia, is due in New York in about two weeks on an annual home office visit.

•

George W. Goman, president of West Coast studios, sails on the *De Grasse* July 12 for a European business-pleasure trip.

•

Jack McInerney, publicity director for the Paramount Theatre, has left with his family for a vacation in Denver.

•

Russ Bovim, manager of Loew's Ohio, Columbus, is in New York for the first time in 13 years. It's a vacation.

•

Walter H. Brooks has been named publicity director for Eastern Service Studios and Audio Productions.

•

George West plans a trip to England this summer.

Y. FRANK FREEMAN, Jr., son of the Paramount vice-president and theatre head, has had the story of a world cruise be made last year published by Weidner Publishing Co. The book "Travel—And Live," will go on sale Monday.

•

Floyd B. Odlum and Mrs. Odlum will arrive today on the *Europa.*

•

Van Ness Philip, in charge of RCA Photophone export activities, is en route to South Africa from London. He is due here in September.

•

Hyman Fuchs, RKO Pathe News music editor, will leave tomorrow on the Century for the coast where he will supervise the selection of new music for the newsreel.

•

Roy Haines, Warner eastern and Canadian sales manager, is in Richmond. He will return over the weekend.

•

. . . Indianapolis

Norma Campbell, secretary of the Associated Theatre Owners of Indiana, was married recently to Louis B. Todd.

E. L. Heinrich, RKO office manager, is back from a fishing trip.

William Sheehan, M-G-M booker here, has been transferred to the home office.

•

. . . New Haven

Harry Schantz, RKO booker, will marry Sylvia Silver of New York while on vacation in August.

Lou Philips will motor to Yellowstone Park and Colorado Springs, leaving on July 16.

Ed Fitzpatrick mourning the passing of his father.

Harry Shaw is on the committee for opening the new Middletown Bridge on Aug. 6.

Lou Cohen will do Loew-Poli relief work.

•

. . . Pittsburgh

Herb Magidson has returned to Hollywood after visiting his parents here.

John Harris and his family are back from Atlantic City.

Mike Cullen's mother is here from Washington for a brief stay.

Archie Fineman has left for Mt. Clemens, Mich., where he will spend three weeks.

Mr. and Mrs. Christy Wilbert were in from New York for a relative's wedding.

•

. . . Omaha

Joe Scott, 20th-Fox manager, and Mrs. Scott are parents of a baby girl, tentatively named Sadie Ann.

Bill Miskell and family have returned from vacation trip to New York and New England. Ted Emerson managed the Orpheum in Mr. Miskell's absence.

MacIntyre Takes Post

Boston, July 6.—J. H. MacIntyre, newly appointed northeastern division manager for RKO, has taken over his new post.

Maxwell-Ostrer Suit Postponed to Oct. 18

By AUBREY FLANAGAN

London, July 6.—On the application of the plaintiff, the hearing of the suit of John Maxwell and Associated British Pictures Corp. against the Ostrer Brothers, who head Gaumont British, was postponed today by Lord Hewart until Oct. 18, both parties agreeing to dispense with a jury.

The plaintiffs in the action, based [illegible] alleged misrepresentation in the sale of a G.B. interest to Mr. Maxwell and A.B.P., pleaded the illness of a material witness essential to the case. The court declared it an unfortunate state of affairs, saying that the case was instituted in March, 1937, and that delay is unfair to the defendants.

Valentine Holmes, for the plaintiff, said that Mr. Maxwell, becoming a director of G.B., received information from the Ostrers that G.B. had made a profit of £700,000 during the year ended in March, 1936. Later, the witness said, he discovered the company's balance sheet to be inaccurate. It was indicated that the plaintiff's key witness is familiar with the G.B. financial statements which are an important point at issue in the action. The court reserved decision on the question of costs.

"Wind" in Technicolor

Hollywood, July 6.—"Gone with the Wind," will be filmed in Technicolor, it was stated today by Selznick International. Production will start the middle of January with Clark Gable and Norma Shearer featured.

Metro Buys 'May Flavin'

M-G-M has purchased the film rights to Myron Brinig's novel, "May Flavin."

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New Orleans Shows Gains For Quarter

(Continued from page 1)

ained business generally are given as reasons for continued good business.

Retail store sales have been consistently above 1937 levels in New Orleans, exchange executives say, citing reports of the Federal Reserve Bank system. While a few weeks may have shown drops below 1937 levels, most weekly showings have been one to 12 per cent higher.

This condition is illustrated by Paramount's recent contest for exchanges when the New Orleans exchange led the entire nation in exceeding its quota.

There has been no closing of theatres in the territory, prices have not been lowered for the summer in New Oreans except in a single instance and are the exception in smaller communities.

Cuts, Closings Few Around New England

Boston, July 6.—Although business is admittedly down among New England theatres, probably as much as 25 per cent below the spring level, grosses at this time are practically the same as those at the same period last year.

M. & P. has closed a few, but on the other hand houses dark last summer along the circuit are open this year. Summer situations which had been getting into lights about this time for year after year are again on the opening list this year.

Admission scales remain the same. The only changes in Boston, for instance, are with policy changes. Where the RKO Boston dropped first runs and shows, prices dropped to 15 cents and 25 cents. Where the RKO Memorial quit stage shows, admissions were scaled lower at the same time, a situation also prevailing at the Metropolitan.

Closings Are Normal Around Connecticut

New Haven, July 6.—Theatre closings are about the same as those of last year in this territory. Of about 35 Warner houses under the New Haven office jurisdiction, four will be closed for the summer. The Tremont, Ansonia, is dark during the summer as usual, while the Capitol, Danbury, has been closed for the first time in eight years. The Alhambra, Torrington, reopened last summer after a long dark period, was once more closed this spring. Similarly the Capitol, New Britain, has been closed after being open for a few months.

Of the 13 Loew-Poli houses, the Poli, Meriden, is closed as usual, and the Palace, Hartford, also kept dark during the summer, is still running along, but expected to close soon. The Lyric, Bridgeport, is also closed as usual. The State, Hartford, Harris Brothers house, is operating part time this summer, although closed last year. The Cameo, West Haven, will be kept dark by the Tabackmans for several months as usual.

Warners will close the Cameo, Bridgeport, July 10 for a remodeling job, under supervision of the E. & F. Construction Co., the work to extend through the next six weeks.

The Tower, Walnut Beach; Strand, Sound View, and Casino, Grove Beach, summer theatres, will be operating this summer as usual.

Slight reductions in children's admissions have been noted in Hartford, Torrington and a few other spots, but no appreciable reductions have thus far been placed in effect, nor do exhibitors appear to be contemplating such moves. The search is rather for new premium deals, especially since the ban on all money giveaways, made final in the past few weeks.

"Algiers" Debut July 13

Hollywood, July 6.—The world premiere of Walter Wanger's "Algiers" will take place July 13 at the Four Star Theatre in Los Angeles. The film will continue thereafter as a standard engagement.

Shirley Temple Interviews Her Would-Be Interviewer

(Continued from page 1)

years ago and I used to exchange hellos with her there in a patronizing adult way.

Yesterday, she turned the tables on me in the lobby of the Waldorf-Astoria when I ran into her shopping with her mother.

"I suppose you're going to tell me that you know all the exhibitors by their first names," I said.

"Well, not all; I meet too many of them," she answered. "But I can tell you the names of most of the ones I met on this trip."

"Go on, honey," I challenged her.

"Well, there was Mr. Joseph M. Cohan in Washington. And Mr. Sam Wheeler. Only they weren't exhibitors exactly. They are Fox exchange men. And I remember them because they arranged a sneak preview of 'Little Miss Broadway' for me. I hadn't seen it before I left the studio."

She said she liked it. She likes all her pictures.

"You know what happened in Colorado? Craig, Colorado?" she quizzed.

"Tell me," I invited.

"Well, we were eating in a cafe. It was about half past eight at night. And there was a big bunch of people outside."

"The town's entire population, 800," supplied Mrs. Temple.

Speaking of Competition

"Well, while we were eating the theatre man came into the cafe and shook his finger at me and said 'it's unfair competition. I've got a theatre down the street with a good picture and I can't get anybody to come in and see it while you're here.'

"He wanted us to drive past the theatre. I said sure. So we all got in the car and I beckoned the people to come on and when we got to the theatre I said 'Now everybody go in this nice man's theatre because it's a swell picture."

"It was 'Snow White,' added Mrs. Temple.

"No, mom, excuse me," said Shirley. They were advertising that 'Snow White' was coming because, remember, I said I wished we could stay and see it again."

"That's right, dear," said Mrs. Temple, vaguely surprised, as who wouldn't be?

"Well, anyway, the theatre man came to see me the next day and thank me and I said I was glad to do it."

Shirley doesn't know much about double features, and zoning and exploitation. But just ask her if she has a message for the 20th Century-Fox sales force.

"I hope they like my pictures. I hope all the people like my pictures."

Young Miss Temple makes three pictures a year now.

"It might be better if it were two," Mrs. Temple thought.

"Oh, mom, I could do lots more. I'd love it," offered Shirley.

Autographs in Stride

"Ever get sick of signing autographs, Shirley?" I asked.

"Nope," she said. "That's part of the job."

That's what she said. I take my oath.

"Have you met Mr. Kent?" I asked. "Mr. Sidney Kent, you mean? Oh yes. I met him in Washington. I guess I met him in Hollywood before, but I was too young to remember it. He gave me these," and she stuck out a small old-fashioned bouquet.

"It's kind of wilted," she said. "What's the blue flower?" "Delphinium," I told her.

"Bet you can't spell it. Go on."

I obliged.

"Well, I wouldn't know if it's right or wrong," she said calmly. "I'll take your word for it.

"Do you have to go?" she asked, for I was saying goodbye now. She was just as likely to start quizzing me about zoning problems, the SWG and SP row in Hollywood, and whether Darryl Zanuck's pictures weren't better box-office than Samuel Goldwyn's.

It's always well to know when to quit. I said goodbye and left. Miss Temple had won all rounds.

Alexander to Make Ad Films for India

Arrangements have been completed by Alexander Film Co., to produce advertising films in Hindustani for exhibition in India, as the result of the opening of an office in Calcutta. Herbert Cooper has been appointed Indian territorial representative by Charles Light, export manager, and will leave today for Calcutta on the *Ile de France*.

Mr. Light said that Alexander's short ad films are now made in 14 foreign languages, with distribution in 30 countries. An office was recently opened in Johannesburg.

Starts Musical Shorts

Milton Schwarzwald, producer and director of "New Atlas" and "Mentone" musical shorts, will start production this week at Eastern Service studios on the first of several releases to be made there under contract.

Goodman to Set Up Europe Sales Deals

European distribution deals for the next year will be set up in London by Morris Goodman, Republic vice-president in charge of foreign sales, who sailed yesterday on the *Queen Mary*. He expects to return in seven weeks.

A majority of the existing distribution arrangements will continue, including that with British Lion in the United Kingdom, which is on a long term basis, but new distributors will be named for Belgium and Norway, Mr. Goodman said. He plans to confer with most of the European representatives in London and will screen several films. Mrs. Goodman is accompanying him.

Eddie Cantor sailed to further the rehabilitation of 300 Jewish children of Germany, Austria and Poland in Palestine, and while abroad will confer with influential government officials to this end. He will remain in London 16 days and return Aug. 1 he said. Accompanying him are his wife and young daughter, Janet. The Cantors' daughter and son-in-law, Mr. and Mrs. Joseph Metzger, saw them off.

Don Ameche, who arrived yesterday morning from the coast and sailed on the *Queen Mary* with his wife, was mobbed at the pier by a large crowd, predominantly admiring young girls. Earl Wingart of the 20th Century-Fox publicity department had his hands full acting as bodyguard.

The Ameches plan a six-week tour of England and the Continent.

Foreign Market Is Firm, Says Hummel

(Continued from page 1)

seven-months' globe circling trip. He approved Warners' program of "action pictures" for next year since everywhere he went he found that audiences want action on the screen and that films with much dialogue are inferior draws.

Mr. Hummel visited about 12 countries, making stops in Australia, New Zealand, Java, Singapore, Manila, Shanghai, Hong Kong, Egypt, Italy and France. He said that theatre business in Shanghai and Hong Kong is booming despite the war in the interior.

Edward Dowling, stage producer, returned after several weeks in London during which he put on "Happy Returns" for C. B. Cochran. He said that in addition to this show the biggest stage hits in London are the American productions, "Idiot's Delight," "Amphitryon" and "Golden Boy." He added that Beatrice Lillie, star of "Happy Returns," is due to return here late in September for a new Broadway musical. Mr. Dowling is not to be confused with the producer of the same name who staged "Shadow and Substance."

Lily Darvas, wife of Ferenc Molnar, Hungarian playwright, arrived to appear in American stage and screen productions.

Leonard Palumbo to Wed

Leonard Palumbo of the Warner home office foreign publicity department will be married on Sunday at the Church of the Assumption, Bronx, to Terry Boscia. They will leave Monday for a two-week motor tour of Canada.

AMAZING

It's an amazing story amazingly performed — so don't *you* be amazed when your 'Slight Case of Murder' business is busted to bits by ● ●

THE AMAZING D

(It's A Big Case of Murder!)

SCREEN SCOOP! *They're co-stars over the famed coast-to-coast 'Big Town' program! Millions of weekly followers waiting to see them together on the screen!*

Watch the Robinson-Bogart CLASH!
A thunderbolt that brings **CASH!**

DOCTOR!
MOBSTER!

DW. G. ROBINSON

CLITTERHOUSE

From the stage success that astonished two continents . . . with

CLAIRE TREVOR

HUMPHREY BOGART

ALLEN JENKINS

Donald Crisp • Gale Page • An Anatole Litvak Prod'n

Screen Play by John Wexley and John Huston • From the Play by Barre Lyndon • A First Nat'l Picture

ACTION
from
Varner Bros.

"Blockade" Is San Francisco 2nd Week Win

San Francisco, July 6.—"Blockade" was a second week draw at the United Artists, the $8,000 gross going $1,000 over the line in an otherwise dull week.

"Three Blind Mice" and "Torchy Blane in Panama" garnered a good $14,000 at the Warfield.

Total first run business was $74,750. (Average is $87,800).

Estimated takings:

Week Ending June 28:

"MAID'S NIGHT OUT" (RKO)

GOLDEN GATE—(2,850), 35c-40c-55c, 7 days. Stage. vaudeville. **Gross:** $12,900. (Average, $16,000)

Week Ending June 29:

"CRIME SCHOOL" (W. B.)

"SWISS MISS" (M-G-M)

ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c, 7 days, 2nd week (moved over from Fox). **Gross:** $6,000. (Average, $7,000)

"JOSETTE" (20th-Fox)

"HUNTED MEN" (Para.)

PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days. **Gross:** $11,000. (Average, $15,000)

"BLOCKADE" (U. A.)

UNITED ARTISTS—(1,200), 15c-35c-40c-55c-65c, 7 days, 2nd week. **Gross:** $8,000. (Average, $7,000)

"WHITE BANNERS" (W. B.)

"WHEN WERE YOU BORN?" (W.B.)

FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. **Gross:** $12,500. (Average, $17,000)

"GANGS OF NEW YORK" (Republic)

"UNDER WESTERN STARS" (Republic)

ORPHEUM—(2,440), 15c-35c-40c-55c, 7 days. **Gross:** $6,200. (Average, $8,500)

Week Ending June 30:

"THREE BLIND MICE" (20th-Fox)

"TORCHY BLANE IN PANAMA" (W.B.)

WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days. **Gross:** $14,000. (Average, $13,000)

"INVISIBLE ENEMY" (Republic)

"SPRINGTIME IN THE ROCKIES" (Republic)

EMBASSY—(1,400), 25c-30c-40c, 7 days. **Gross:** $3,000. (Average, $5,000)

Week Ending July 1:

"THE WALTZ PRINCESS" (Zwicker)

CLAY—(400), 15c-35c-40c, 7 days. **Gross:** $1,150. (Average, $1,300)

"Dr. Hallet" Dual Oklahoma's Leader

Oklahoma City, July 6. — "The Crime of Dr. Hallet," on a dual with "Rascals," made the best showing in a week of consistently weak grosses. It pulled $1,800, an average figure, at the Liberty in four days.

"Lost Horizon," a reissue, and "All American Sweetheart," turned in a fair $2,400 at the State.

Total first run business was $16,000. Average is $17,200.

Estimated takings for the week ending June 23:

"RASCALS" (20th-Fox)

"THE CRIME OF DR. HALLET" (Univ.)

LIBERTY—(1,200), 20c-25c, 4 days. **Gross:** $1,800. (Average, $1,800)

"DOUBLE DANGER" (RKO)

"BEHIND THE MIKE" (Univ.)

LIBERTY—(1,200), 20c-25c, 3 days. **Gross:** $600. (Average, $700)

"BLOCKADE" (U.A.)

MIDWEST—(1,500), 25c-35c-40c, 7 days. **Gross:** $3,900. (Average, $4,500)

"LOST HORIZON" (Col.)
(Reissue)

"ALL AMERICAN SWEETHEART" (Col.)

STATE—(1,100), 20c-25c, 7 days. **Gross:** $2,400. (Average, $2,500)

"HOLD THAT KISS" (M-G-M)

TOWER—(1,000), 25c-35c, 7 days. **Gross:** $2,300. (Average, $2,500)

Week Ending June 22:

"THE TOY WIFE" (M-G-M)

CRITERION—(1,500), 25c-35c-40c, 7 days. **Gross:** $5,000. (Average, $5,200)

"Snow White" Hitting Coast High Spots at Lower Prices

Los Angeles, July 6.—"Snow White and the Seven Dwarfs" seems to be on the road to some more remarkable records in this territory. After playing 18 weeks at the Carthay Circle to a total gross of $214,339 it opened at popular prices at the Hillstreet and Pantages to extraordinary business.

At the Hillstreet the $21,000 gross was more than three times the normal take—$14,500 over average, to be exact. At the Pantages the $19,500 gross was $12,500 above par.

"White Banners," dualled with "Torchy Blane at Panama," also was strong. It grossed $16,500, up by $2,500, at Warners' Hollywood and took $16,900, over the line by $4,900, at Warners' Downtown.

Total first run business was $116,720. Average is $90,950.

Estimated takings for the week ending July 6:

"THE TOY WIFE" (M-G-M)

"PASSPORT HUSBAND" (20th-Fox)

CHINESE—(2,500), 30c-75c, 7 days. **Gross:** $10,340. (Average, $12,500)

"MOONLIGHT SONATA"
(Pall Mall-U. A.)

ESQUIRE—(900), 40c-55c, 7 days, 2nd week. **Gross:** $1,400. (Average, $2,500)

"WE'RE GOING TO BE RICH" (20th-Fox)

"GAIETY GIRLS" (U. A.)

4 STAR—(900), 40c-55c, 7 days, 2nd week. **Gross:** $2,890. (Average, $3,250)

"BALLAD OF COLOTTA"

GRAND—(750), 35c-40c, 7 days. **Gross:** $900. (Average, $1,200)

"SNOW WHITE AND THE SEVEN DWARFS" (RKO)

HILLSTREET—(2,700), 30c-65c, 7 days. **Gross:** $21,000. (Average, $6,500)

"THE TOY WIFE" (M-G-M)

"PASSPORT HUSBAND" (20th-Fox)

LOEWS STATE—(2,500), 30c-75c, 7 days. **Gross:** $10,790. (Average, $14,000)

"SNOW WHITE AND THE SEVEN DWARFS" (RKO)

PANTAGES—(3,000), 30c-65c, 7 days. **Gross:** $19,500. (Average, $7,000)

"BIRTH OF A BABY" (Special)

PARAMOUNT—(3,595), 30c-65c, 7 days, 2nd week. Stage: Harriet Wilson and her Hollywood Symphony, Armand Chirot. **Gross:** $16,500. (Average, $18,000)

"WHITE BANNERS" (W. B.)

"TORCHY BLANE IN PANAMA" (F.N.)
(Matinees only)

WARNER BROS. (Hollywood)—(3,000), 30c-65c, 7 days. **Gross:** $16,500. (Average, $14,000)

"WHITE BANNERS" (W. B.)

"TORCHY BLANE IN PANAMA" (F.N.)
(Matinees only)

WARNER BROS. (Downtown)—(3,400), 30c-65c, 7 days. **Gross:** $16,900. (Average, $12,000)

Chakeres Men Shifted

Springfield, O., July 6.—Bill McCollister has been transferred from the management of the Chakeres-Princess here to the State at Greenville, O. Dick Offenbacher, former assistant at the Regent, has been made manager of the Princess.

Frank Collins, manager of the State, Greenville, O., has been transferred to the main offices of the circuit here in charge of the booking, exploitation and operating departments.

Goldwyn to Do "Cavalry"

Hollywood, July 6.—Samuel Goldwyn will produce "Seventh Cavalry." based on the exploits of this country's number one "show regiment." Gary Cooper will be starred. The picture will deal with the period following the Civil War when the outfit was commanded by General Custer. Actual outdoor locations and Montana Indians as extras are planned.

Composer, Too

Toronto, July 6. — W. A. Summerville, proprietor of the Prince of Wales Theatre here, has further demonstrated his versatility. In addition to being a member of the Ontario legislature and a former member of the Toronto City Council for years, he has turned composer.

Mr. Summerville is responsible for the patriotic composition, "A British Song," which has been adopted as the theme number for the reunion in Toronto this summer of members of the Canadian Corps which served in France during the Great War.

"Woman" Gets $18,000 Top, Philadelphia

Philadelphia, July 6.—Three days of almost incessant rain, plus elaborate ceremonies celebrating the Swedish Tercentennial in this section (one fete along the Schuylkill River drew more than 200,000) shoved the film business in the red.

The only house not to slip was the Earle where "Woman Against Woman" and a large-sized stage bill held up to a strong $18,000.

"Blockade" drooped at the Stanley with only $11,500. "You and Me" flopped at the Fox with $10,000. "Holiday" made a weak second week finish with the same figure.

Total first run business was $62,500. Average is $73,800.

Estimated takings for the week ending June 30:

"COCOANUT GROVE" (Para.)
(2nd run)

ARCADIA — (600), 25c-40c-55c, 7 days. **Gross:** $2,000. (Average, $2,800)

"HOLIDAY" (Col.)

BOYD—(2,400), 40c-55c-65c, 7 days, 2nd week. **Gross:** $10,000. (Average, $14,000)

"WOMAN AGAINST WOMAN" (M-G-M)

EARLE — (2,000), 25c-40c-55c, 6 days. Stage: Jane Pickens, Joe Lewis, Dorothy Stone, Minevitch Harmonica Rascals. **Gross:** $18,000. (Average, $14,000)

"YOU AND ME" (Para.)

FOX—(3,000), 40c-55c-65c, 7 days. **Gross:** $10,000. (Average, $14,000)

"THREE BLIND MICE" (20th-Fox)
(2nd run)

KARLTON—(1,000), 25c-40c-55c, 7 days. **Gross:** $3,500. (Average, $4,000)

"THE SHEIK" (Para.)
(Reissue)

KEITH'S—(2,000), 37c-45c-55c, 7 days. **Gross:** $3,000. (Average, $4,000)

"BLOCKADE" (U.A.)

STANLEY—(3,700), 40c-55c-65c, 7 days. **Gross:** $11,500. (Average, $14,000)

"CONDEMNED WOMEN" (RKO)

STANTON—(1,700), 30c-40c-55c, 7 days. **Gross:** $4,500. (Average, $7,000)

McGinnis Booking Hoxie

Hope, Ark., July 6.—Jack Hoxie, cowboy star, is being booked by R. V. McGinnis for personal appearances in various sections of this state.

"Mice" Dual High in Dull Seattle Week

Seattle, July 6. — "Three Blind Mice," dualled with "Hunted Men," made the best showing in a dull w[illegible] with hot weather and sports ev[illegible] combining to affect business. The $6,650 take was $350 below par. The bill was moved to the Blue Mouse.

"Crime School" and "Goodbye Broadway" took $5,400 at the Orpheum, a weak showing, but the films moved to the Music Box.

Total first run business was $30,700. Average is $36,500.

Estimated takings for the week ending July 1:

LOUIS-SCHMELING FIGHT (S. R.)

"LAW OF THE UNDERWORLD" (RKO)

BLUE MOUSE—(950), 30c-40c-55c, 5 days. **Gross:** $2,800. (Average, $4,000)

"THREE BLIND MICE" (20th-Fox)

"HUNTED MEN" (Para.)

FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. **Gross:** $6,650. (Average, $7,000)

"HOLIDAY" (Col.)

LIBERTY—(1,800), 20c-30c-40c-55c, 7 days, 5th week. **Gross:** $3,900. (Average, $5,000)

"TOY WIFE" (M-G-M)

"HOLD THAT KISS" (M-G-M)

MUSIC BOX—(950), 30c-40c-55c, 7 days, 2nd week, extended run from Fifth Avenue. **Gross:** $2,950. (Average, $4,000)

"CRIME SCHOOL" (F. N.)

"GOODBYE BROADWAY" (Univ.)

ORPHEUM—(2,450), 30c-40c, 7 days, 2nd week. **Gross:** $5,400. (Average, $6,000)

"UNDER WESTERN STARS" (Republic)

"ROMANCE ON THE RUN" (Republic)

PALOMAR—(1,500), 15c-25c-35c, 7 days. Stage: Vaudeville headed by Earle, Fortune & Pope. **Gross:** $3,800. (Average, $4,500)

"JOSETTE" (20th-Fox)

"BLIND ALIBI" (RKO)

PARAMOUNT—(3,050), 30c-40c, 7 days. **Gross:** $5,200. (Average, $6,000)

"Paradise" Pulls $6,000, Montreal

Montreal, July 6. —"Sinners in Paradise," top attraction on a triple-feature bill at the Princess, took first place with $6,000 as against average of $7,000. The Louis-Schmeling fight pictures helped.

"Gold Diggers in Paris," single hit at the Palace, grossed $8,000 as compared with average of $11,000, the French angle to the theme proving a draw with the French-Canadian population.

Total first run business was $24,000. Average is $32,500.

"YELLOW JACK" (M-G-M)

"HOLD THAT KISS" (M-G-M)

CAPITOL—(2,547), 25c-35c-40c-50c-60c, days. **Gross:** $6,500. (Average, $9,500)

"STELLA DALLAS" (U. A.)

ORPHEUM—(919), 25c-35c-50c, 7 days **Gross:** $3,500. (Average, $5,000). Return engagement.

"GOLD DIGGERS IN PARIS" (W. B.)

PALACE—(2,600), 25c-35c-40c-50c-65c, days. **Gross:** $8,000. (Average, $11,000)

"SINNERS IN PARADISE" (Univ.)

"NURSE FROM BROOKLYN" (Univ.)

LOUIS-SCHMELING FIGHT

PRINCESS—(2,272), 25c-30c-35c-50c-65c, days. **Gross:** $6,000. (Average, $7,000)

Harold Cresic Recoverin

Baltimore, July 6.—Harold Cresic doorman at Loew's Century, is recovering from a tonsil operation whic proved serious at West Baltimor General Hospital. He required blood transfusion and oxygen ten treatment.

Operator Cuts Held Unlikely In This Area

(*Continued from page* 1)

gs. Union spokesmen refuse to de- what this means but the impres- n prevails that while there is some ntiment to cooperate with the ex- bitors, the stagehands' locals will ot agree to cuts unless the other A.T.S.E. unions here do. Local 4 scheduled to take the matter up ext Monday.

L. E. Thompson of RKO, on behalf the major circuits, asked the unions r conferences to discuss means of eeping theatres in the metropolitan ea open this summer. No word has een received from the locals.

Harry Brandt, president of the T.O.A., has asked for concessions r the independents, with no result.

Ten Stand-Ins Sail

Ten Hollywood stand-ins sailed on e *Queen Mary* yesterday to appear a 26-minute revue at the London alladium.

The star-doubles, under contract to rench American Productions, are the and-ins of Marlene Dietrich, Loretta oung, Mae West, Joan Crawford, reta Garbo, Zasu Pitts, W. C. ields, Victor McLaglen, Hugh Her- ert and Bing Crosby.

Majestic Profit High

TORONTO, July 6.—The annual finan- ial report of Rogers Majestic Corp., td., for the year ended March 31, 938, shows the best results in seven ears. The net profit was $139,788, ompared to $129,651 in the previous ears. The net was equal to 65 cents er share on the combined A and B tock, compared with 60 cents last ear.

Wall Street

Short Board Gain Holds

	Open	High	Low	Close	Net Change
Col.	14	14⅜	14	14⅜	— ⅛
Cons.	1½	1½	1½	1½	.....
Cons. pfd...	7¼	7¼	7¼	7¼	+ ⅛
E. K.	169	169	169	169	.....
G. T. E....	14¼	14¾	14¼	14¾	+ ½
Loew	50⅞	52	50⅜	51⅝	+ ⅝
Para.	10⅞	11½	10⅝	11½	+ ½
Para. 1.....	94½	94½	94½	94½	— ½
Para. 2.....	11¾	11⅞	11⅜	11⅞	+ ¼
Pathe	5⅝	5⅞	5⅝	5⅞	+ ¼
RKO	2¾	2¾	2½	2⅝	.....
20th Fox ..	23¾	25⅜	23½	25⅜	+1½
20th pfd...	34	34	34	34	+ ½
W. B.	6½	6⅝	6¼	6⅝	+ ⅛
W. B. pfd.	35	35	35	35	.....

Mono. in New Curb High

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	7/16	7/16	.....
Monogram	2⅞	3⅛	2¾	3⅛	+ ½
Sentry	¼	¼	¼	¼	— ⅛
Sonotone ..	1¾	1¾	1¾	1¾	.....
Tech.	22¼	22¼	21⅛	21⅞	— ⅜
Trans-Lux	2	2	2	2	— ¼
Univ. Corp.	3	3	2⅞	2⅞	— ⅛

Bond Activity Varies

	High	Low	Close	Net Change
Loew 3½s '46.....	100	99½	99¾	— ⅛
Para. Pict. 6s '55	95	95	95	+1¼
Para. Pict. '47....	81½	81	81½	+1
W. B. 6s '39......	78	77¼	77⅞	— ⅝

(Quotations at close of July 6)

Republic N.L.R.B. Hearing on July 18

(*Continued from page* 1)

complaint alleged, the workers had been notified they must join the I. A. T. S. E. by July 2.

The Nylander decision followed a conference between L. C. Helm, signer of the petition; Harland Holmden, international vice-president of I. A. T. S. E., and Harold Smith, I. A. T. S. E. business representative.

Asserting that "the idea of the I. A. T. S. E. trying to take over all studio workers has been greatly exaggerated in press reports," Mr. Holmden said only eight of the 75 studio utility employes employed at Republic had been referred to in the I. A. T. S. E. manifesto and these only because in the course of their work they had overstepped boundaries occasionally and performed services properly in the province of I. A. T. S. E. men on the lot.

Mr. Helm reminded those at the conference that he is a former I. A. T. S. E. member and assured Dr. Nylander of his belief that the existing differences can be adjusted amicably in round table discussion. Dr. Nylander then set July 18 as the date for a hearing on the application or motion for dismissal of the action.

Although invited to attend today's session, George Browne, president of the I. A. T. S. E., did not appear.

Laboratory Closed Shop Seen by Union

The resolution calling for an I.A.T.S.E. label on all films, adopted at the union's convention in Cleveland recently, "will lead to a closed shop situation throughout the laboratory industry in a short time," it is declared by officials of Motion Picture Laboratory Technicians Unions, Local 702.

For the first time, the I.A.T.S.E. went on record as declaring that "film bearing the I.A.T.S.E. label be processed only in laboratories under the jurisdiction of the I.A.T.S.E." This provision was added to the "label" resolution at the request of the laboratory union.

While officials of the Alliance agreed to invite Local 702 to negotiate contracts with the major companies at the basic agreement conferences which may be held this year, the union is proceeding with negotiations on its own before basic agreement revisions are discussed.

Approves Compromise

Referee John E. Joyce at a meeting of creditors held yesterday approved the application of Leonard Bronner, Jr., trustee in bankruptcy of the Theatre Trailer Corp., for a compromise of the claim of Mark Block, president of the bankrupt company, allegedly based on a chattel mortgage held by him on the furniture and equipment of the bankrupt.

To Move Canada Office

TORONTO, July 6.—Because of an unreceptive attitude on the part of Toronto citizenry toward foreign films, the head office of Cosmopolitan Films, Ltd., will be moved from Toronto to Winnipeg, Manitoba, where Canadian premieres of new product released through Amkino will be presented.

Decision Reserved On "Lynton" Award

Federal Judge Vincent Leibell reserved decision yesterday after terminating the hearing to determine whether the report of Special Master Gordon Auchincloss awarding $587,000 damages to Margaret Ayer Barnes and Edward Sheldon against M-G-M Pictures Corp., M-G-M Distributing Corp., Loew's, Inc., and Culver Export Corp. should be confirmed, and ordered briefs to be filed no later than July 15.

Judge Leibell indicated that he would not reach a final decision for at least two months and stated that he intended to consider the question during his vacation. The hearing yesterday, which was a continuation of the one held on Tuesday, was devoted to the contentions of the plaintiffs that the award should be increased to over $1,000,000. Judge Leibell indicated that he would uphold the full amount of the award if he found that the plaintiffs were correct in their argument of the law. However, he stated, if he upheld the defendants' contentions he would exercise his own discretion as to the amount which he would allow.

The hearing to fix the amount of the award is based on a previous decision of the court which ruled that the defendants had plagiarized the plaintiffs' play, "Dishonored Lady" in "Letty Lynton."

Court Stays Suit by Loew's Stockholder

N. Y. Supreme Court Justice Peter Schmuck yesterday granted the application of Loew's, Inc., to restrain Edward M. Grossman from prosecuting his stockholder's suit against The Bank of America, the National Trust & Savings Association, Loew's and 32 directors and officers of Loew's, pending the final determination of eight similar consolidated stockholders' suits previously instituted.

Justice Schmuck, in granting the application, agreed with the contention of Loew's that the multiplicity of suits was a "great and unnecessary burden and expense" and ruled that "the rights of the plaintiff are adequately protected by actions now pending."

Bankrupt Ruling Upheld

The Circuit Court of Appeals yesterday unanimously upheld a ruling of Federal Judge Robert P. Patterson, which expunged a claim in bankruptcy of the Electrical Products Corp. of California for $8,015 against the Orpheum Circuit, Inc. The order of Judge Patterson, made on March 30 of this year, reversed a decision of Referee Oscar W. Ehrhorn, which allowed Electrical Products' claim in full, and ruled that any right to a claim had been forfeited by the claimant.

Clancy Gets Hearing

Federal Judge Murray Hulbert yesterday ordered a hearing July 30 before the U. S. Circuit Court of Appeals on the appeal of Philip T. Clancy from a dismissal of his suit for $250,000 damages and an injunction against M-G-M Pictures Corp. and Robert T. Pirosch. Clancy had brought suit claiming the plagiarism by the defendants of his play, "Nuts to You," in "A Day at the Races."

Warner Men to Start N.O. Meet Saturday

(*Continued from page* 1)

Charlotte, Kansas City, Dallas, Memphis, Oklahoma City and New Orleans exchanges. Mr. Schwalberg will be assisted by I. F. Dolid, assistant general sales manager for Vitaphone shorts, and Sam Shapin, playdate auditor.

The local Warner office will be represented at the meeting by L. S. Connor, manager, and G. O. Briant, booker. Programs, product and selling policies will be discussed.

The meeting, which will continue through Sunday, will be followed by sectional conventions at San Francisco, July 16-17; Chicago, July 23-24, and New York, July 30-31.

A. W. Schwalberg, Warner supervisor of exchanges; Stanley Hatch, advertising accessories sales manager, I. F. Dolid and Sam Shapin left last night to attend the company's regional meeting at New Orleans.

Dallas Case Appeal Papers Are Signed

DALLAS, July 6.—The distributors' appeal from the U. S. District Court's findings in the Interstate Circuit case was perfected this morning and will be filed with the U. S. Supreme Court immediately, according to George S. Wright, attorney for the distributors. The high court, which sent the case back to Judge W. H. Atwell for his findings of fact and conclusions at law last spring, is expected to hear the appeal some time in November.

Judge Atwell signed the motion to appeal this morning just prior to leaving for a vacation in Europe. The appeal papers are being forwarded to Washington for filing at once.

Al Christie Starts West

Al Christie and Mrs. Christie, who returned last Friday from a European vacation, left yesterday for a visit with family and friends in California.

Before starting West, Mr. Christie announced that he would resume production at Eastern Service studios here in the early Fall. He has produced and directed a long series of two-reel comedies at the Long Island studios in the past.

Included in his plans for the fall, in addition to the usual schedule of short comedies, will be several features, all to be done here.

Abend Aiding Relatives

Refugee relief begins at home, believes Sam Abend of Exhibitor's Film Delivery Service in Kansas City. In the last four years he has brought over three brothers from Poland and has set them up in business in Kansas City. Yesterday he sailed on the *Queen Mary* to complete the importing process. When he returns he will have with him the rest of his immediate family, his mother, his sister, her husband and three children.

Set "Life" Premiere

The Film Division of the Theatre Arts Committee will sponsor the world premiere of "Return to Life," a film depicting the medical work and and aid in the plight of refugee Spanish children and wounded soldiers, in the Grand Ballroom of the Waldorf-Astoria on July 20. Frontier Films produced.

Radio Again Target Of a Connery Blast

WASHINGTON, July 6. — Congressman Lawrence J. Connery (Dem.) of Massachusetts fired another blast at the radio industry in the closing days of Congress by having his remarks "extended" in the *Congressional Record.*

In the final issue of the *Record,* Representative Connery extolled the services of F.C.C. Commissioner George H. Payne, who supported his resolution for a probe before the House Rules Committee, and denominated Chairman Frank R. McNinch as the "Charley McCarthy" of the radio "Pied Pipers," dancing to the music of the radio monopoly and pleading for an opportunity for the commission to "investigate its own activities."

"How ridiculous this is can best be considered when we find two of the three or, at least, two of the four members of the commission he has assigned to investigate the actions of the Federal Communications Commission in creating the radio monopoly are in great part responsible for the many complaints uttered against the commission," Connery charged.

FCC Hearing on Today

WASHINGTON, July 6.—Oral argument will be heard tomorrow by the Federal Communications Commission on the applications of KVOD, Denver, for change of frequency from 920 to 630 kilocycles, extension of time from sharing to unlimited and increase of power from 500 to 1,000 watts; KFEL, Denver, for extension of time from sharing to unlimited and increase of power from 500 to 1,000 watts; KFBI, Wichita, Kan., for authority to move from Abilene to Wichita, and Tri-City Broadcasting Co., for a new 950-kilocycle, 1,000-watt station at Schenectady; Kentucky Broadcasting Corp. for a 1,210-kilocycle station at Louisville, with 100 watts power night, 250 watts day, and Arlington Radio Service, Inc., for an 1,140-kilocycle, 1,000-watt daytime station at Arlington, Va.

WOW Adds New Account

OMAHA, July 6. — WOW has signed several new accounts for summer airing. The new business includes:

Announcements, Union Outfitting Co., U. S. National Bank, Dresher Bros., Graham Beverage Co., Ironized Yeast and Chrysler Corp., through Ruthrauff & Ryan; Max I. Walker, through W. L. Holland; Higgins Cleaners and Uncle Sam Breakfast Food, 15 minutes daily, through Bozell & Jacobs; Harding Co., through Beaumont & Hohman, announcements; Beaumont Laboratories through H. W. Kastor & Sons, one minute daily.

Foster May Gets Leave

OMAHA, July 6.—Foster May, WOW newscaster and candidate for Congress, has taken leave of absence from the station until Aug. 9, date of the primaries, from all programs except the daily "Man on the Street," sponsored by Iten-Barmettler Biscuit Co.

Gets Quaker Account

The Quaker Oats Co. has appointed Ruthrauff & Ryan to handle its account. The company has several radio programs on the networks.

Summer Replacement Shows Bow in Over the Networks

A coterie of summer replacement shows, some of which are no strangers to the networks, bowed in this week, with results as variable as the weather. Those heard included: "Column Quiz," substituting for Walter Winchell; "Win Your Lady," replacing the Tyrone Power dramas; "Hobby Lobby," filling in for Jack Benny, and "Passing Parade," taking the place of Phil Baker.

"Column Quiz," with Ben Grauer serving up the queries, will neither increase nor lose for the Jergens Co. the audience drawn to the loudspeaker by Mr. Winchell. The queries, most of which are ridiculously easy, are drawn from statements appearing in Mr. Winchell's columns, with a $25 cash prize to the winner, $15 to the loser, and several $5 consolation prizes for the also-rans. Worse audience shows have been heard before, but so have better ones. Lennen & Mitchell is the "Column Quiz" agency.

Jim Ameche Unfortunate

"Win Your Lady," also sponsored by Jergens, is a woebegone attempt at drama, with Jim Ameche, brother of Don, and Betty Lou Gerson struggling vainly to overcome a deadly, down-at-the heels plot. Ameche plays the part of a rich lad who desires to marry an as yet unidentified young lady named Muriel, a ward of the same lawyer who handles the Ameche inheritance. Whereupon the attorney goes to see Mr. Ameche's aunt. It then develops that the attorney and Auntie are old sweethearts who, having fallen out years ago, still carry the torch for each other. All this has a familiar ring, but bear with us. The worst is yet to come.

Auntie and the lawyer then make a pact—if the lawyer succeeds in keeping nephew Ameche apart from ward Muriel, she, Auntie, will forget the cause of the argument that broke up her romance with the lawyer, and marry him. After careful thought the lawyer then hits upon a scheme which he believes will make it impossible for Ameche to win Muriel. "You'll have to win your lady," he tells Ameche, "by undergoing a series of tests."

"Test" Is Unique

The first test is this: A Mrs. Hetherington Weagel, a society dowager who has offended Auntie, must be spanked by Ameche and more, she must thank him for being spanked. The lawyer's secretary, a Miss Suzy Quinn, is assigned to accompany Ameche to verify the outcome of the tests. But there's little sense in going on. Ameche spanks Mrs. Weagel, is thanked for the job, and it'll go on with tests like that for 13 weeks, whereupon we'll bet that Ameche won't marry Muriel after all, but will learn that his true and great love is for Suzy Quin. *Wanna bet?*

Dave Elman's "Hobby Lobby" is a consistently entertaining show. Dave brings hobbyists to the microphone to lobby for their hobbies, and among those he offered in the first show was a bubble blower who blows square bubbles, a coin collector, a lad who tap dances with his tongue and another who terpsichores with his tongue and lips, the inventor of the lie detector, and a collector of inanimate giraffes. Harry Salter's orchestra provides the musical background.

John Nesbitt's "Passing Parade" is another dependable show which can always be counted upon to entertain whosoever tunes it in. Nesbitt provides colorful commentary about unusual persons and unusual events, and his speaking job is a first rate one.

—JACK BANNER

RCA Acquires Dyer Recording License

RCA has acquired a non-exclusive license to patents owned by Frank L. Dyer, Inc., for electrical transcription and long playing records devices. The RCA pact is in conjunction with licenses already issued by the Dyer Corp. to Western Electric, Erpi and subsidiaries and Decca Records.

According to Ralph Steinberg, president of Dyer, Inc., other manufacturers are now negotiating for licenses from the Dyer firm to avoid infringement on the electrical transcription patents. Under the Dyer patents, a single hour program can be produced on a 16-inch double-faced platter.

"Hit Parade" Renewed

The Lucky Strike "Hit Parade" on CBS has been renewed for 13 weeks, from Aug. 6 to Oct. 29, through Lord & Thomas, the agency handling the account.

Oakford Joins Ferry

Edward Oakford, formerly radio director of Fanchon & Marco, has joined the Ferry-Hanly agency here as director of the radio department.

WMCA Tennis Show Starting Tomorrow

Responding to the requests for a tennis program WMCA tomorrow will start "Over the Net," from 4:45 to 5:00 P. M. It will feature Lloyd Richard in a series of interviews with high ranking tennis stars. The first of the players to be heard is Walter L. Pote, captain of the American Davis Cup team, who will recount the history of the Davis Cup tennis matches.

Named Music Director

SAN FRANCISCO. July 6.—Jack Meakin, former KPO conductor, has been appointed musical director for KSFO-CBS here. Meakin is well known for his NBC coast-to-coast swing series, "Bughouse Rhythm." New programs already set for Meakin are "Old King Cole," "Village Cut-Ups" and "Salute to Industry."

To Inspect WGY Plant

SCHENECTADY, July 6. —A preview inspection of the new WGY studios and transmission equipment will be held on July 8. Following the tour of inspection by invited guests cocktails will be served at the Van Curler Hotel.

Demand B. & K. End Chicago Dual Bills

(Continued from page 1)

briefly with Austin Keough, Paramount vice-president, yesterday and that the conversations will be resumed today, possibly with Barney Balaban, Paramount president, participating.

The independents contend that that B. & K. houses using duals receive eight to 10 weeks clearance over competing theatres under exisiting [illegible]cago schedules. Charging that the situation is inequitable, Mr. Rosenberg has said that unless relief is granted actions will be filed charging violations of the consent decree entered into by B. & K. in 1931. Indications are that the Chicago delegation will protest the Chicago clearance situation to all national distributors while here.

Backers of Gambling Bill Show Strength

ALBANY, July 6.—The strength of the movement to abolish present prohibitions against gambling from the state constitution was apparent Wednesday as debate on the proposal of District Attorney Henry Hirshberg began. The rest of the arguments were put over until tomorrow when the Constitutional Convention will ballot on the question of advancing the amendment to the order of final passage.

Indications of a break in the ranks of upstate delegates were apparent when several members, including some from Buffalo, confided their intentions of voting for the bill, which by elimination, would leave regulation of gambling entirely to the state legislature. The support of Al Smith also was announced.

Mr. Hirshberg, pleading for passage of his amendment, claimed that 61 per cent voted approval in a recent straw poll for a similar measure and asserted gambling should be licensed.

War on Bingo Games Discussed by Allied

Ways and means of combatting Bingo games in places other than theatres were discussed at a meeting of Allied of New Jersey at the Berkeley-Carteret, Asbury Park, yesterday. The consensus was that the "non-theatrical" Bingo games are cutting in heavily on theatre attendance.

Irving Dollinger, president, appointed a committee to investigate the situation in the state. Cooperation in eliminating the competition, where practiced illegally, may be requested of local authorities.

Tentative plans were discussed for the unit's 19th annual convention to be held Oct. 19 to 21 at the Ritz Carlton, Atlantic City. As usual, this will also be an eastern conference of exhibitors, with representatives from other Allied groups attending. The New York state unit may hold its first annual convention jointly with New Jersey.

Indict Two for B. N.

BRAZIL, Ind., July 6.—The Clay County Grand Jury today branded Bank Night as a lottery scheme in returning indictments against Stanley Cooper and Harold Reese, theatre operators here. The two men were among 14 accused in an anti-gambling cleanup.

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VOL. 44. NO. 5 NEW YORK, FRIDAY, JULY 8, 1938 TEN CENTS

Four Holdouts End Battle of "Snow White"

Heading for Record with 7,000 Contracts

The battle of "Snow White and the even Dwarfs"—one of the industry's ig conflicts between buyer and seller –is practically over. And the first eature length cartoon is on its way) an all-time high domestic gross ith 7,000 contracts and a billing of pproximately $3,400,000.

Seldom if ever has a picture presented so many possibilities for a test f selling skill and buying resistance. Produced independently, with exhibition contracts subject to the producer's approval, "Snow White" was free of distribution entanglements and went out entirely on its own.

The battle started with the announcement that the picture would be distributed on fifty-fifty terms and under other stipulations. "Precedents" were involved.

The publicity campaign which preceded release crystallized in a record-breaking run at the Music Hall in

(Continued on page 5)

Report 20th-Fox May Start Radio Program

Twentieth Century-Fox plans to enter the radio field with a network program similar to M-G-M's "Good News" series, according to a report here. Participating with the film company will be a commercial sponsor, according to the same report. Twentieth Century-Fox officials were not available for comment.

Meanwhile, the film company's plans for the special broadcast arranged in behalf of "Alexander's Ragtime Band" have been virtually completed, and

(Continued on page 10)

McNinch, Ill, Enters Washington Hospital

WASHINGTON, July 7.—Chairman Frank R. McNinch of the Federal Communications Commission is in the Naval Hospital under treatment for colitis, aggravated by overwork, and will be absent from his desk for probably two weeks.

Mr. McNinch has not been in good health for more than a year, and recently was hospitalized in Philadelphia.

More Radio—P. 10

Allied Denies It Refused to Consider Plan of Conciliation

Washington, July 7.—Pointing out that its petition for investigation of the alleged film trust was ordered by the Pittsburgh convention held prior to the announcement that the producer-distributors were initiating a conciliation movement, Allied States Association, in a formal statement, today denied charges that it had refused to "go along" with other interests in the industry.

"When and if a concrete program is evolved by the distributors, it will receive the consideration of the board," it was declared. "Meantime, idle speculation as to what Allied's attitude may or may not be cannot be productive of any good, and may do harm."

B & K Talk Delayed By Keough Absence

The Chicago delegation which is here to complain of alleged inequitable clearance of Balaban & Katz Chicago theatres over competing houses was unable to resume its discussions with Paramount home office officials yesterday because of the absence from the city of Austin C. Keough, vice-president, to whom the matter has been referred.

A published report that the delegation was prepared to waive projected law suits against B. & K. and distributors in the event the Chicago circuit abandoned double featuring was

(Continued on page 8)

Study Liquidation Of American Tobis

Liquidation of American Tobis Corp., subsidiary of International Tobis of Amsterdam, may take place shortly. W. E. Van Beveren, managing director of the New York firm, is conferring with officials of the holding company in Amsterdam on a decision whether to wind up the company. He is also conferring in Berlin.

Since shortly after starting operations here in March, 1936, the company has been on the boycott lists of the Joint Boycott Council and Anti-Nazi League, which charge that American Tobis is linked to Berlin since it distributes German films. This

(Continued on page 8)

Rose Here to Confer On Paramount Plans

David Rose, supervisor of British production for Paramount, arrived in New York yesterday from the coast and will spend about a week at the home office before leaving for London. While here he will confer with Barney Balaban, president; Stanton Griffis, chairman of the executive committee, and J. W. Hicks, vice-president and foreign head, on plans for Paramount production in England.

Mr. Griffis will go to London early in August to aid with the establishment there of a producing organization for Paramount which will begin functioning for the 1939-'40 season. This year's quota requirements will be fulfilled by outside producers with three pictures having been contracted for already from British producers.

Grainger-Gluckman Close 5-Year Deal

James R. Grainger, Republic president, yesterday closed a five-year renewal of the New York and Philadelphia territorial franchises with Herman Gluckman, head of Republic Film Exchange, Inc., of New York, and Republic Pictures Corp., of Pennsylvania. The pacts are dated as of July 1.

Franchise agreements for Dallas, Oklahoma City and Little Rock were recently renewed. Negotiations are in progress with other franchise owners on a revision of existing agreements.

Federal Precedent Set in Film Deal for 'One Third'

When the cameras start grinding shortly on "One Third of a Nation" at Eastern Service Studios, the first experiment in what is really indirect Government partnership with the film business will get under way.

Triple A Productions, the new independent company headed by Harold Orlob, discovered when it became interested in the Federal Theatre Project's play that there was no existing precedent for purchase of Government property for individual profit-making enterprises.

Negotiations for purchase were begun through the Guild's Committee for Federal Writers' Publications, Inc.,

(Continued on page 8)

Production in Italy Studied By Atlas Corp.

Means of Using Frozen Assets, Says Odlum

Atlas Corp., which has appreciable investments in Paramount and RKO, has considered the advisability of engaging in film production in Italy in conjunction with the Italian government in order to utilize its blocked financial resources in that country, it was indicated yesterday by Floyd B. Odlum, president of Atlas, on his arrival in New York aboard the *Europa*.

Without giving any particulars, Mr. Odlum, in reply to direct questions admitted that "there may have been some negotiations along this line." He added, however, that "nothing had been finalized."

The Atlas investments in Italy, Mr. Odlum said, were his principal concern while abroad. His company is an equal partner with the Italian government in IRI, which, he said, is the Italian Reconstruction Institute, and corresponds, roughly, to the Reconstruction Finance Corp. in this country. IRI, however, has investments in a variety of private enterprises and

(Continued on page 8)

Urge Law to Ban Control of Over 10% of Industry

WASHINGTON, July 7.—Enactment by Congress of legislation prohibiting one company from obtaining control of more than 10 per cent of its industry is recommended by the Federal Trade Commission in a report of an investigation of the agricultural implement industry.

Adoption of the recommendation, it was said here today, would affect several motion picture organizations

(Continued on page 8)

Universal, DeSylva Terminate Contract

HOLLYWOOD, July 7.—By mutual agreement Universal today terminated its contract with B. G. DeSylva, effective Saturday. By the settlement Mr. DeSylva gets the film rights to "Little Mother." He was under a two-year contract to Universal. The pact had until Nov. 30 still to run.

◂ Purely Personal ▸

DENSMORE ROSS, vice-president of Ross Federal Service in charge of branch operations, left yesterday on a branch survey, to return in about two weeks. He will visit Cleveland, Detroit, Chicago, Milwaukee, Minneapolis and Des Moines.

●

WHITFORD DRAKE, Erpi president, will vacation in the White Mountains for approximately another month following his recent illness, before returning to his office.

●

JOSEPH M. SCHENCK, 20th Century-Fox chairman of the board, will arrive today from the coast. Unless plans are changed, he will sail Wednesday for London on the *Normandie.*

●

EDWARD P. CURTIS, manager of the motion picture division of Eastman Kodak Co., left last night for a long weekend at his summer home in Maine before flying to the coast on Tuesday.

●

GEORGE ROSS left by American Airlines for Hollywood yesterday, on vacation. He was accompanied by MRS. ROSS, who is associated with SIDNEY SPIER in the publicity business.

●

EDDIE FORMAN, writer at the Warner Brooklyn studios, has bought a new car and will drive to Hollywood early next week. He will return in about a month.

●

W. A. SCULLY, Universal general sales manager, left New York last night on a two-week tour of the company's southern exchanges.

●

PHIL DUNAS, midwestern division manager for Columbia, arrived in New York yesterday from Chicago for a few days' visit.

●

THOMAS L. WALKER has returned from Los Angeles to assume his duties as New York representative of Hal Roach Productions.

●

HUGH STRONG of the 20th Century-Fox home office accompanied S. R. Kent, president, on the latter's vacation in Maine.

●

WILLARD S. MCKAY, film attorney, returned to New York yesterday from a business trip to Washington.

●

ALFRED HITCHCOCK will arrive from the coast Monday. He will sail next Wednesday on the *Normandie.*

●

JAMES P. NORMANLY has returned to Hollywood after a vacation in New York.

●

MACK GORDON of Gordon and Revel is in town, at the Sherry-Netherland.

●

HARRY ARTHUR, Fanchon & Marco executive, has returned to St. Louis.

●

MIKE CLOFINE celebrated another birthday yesterday.

Whitney On Coast

HOLLYWOOD, July 7.—John Hay Whitney arrived here today.

20th-Fox Quotas Are Approved by Wobber

Quotas for 20th Century-Fox branches for the 1938-'39 selling season have been set by Herman Wobber, distribution head, who has approved figures submitted by Division Managers William Sussman, W. J. Kupper and W. C. Gehring.

The company assigned the job of quota fixing to the field, under the division managers' supervision, and it was said that this is the first time in the history of distribution that such a direct divisional survey has been made. The branches have been given quotas that are based on past performance and actual conditions, plus potential earning power of films and investment taken into consideration.

A total of 117 circuit deals for next season's product were in work early this week, it was said at the home office. Twenty-nine of the 31 exchanges in the United States will end the second quarter of 1938 ahead of revenue delivered in the corresponding period last year, it is reported.

Noon Today Deadline For Writer Protests

HOLLYWOOD, July 7.—The deadline for the filing of protests against the certification of the Screen Writers Guild as the bargaining agent for writers was postponed voluntarily by the National Labor Relations Board from noon today until the same time tomorrow. No protests have yet been filed.

Oil Or Nothing

Wesley Ruggles, Paramount director, and Claude Binyon, who writes the films Mr. Ruggles makes, received an offer from the Italian Government to produce four features at Cine City, new studio near Rome. Payment was offered in tobacco. Mr. Ruggles held out for olive oil, which is a more marketable commodity here. Italy said no go. The deal fell through. Mr. Ruggles has Italy on his itinerary on his present trip to Europe.

No Request Made for Studio Labor Talks

No formal request for the convening of the negotiating committees of the producers and the unions which are signatories of the five-year basic agreement with the studios has been received from any of the international unions yet, Pat Casey, producers' labor representative, reported yesterday.

Mr. Casey said that no meeting will be called if specific requests for one are not received from the unions. He plans to remain in New York for another three or four weeks.

Cohn, Schneider Leaving

HOLLYWOOD, July 7.—Jack Cohn and Abe Schneider, Columbia executives, will entrain for the east tomorrow following 10 days of conferences.

Hollywood Letter

Dear Editor:

The recurrent observation that "nothing is the matter with the business that good pictures won't cure" may be paraphrased to read, "Nothing is the matter with Hollywood that a full production schedule won't correct." A persistent pessimist scouting the town can dig up scare stories about labor trouble in the offing, governmental interrogation of the status quo, summer grosses and allied matters. But Hollywood gives scant ear to these matters when the payrolls are loaded as at present and the prospect is for more loading rather than less. The state of the community at this midpoint in a late summer is promissful of some right smart motion pictures come Autumn.

◆ ◆

Omen—Marjorie Main, drafted from the stage by Sam Goldwyn to play the mother in "Dead End," reversed the process by which so many ranking stars have moved into maternal roles and on into oblivion. She has risen through 16 intervening assignments to stardom in Monogram's "The Circus Comes to Town."

◆ ◆

Travel—Sam Levene, Broadway to Sunset Boulevard for a principal part in RKO's "Mad Miss Manton." . . . I. A. R. Wylie, London to Hollywood to finish screenplay of "Daring Age," Goldwyn film introducing Jascha Heifetz. . . . Martha Raye, Hollywood to Chicago, for personal appearances. . . . W. E. Calloway, 'Frisco, Seattle, Portland, Salt Lake City and Denver to Hollywood, in behalf of company sales.

◆ ◆

Jobs—RKO department heads: Van Nest Polglase, art, Darrell Silvers, props, and Tom Peer, drapery, have received new contracts. . . . Comedians Billy Gilbert, Arthur Hoyt, Billy Burress and Margaret Hamilton have been employed by Sol Lesser for "Breaking the Ice." . . . Ralph Remley. Hallene Hill, Bernard Suss, A. S. Byron and Walter Soderling have joined out with Paramount's "Arkansas Traveler" troupe. . . . Louise Beavers and Jessie Busley will work for Warners in "Brother Rat" and the same company has given 250 extras things to do on "Devil's Island."

◆ ◆

Montage—George Brent, Olivia de Havilland, John Payne, Frank McHugh and others in the cast of Warners' "Wings of the Navy" unit are off to Pensacola, Fla., in charge of Director Lloyd Bacon, and Richard Rosson has taken a crew to Dutch Guiana to shoot some extraordinary natives for M-G-M's "Too Hot to Handle," the Gable-Loy newsreel epic the town's talking about.

William R. Weaver

C.E.A. Fight Brings London Plan Change

By AUBREY FLANAGAN

LONDON, July 7.—The London County Council disclosed late today that a new plan for restrictions on the operation of London theatres with respect to admissions and seat designations will be submitted to the entire council next Tuesday.

The decision followed a storm of opposition to the proposed new p[illegible] by the Cinematograph Exhibitors Association. A deputation representing the London theatres early today met Reginald Stamp of the council and presented their case against the new plan. They suggested an alternative plan which had been tried voluntarily by the London Odeon.

The council's attitude was one of concern at the belligerancy of the C.E.A. in the matter. Mr. Stamp declared that the council was anxious to maintain the good will of the theatre men, but that failing of a new suggestion, the original council scheme would have to go through. The exhibitors were adamant and warned the official that evasions are inevitable.

Hold "Wonderful Time"

Holdovers in 12 key situations have been reported for "Having Wonderful Time." Among these cities are San Francisco, Cincinnati, Dayton, New Orleans, Columbus, Cleveland, Portland, Cedar Rapids, Davenport and Sioux City.

Roxy Take Is $48,000

"The Rage of Paris" and the attraction of a combination film and stage show for holiday weekend visitors from out of town boosted the Roxy's take to $48,000 this week. The bill is being held.

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DAILY
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IT'S WORTH
A MILLLON
TO
THE NATION'S
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you know how t
live it! Romanc
is grand . . . if it i
romance!"

WARNER BAXTER

in

I'LL GIVE A MILLION

with

MARJORIE WEAVER • PETER LORR
JEAN HERSHOLT • JOHN CARRADIN
J. EDWARD BROMBERG • LYNN BARI • FRITZ FEI

Directed by Walter Lang
Associate Producer Kenneth Macgowan
Screen Play by Boris Ingster and Milton Sperling
Based on a story by
Cesare Zavattini and Giaci Mondaini

Darryl F. Zanuck
in Charge of Production

20th CENTURY FOX
THE KEYSTONE
OF YOUR FUTURE

"Robin Hood" Again Takes Boston Lead

BOSTON, July 7.—"Adventures of Robin Hood" still dominated the downtown scene last week when it [illegible]led $9,000 at the Paramount and $6,000 at the Fenway, co-billed with "Little Miss Thoroughbred." Both features were second run, yet went over par in both instances, drawing $2,000 in excess of the Paramount and $1,500 over at the Fenway.

"The Rage of Paris" and "The Devil's Party" held up substantially on a holdover at the RKO Memorial, where they grossed $9,000. First week average is $13,000.

Total first run business was $52,500. Average is $59,500.

Estimated takings for the week ending July 2:

"ADVENTURES OF ROBIN HOOD" (F. N.)
"LITTLE MISS THOROUGHBRED" (W. B.)
FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $6,000. (Average, $4,500)

"LORD JEFF" (M-G-M)
"WOMAN AGAINST WOMAN" (M-G-M)
LOEW'S ORPHEUM—(2,970), 25c-35c-40c-55c, 7 days. **Gross:** $12,000. (Average, $12,000)

"LORD JEFF" (M-G-M)
"WOMAN AGAINST WOMAN" (M-G-M)
LOEW'S STATE—(2,537), 25c-30c-40c-55c, 7 days. **Gross:** $8,000. (Average, $11,000)

"WHITE BANNERS" (W. B.)
"RASCALS" (20th-Fox)
METROPOLITAN—(4,332), 25c-35c-55c, 7 days. **Gross:** $8,500. (Average, $11,000)

"ADVENTURES OF ROBIN HOOD" (F. N.)
"LITTLE MISS THOROUGHBRED" (W. B.)
PARAMOUNT—(1,793), 30c-40c-55c, 7 days. **Gross:** $9,000. (Average, $8,000)

"RAGE OF PARIS" (Univ.)
"DEVIL'S PARTY" (Univ.)
RKO MEMORIAL—(2,907), 30c-50c-65c, 7 days, 2nd week. **Gross:** $9,000. (Average, $13,000)

"Banners" Is Best Grosser at Omaha

OMAHA, July 7.—"White Banners" and "Swiss Miss" pulled $6,600 in seven days at the Omaha for the best showing of the week. The gross was $1,100 over weekly par.

"Wide Open Faces" and "Penitentiary" grossed $4,300 in seven days at the Brandeis for a satisfactory profit of $300 over weekly average. "Lord Jeff" and "Accidents Will Happen" were aided by one-night p. a. of Mickey Rooney at the Orpheum and squeezed out $6,800 in the course of the 7-day run.

Exhibitors have had keen competition from a racing meet and outdoor entertainments.

Total first run business was $17,700. Average is $16,700.

Estimated takings:

Week Ending June 29:

"WIDE OPEN FACES" (Col.)
"PENITENTIARY" (Col.)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. **Gross:** $4,300. (Average, $4,000)

"WHITE BANNERS" (W. B.)
"SWISS MISS" (M-G-M)
OMAHA—(2,200), 25c-40c, 7 days. **Gross:** $6,600. (Average, $5,500)

Week Ending June 30:

"LORD JEFF" (M-G-M)
"ACCIDENTS WILL HAPPEN" (W. B.)
ORPHEUM—(3,000), 25c-40c, 7 days. **Gross:** $6,800. (Average, $7,200)

The Newsreel Parade

Movietone News
Vol. 20, No. 86
(*20th Century-Fox*)

An aviation story is the lead for this issue. Also included are a number of other events of high caliber—in the newsreel sense. The photography and editorial handling of the subjects are in keeping with the reel's standard.

Howard Hughes takes off from Burbank and arrives at Floyd Bennett Field to pose with Grover Whalen before his projected flight to Paris. Montana mustangs and Brahma steers throw cowboys all over the landscape. The Zachini brothers are fired from a cannon—the both of them. The exploration division offers camera-eye views of the turbulent Colorado River where a party of six scientists are feared lost. Summer fashions by Vyvyan Donner and Helen Claire show the latest in dirndls and sport and country wear. Lew Lehr has a time with Wilbur and his seal family at the Central Park Zoo. Co-eds frolic in the Rocky Mountains, above the snow line, where they find an aid to keeping cool in a frigid lake. Ed Thorgersen's sport department covers the scoring plays and baseball personalities involved in Wednesday's all-star game at Cincinnati. Running time, 10½ mins. P.

News of the Day
Vol. 9, No. 284
(*M-G-M*)

The emphasis on the assortment of events offered here is on interesting variety. Subjects range from scientific experiment to the war in Spain and the well known American pastime.

The Mammoth Cave in Kentucky is the scene of the opening sequence. Two scientists of Chicago University are seen emerging after a study of sleep and time in the underground spot. The unique experiment invites puns but is given quite serious treatment. Howard Hughes' plane arrives in New York in the course of a trans-Atlantic flight. Italian troops are shown in battle on the Barcelona front with plenty of fireworks in the action. The Zachini brothers are fired from a cannon at Atlantic City. The film is reversed and shows them going back into the gun. Adelaide Hawley comments on the first cruise of the St. John's Guild for underprivileged children and mothers. The Sporting Page has that newsreel standby—motorcycles climbing hills and the important plays of the recent all-star baseball game of the National and American Leagues. Running time, 9 mins. P,

Paramount News
No. 97
(*Paramount*)

The all-star baseball game between teams of the National and American Leagues comes close to being the only real piece of pictorial news in this issue of the reel. The closest the editors could come to spot material was a group of shots of celebrities leaving for Europe, including Don Ameche and his wife, Eddie Cantor and part of his family, Medill Patterson and his bride, and American Ambassador to Belgium Davies and Mrs. Davies.

Two other routine items cover the dedication of a tablet in Minnesota which is said to record a visit to the area of Vikings in 1362, and the performance of 1,000 players of string instruments, in convention at St. Joseph, Mo.

A feature sequence pictures three adventurers, Lincoln Ellsworth, who plans a new plane dash to the Antarctic; Captain Eyston, auto racer, who will attempt a new assault on his own speed record, and Howard Hughes, planning a world flight in a flying laboratory. Running time, 9 mins. A.

Universal Newsreel
Vol. 10, No. 682
(*Universal*)

There's a nice choice of material and some excellent editing in this release.: Five cameramen collaborated on the departure of Howard Hughes from the coast and his arrival at Floyd Bennett Field, and he is also shown with Grover Whalen.

Italian soldiers advancing and seeking shelter and scenes of the Loyalists' abandoned positions in Spain make this sequence better than some of the recent coverage. A novelty is a dog using wheels under his hind legs so that he can run and walk in spite of paralysis.

Other subjects are the training of girl drum majors, an auto race at Le Mans, France; an historical football game at Florence, Italy; a diving show with comedy stunts at Los Angeles, the victory of War Minstrel at Chicago and the Fourth of July celebration at Havana. Running time, 9 mins. K.

RKO-Pathe News
Vol. 9, No. 101
(*RKO*)

The reel was reviewed prior to the arrival of footage on the major leagues' All-Star baseball game played at Cincinnati Wednesday. Approximately 150 feet on this subject will be sent out to subscribers.

The contents of the reel, otherwise, comprise shots of Howard Hughes' arrival in New York preparatory to his projected trans-Atlantic flight, the convening of the Administration's new monopolies investigating committee, a marathon race to the summit of Pike's Peak, notable passengers on the *Queen Mary* on her last sailing from New York, an archery tournament in Los Angeles, and construction work in New Mexico on one of the world's largest smelters.

With the addition of the footage on the All-Star game the running time of the reel will be approximately 7½ minutes. K.

Charney Coming East

HOLLYWOOD, July 7.—C. King Charney of Agfa will leave for New York tomorrow on a periodic visit to his clients.

12 Color Traveltalks

HOLLYWOOD, July 7.—James A. FitzPatrick will make 12 Traveltalks in color for the 1938-39 shorts program at M-G-M.

Four Holdouts End Battle of "Snow White"

(*Continued from page 1*)

New York. Then the battle was on in earnest. RKO, distributing, with Hal Horne as Disney's representative sitting in on contracts, stood pat. Individual theatre owners and small circuits bought. Most big buyers waited.

Finally, there were compromises both ways. The picture continued to roll up new highs in theatre after theatre. The compromises took the form principally of concessions on percentage terms, sliding scales upward, in exchange for extended and more favorable playing time.

Concessions on one side or the other resulted ultimately in deals in all but four important situations.

The Saenger circuit, with headquarters in New Orleans, and operating in Louisiana and Mississippi, stood out to the finish. E. V. Richards insisted on a flat rental and RKO sold away from the circuit.

Griffith Balks

The Grffith Circuit, Oklahoma and Texas, controlling a majority of the towns in which it operates, refused to play percentage terms and RKO sold where there was opposition. The Long circuit, in New Mexico, which has since become part of the Griffith circuit, bought the picture before the consolidation.

The Mullin & Pinanski circuit, in New England, held out against RKO's single bill stipulation. M. & P. played the picture in its 14 single feature houses, but RKO sold away in the rest of the territory.

The St. Louis Amusement Co., operating second and subsequent runs in St. Louis, refused to buy the picture on anything except flat rental. RKO sold around them, although Fanchon & Marco played the picture first run in St. Louis.

Stipulations Listed

Except for concessions on the base percentage in exchange for a better split or extra favorable dates, "Snow White" has been sold generally, on terms which included the following stipulations:

Single feature restrictions; double playing time; weekend dates; minimum admission of 15 cents; minimum guarantee of $50.

"Snow White" is billing at the rate of approximately $100,000 rentals per week. Although it is nearing the 26th week of release, at which time high billings normally drop off sharply, the delay in closing many important situations will extend its period of active revenue beyond the average. Subsequent run engagements started July 1 in Los Angeles, and the neighborhood theatres in Detroit have still to show the picture. The subsequent run situation in Chicago has been delayed by exhibitor resistance to the demand for Saturday and Sunday playing time, but dates are now being set in that area.

The conflict between seller and buyer has terminated in remarkably few casualties and a minimum of ill-will in a situation which was loaded with possibilities for trouble.

Variety Club

Indianapolis

INDIANAPOLIS, July 7.—Tent No. 10 here has set its annual golf tournament for the Indianapolis Country Club on July 25, with plans including a luncheon preceding and a dinner and floor show following the golf. FLOYD BROWN is chairman.

Omaha

OMAHA, July 7. — Variety Club members are hosts at weekly film party for children attending the Lions club children's health camp west of city during July and August. Club members will provide equipment and films for a weekly showing, according to Secretary Eddie Shafton.

Stewart Benefit M.C.

Donald Ogden Stewart, author, will be master of ceremonies at the premiere of "Return to Life," which will take place in the ballroom of the Waldorf-Astoria, July 20, under the auspices of the film division of the Theatre Arts Committee as a benefit for the wounded soldiers and refugee children of Loyalist Spain.

CEA to Honor Snyder

LONDON, July 7.—The London and Home County Branch of the Cinematograph Exhibitors' Association will honor Lionel S. Synder, Australian exhibitor representative, at a luncheon on Monday. The semi-annual general meeting and luncheon of the organization will take place on Thursday.

Fetick's Mother Dead

CINCINNATI, July 7.—Mrs. Clara Fetick, mother of George Fetick, booker for Southio Theatres, Inc., died at Good Samaritan Hospital today after a lingering illness. She was 64 years old. Another son also survives.

Wall Street

Paramount Issues Lead Board

	Open	High	Low	Close	Net Change
Col.	14⅜	14½	14	14¼	— ⅛
Cons...	1⅝	1⅝	1⅜	1⅜	— ⅛
Cons. pfd...	7⅜	7½	7⅜	7½	+ ¼
E. K.	170	172½	170	171	+2
G. T. E.....	14¼	14⅞	14⅛	14¼	— ¼
Loew	52⅞	53	51⅝	52¼	+ ⅝
Para.	11¾	12	11½	11⅞	+ ⅜
Para. 1.....	95¼	97	95	96	+1½
Para. 2.....	12	12¼	11¾	12	+ ⅛
Pathe	6	6¼	5⅞	5⅞	.....
RKO	2⅝	2¾	2½	2¾	+ ⅛
20th Fox ..	25¾	26½	25	25½	+ ⅛
Univ. pfd.	38½	38½	38½	38½	— ½
W. B.	6⅞	6⅞	6⅝	6¾	+ ⅛
W. B. pfd...	36	36	36	36	+1

Small Curb Changes

	Open	High	Low	Close	Net Change
G. N.	½	½	7/16	7/16	.....
Monogram	3	3⅛	3	3	— ⅛
Sonotone ..	1¾	1¾	1⅝	1¾	.....
Tech.	22⅛	22⅝	21¾	22¾	— ¾
Trans-Lux	2⅛	2⅛	2⅛	2⅛	+ ⅛
Univ. Corp.	2½	2½	2½	2½	— ⅜

Bonds in Short Increases

	High	Low	Close	Net Change
Loew 3½s '46....	99½	99½	99½	.....
Para. Pict. 6s '55	95	95	95	.....
Para. Pict. '47....	82	82	82	.....
RKO 6s '41......	71	71	71	+ ⅛
W. B. 6s '39......	78½	77½	78½	+ ⅜

(Quotations at close of July 7)

New York Preview

"We're Going to Be Rich"

(20th Century-Fox)

Gracie Fields is the leading comedienne of England, and in "We're Going to be Rich," she demonstrates her ability in comedy and song. The picture, as far as the American audience is concerned, features Victor McLaglen and Brian Donlevy to bolster an otherwise English cast for this market.

The film was made by the 20th Century-Fox British producing unit, but let it immediately be known that it might just as well have been made in Hollywood. There is no English inflection in the picture, its locales being Melbourne, Australia, and South Africa, and the date the late 80's.

In a setting of gold mining towns of those days among the Dutch settlers, are Gracie, a music hall star, with a longing to return to England; McLaglen, her lovable but incautious husband, who throws her money away on wild schemes which are "going to make us rich," and young Ted Smith, her nephew, and a capable youngster. It is a rollicking, entertaining tale of rough men in a rough country, of a girl who sacrifices much for the man and boy she loved, and who finally realizes that her feeling for them is stronger than her desire to see England.

Miss Fields sings several good numbers, in inimitable style; McLaglen is excellent as her husband, and Donlevy, as the saloon owner who befriends her when she needs help, is good. The setting and period are in themselves entertaining, and with capable performances, and a highlight bare knuckle boxing match in the old style, the picture should be found generally pleasing. Monty Banks directed from a screenplay by Sam Hellman and Rohama Siegel. The story is by James Edward Grant.

Running time, 78 minutes. "G." CHARLES S. AARONSON

Hollywood Preview

"Fast Company"

(M-G-M)

HOLLYWOOD, July 7.—Melvyn Douglas and Florence Rice appear here as gay married folks not too reminiscent of William Powell and Myrna Loy in "The Thin Man" engaged in untangling a murder mystery about as lightheartedly and surely. The comparison, although inescapable, is mentioned as an asset rather than liability from the exploitation point of view. "Fast Company" is lively melodrama with comedy fixtures, deadly serious and completely frivolous in turn, but never dull.

The screenplay by Marco Page and Harold Tarshis, from the Page novel, is about a rare book dealer who devotes a major part of his time to tracing stolen volumes of great price. When another dealer is mysteriously murdered he runs down a set of baffling clues which lead to complications far too intricate for brief synopsis. There is enough gun play and violence to more than justify the term melodrama and enough comedy to warrant its omission, a circumstance leaving the showman free to describe the film by the word his customers respond to best. Louis Calhern, Claire Dodd, Nat Pendleton, George Zucco, Douglas Dumbrille and Mary Howard are among the other names available for use in ad copy.

Edward Buzzell directed the Frederick Stephani production with a keen eye to pace, point and counter point. The place is New York and the time is now. Action is swift and dialogue effective. Although concerned with books and dealers therein, the film is never bookish.

Running time, 75 minutes. "G."

Paramount Club Elects

HOLLYWOOD, July 7.—In an election participated in by more than 1,500 members of Studio Club of Paramount, George L. Bagnall, executive studio manager, was reelected president for his third term. Eugene Zukor and H. E. McCroskey were elected vice-presidents, Ralph Green, treasurer, and Ruth Duignan, secretary.

Lillian Rock, Pep Lee, A. B. Hilton, Clarence Slater and Mel Stamper were elected to the directorate.

Cameron to Selznick

HOLLYWOOD, July 7.—Walter Cameron, who played the part of the sheriff in "The Great Train Robbery," has been engaged by Selznick International for a role in "Made for Each Other," starring James Stewart and Carole Lombard.

Selznick Engages Waxman

HOLLYWOOD, July 7.—Franz Waxman has been engaged by David O. Selznick to do the musical score for "The Young In Heart."

Short Subjects

March of Time, No. 12

(RKO)

Once again March of Time devotes an issue entirely to one subject, the U. S. Coast Guard, and the result is a dramatically entertaining picture, executed in excellent fashion.

The issue pictures the work of the Coast Guard, a unit of the Treasur Department, whose chief task it is [illegible] protect ships and people along shores of the United States in time of peace, and importantly, to watch for smugglers. Pictured is the training of young cadets at the Coast Guard training school at New London, the routine of the unit's fast fleet of small cutters, in rescue work, ice patrol, supply delivery, plane rescue of the sick from ships at sea, and numerous other duties.

But the highlight of the film is the picturization of the Coast Guard Intelligence Service at work, its chief duty the apprehension of smugglers Step by step is shown the setting of the trap and the eventual capture of a group of gun runners. Running time 17 mins. "G."

"The Fighting Judge"

(Vitaphone)

A Civil War story revolving aroun the late Justice Oliver Wendel Holmes is offered in this Floyd Gibbons "Adventure." The yarn concern young Holmes, an officer who wa wounded at Antietam. A Hagerstown family takes him in when he i too weak to travel. The youn daughter brings him back to healt Later, reenacted, is the meeting of th Supreme Court Justice and his nurs The elderly lady is also on hand t get the $250 check. Fair. Runni time, 13 mins. "G."

"Hide and Shriek"

(Roach-M-G-M)

Done in the better and ingeniou "Our Gang" style, this comedy wi hand plenty of thrills to the young audience. Alfalfa would be a detectiv He and his aides are shanghaied int a haunted house at an amusement par while trailing "criminals" and have hair-raising time of it for an entertaining few minutes. Running time, 1 mins. "G."

Dismiss Income Tax Sui

Federal Judge Samuel Mandelbau yesterday dismissed the suit of E mond Pauker against the U. S. Go erment to recover $3,600 in incon taxes. Pauker had alleged in his con plaint that he represented Lago Bir author of "Hotel Imperial" and "T Light That Failed"; Ferenc Molna author of "Great Love," and Euge Heltai, author of "Silent Knight" the sale of the film rights to the plays for $64,500.

Pauker claimed exemption on earnings from these sales since stated the sales were made for fo eign authors, and he had sought to r cover the taxes paid to the Gover ment.

Altec Closes Shea Dea

The M. A. Shea circuit yesterd closed a deal with Altec Service Co for the servicing of its 31 houses that company. Negotiations were ha dled by E. C. Grainger for the circu and Bert Sanford for Altec.

MOST WIDELY USED

ONLY one raw-film factor matters much to the motion picture public. But that factor, photographic quality, is the most important of all. . . . Reason enough why Eastman Super X has become the cameraman's stand-by . . . the world's most widely used motion picture negative medium. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *SUPER X*

PANCHROMATIC NEGATIVE

Production in Italy Studied By Atlas Corp.

(Continued from page 1)

does not make loans, as does the R.F.C.

Mr. Odlum said that action on the Atlas option to purchase the balance of RCA's holdings of RKO securities would be taken within the next week or two. He indicated that a decision had not been made yet as to whether the remainder of the holdings would be acquired or an extension of the option negotiated on the purchase of an additional one-twelfth of the RCA holdings for $500,000 cash, as provided for in the existing agreement. The latter course, which would give Atlas a six-month extension of the option to Dec. 31, is believed to be the more likely, however. The ultimate completion of the transaction would give Atlas a total investment in RKO in excess of $12,000,000.

Management changes in RKO will await the approval of the reorganization plan now before the Federal court, he said.

"There have been no discussions about the future management setup or the constitution of the new board," Mr. Odlum said. "We have a plan before the court and the first step is to get it approved. Until that time there is nothing to discuss."

Answered Query on Rathvon

Mr. Odlum made this explanation in answer to reporters' queries concerning reports that Peter J. Rathvon, an associate of Atlas and the investment trust's representative in the RKO reorganization, is slated to become an important figure in the management of the company following the reorganization, that Leo Spitz has expressed a desire to return to his law practice in Chicago and Mr. Rathvon may succeed him as president.

The latter formerly was a partner in Atlas, but now has his own investment trust. He is acting in an advisory capacity for Atlas in the reorganization and Mr. Odlum is known to lean heavily on his counsel. Mr. Rathvon went down the Bay for a discussion with the Atlas head before the ship docked.

Mr. Odlum left for Washington on pressing business matters immediately after his arrival with his wife, and said that he would go into the RKO situation on his return here early next week.

"I am more optimistic about business conditions both here and abroad than when I left," Mr. Odlum observed. "The situation is changing for the better."

The Odlums visited Switzerland, France and Germany after their stay in Italy.

Mrs. Meckleburg Better

Boston, July 7. — Mrs. Joseph Meckleburg has left the Peter Bent Brigham Hospital, where she was confined 30 weeks ago with a multiple fracture of the leg. Her husband, booking head for the Drive-In Theatres Corp., is at the hospital following an operation for an elbow infection.

Federal Precedent Set in Film Deal for 'One Third'

(Continued from page 1)

formed two years ago to provide a publishing outlet for the works of Federal projects writers. The committee is now empowered to do the same thing for the Federal Theatre Project as for WPA writers.

The Government gives the guild's committee permission to sell writings by persons on WPA salaries, but the bid for "One Third of a Nation" by a film company was the first time any project entered competitive market.

When the legal complications were straightened out the guild's committee, headed by Morris Ernst, made a contract with Triple A which then purchased "One Third of a Nation" for $5,000 and a percentage of possible profits from the picture.

The profits will be turned back into the guild's committee for an as yet undefined purpose. It is the general belief and hope that the money can be used to further the work of the committee in encouraging young talent, after which the surplus drains back to the U. S. Treasury.

The legal complexities surrounding the play's purchase were matched by those attending the formation of Triple A. The name is merely a working title and will not be used for any forthcoming ventures in which the stockholders engage. Dudley Murphy, vice-president, and director of the picture, was eager to have the company identified with the setup of associated artists, actors and authors, which suggested the AAA. The letters were discarded in favor of a spelling out of the name, since there was some fear on the part of other stockholders that they might be mistaken for a Government agricultural project.

Harold Orlob borrowed the money from himself to finance the picture. Through a personal loan from Mr. Orlob to Triple A, he received 136 shares of common stock in the corporation. The remainder of the 200 shares issued was allocated to associates Dudley Murphy, Paul Mooney, Bernard Steels, Emil Katzka and W. S. McKay, who are the only stockholders in a company in which Mr. Orlob is the only backer.

Chicago G.B. Branch Leading Nation—Lee

Chicago, July 7.—The Chicago exchange of G. B. under the direction of Abe Fisher is leading the country in sales for the company, said Arthur A. Lee, general manager of G. B., before the executive left for Detroit. Mr. Lee, who was accompanied by Victor Cockle, G. B. television expert, stated that the business of the Chicago exchange is far ahead of last year's record.

Mr. Cockle conferred with motion picture and visual education leaders here and also discussed television possibilities. He said control of television development by private companies was holding it back in this country.

B&K Talk Delayed By Keough Absence

(Continued from page 1)

branded an "attempt to effect a conspiracy" yesterday by Edward Golden, vice-president of Monogram Pictures.

"If the report is true," Mr. Golden said, "these exhibitors who are threatening to bring law suits for conspiracy, among other things, are themselves projecting a conspiracy in attempting by this means to eliminate double features."

The Chicago delegation consists of Aaron Saperstein, Chicago Allied leader; Edward Silverman of the Essaness Circuit, and Joseph Rosenberg, attorney for Chicago independent exhibitors. So far as could be learned the group has no appointments to discuss the matter further with home office officials.

Patents Film Carbon

Hollywood, July 7.—A carbon release that can be adapted to all types of arc lamps and which, it is claimed, silences the lamp to the point where it can be used right next to the camera has been patented by Bob Brandt.

Bank Night Warning To Portland Houses

Portland, July 7.—Suburban theatres conducting Bank Night here today were allowed until next week to decide whether they will abandon the "illegal" practice by themselves or carry it to court for a test case. District Attorney James R. Bain, who maintains Bank Night in any form is a violation of the state lottery statute, said his office would step in if a decision is not made.

The 20 suburban houses notified to stop Bank Night last week appear to be split on how to solve the question. Almost all have started giving away free tickets to drawings "in order to make them legal."

Withdraws Statement

Washington, July 7.—Withdrawal of the registration statement of Major Film Productions, Inc., Los Angeles, was announced today by the Securities and Exchange Commission. The company, of which Fred Church is president, filed its statement in October, 1934, and it went into effect Nov. 14 of that year. The withdrawal was requested June 28.

To Produce at Monastery

Avramenko Film Co., Ltd., will start production next week on "Cossacks Beyond the Danube," based on the Ukranian operetta by Semen Artemowsky. The production will be filmed on location at the Little Flower Monastery at Newtown, N. J., under the direction of Vasile Avramenko, Michael J. Gann and Edgar G. Ulmer.

Fabian Managers to Golf

Fabian Theatres managers will hold their first annual golf tournament at Preakness Hills Country Club at Paterson on Thursday, July 21. The industry generally is being invited to attend. Reservations for the affair are being taken by Samuel Rosen of the Fabian office.

Urge Law to Ban Control of Over 10% of Industry

(Continued from page 1)

which are said already to control more than 10 per cent of the business.

Present law prohibits certain acquisitions of competitors through the purchase of stock, but the commis[illegible] charges the ban has been evaded [illegible] the purchase of competitors' assets, rather than stock.

Under the commission's recommendation, no company already controlling 10 per cent or more of its industry would be allowed to absorb any other company in that industry. The suggested measure also would prevent any mergers where the result would be to control more than 10 per cent of an industry.

Study Liquidation Of American Tobis

(Continued from page 1)

activity has hampered the company considerably.

The Tobis parent company showed a loss of a half million gulden in 1937, as compared with a profit of 71,000 gulden in 1936.

While Tobis' "Carnival in Flanders" ("Kermesse Heroique") is still on the boycott list, the Joint Boycott Council is permitting its showing currently at the Fifth Ave. Playhouse, an official explaining that the theatre contracted for the film with the French Tobis direct. The French company, now called Filmsonores, is not on the boycott list.

Chance Amendment Gets Smith Support

Albany, July 7.—Deferment of action on Delegate Henry Hirschberg's bill now on the special order calendar followed the second day of debate in the Constitutional Convention here concerning the proposal to eliminate restrictions on gambling from the State Constitution. Warning the Republican majority, most of whom are committed against the amendment, that they are erring badly in opposing public sentiment, Delegate Al Smith termed it a second prohibition issue, involving respect for the law.

The Smith address seemed likely to result in the switch of a few upstate members. In all probability the margin will hinge on two or three votes. Speaking in opposition today was Mrs. E. M. Morrell of Buffalo, who stated that gambling cuts family purchasing power.

Theatremen are watching the proceedings closely.

Seek Details in Suit

Application will be made today to the N .Y. Supreme Court for an order directing the International Theatre Accessories Corp. and Sales on Sound Corp. to file a bill of particulars in their $25,000 damage suit against Alfred H. Weiss, Julius J. Bressler and the Consolidated Theatre Supply Corp.

The plaintiffs had brought suit charging the defendants with conspiring to destroy their business, and with wrongfully securing customers' lists and trade secrets belonging to the plaintiffs.

We Agitated For It . . .

1

A Letter to Mr. Kent

Philadelphia, Penna.
March 25, 1938

Mr. Sidney R. Kent,
20th Century-Fox Film Corporation,
444 West 56th Street,
New York City.

Dear Mr. Kent:

It has been with great interest that I have read your statement regarding the Neely bill. Since it was issued, a memorandum from the MPPDA regarding producer opposition to the measure has also been received along with a bulletin from Allied States Association and a statement from the MPTOA.

All of these have been most interesting, but I feel that yours is deserving of most attention because as an individual you have been constructive on many occasions.

Frankly, I believe that you hit the most important problem in your opening paragraph when you say:

> "Setting aside for a moment the question of exhibitor grievances that may be legitimate," etc.

Between you and me, Mr. Kent, if there had been less setting aside and more action, the Neely bill would never have gotten as far as it did.

● ● ●

20th Century-Fox, under your direction, has been fair. You earned a great deal of good will from exhibitors when you announced that "In Old Chicago" would be delivered on the regular program despite its being roadshowed. This has been contrary to the practice of some companies. Exhibitors appreciate it. But they also know that your company has been guilty of practices found objectionable by theatremen; changing of allocations after designation; selling by numbers with the exhibitor having no means by which he knows, when buying, what he is getting or how much it will cost; a varying selling policy by which one exhibitor can do certain things such as twin billing, and another can not.

Exhibitors have a high regard for you, Mr. Kent. They had confidence in you during the 2-2-2 conferences and the 5-5-5 meetings. I sat in with you at the time the standard exhibition contract was drafted and it was definite that you were sincere in your desire to work out industry problems.

But the motion picture business isn't a one-man or one-company business. To effect self-regulation we realize that all companies must co-operate. We know that the coast, with its widespread extravagance and failure to recognize the fact that economies must be enforced, must also co-operate. We understand that exhibitors must co-operate.

● ● ●

If, instead of sending out memorandums and making statements, the producers had said: "Boys, this looks serious. Let's trade any friendship for the Neely bill for a real attempt at self-regulation", the result would have been sensational.

Why not try it, Mr. Kent. You can do it. It isn't too late for that, and, between you and me, if the producers and distributors don't really offer the exhibitors a helping hand instead of thousands of words that never will be read, this business is going to go through a period of federal investigations, department of justice questioning, etc., with loss of time and money and the accompanying ill effect on production and the nature of the individuals in the industry in general.

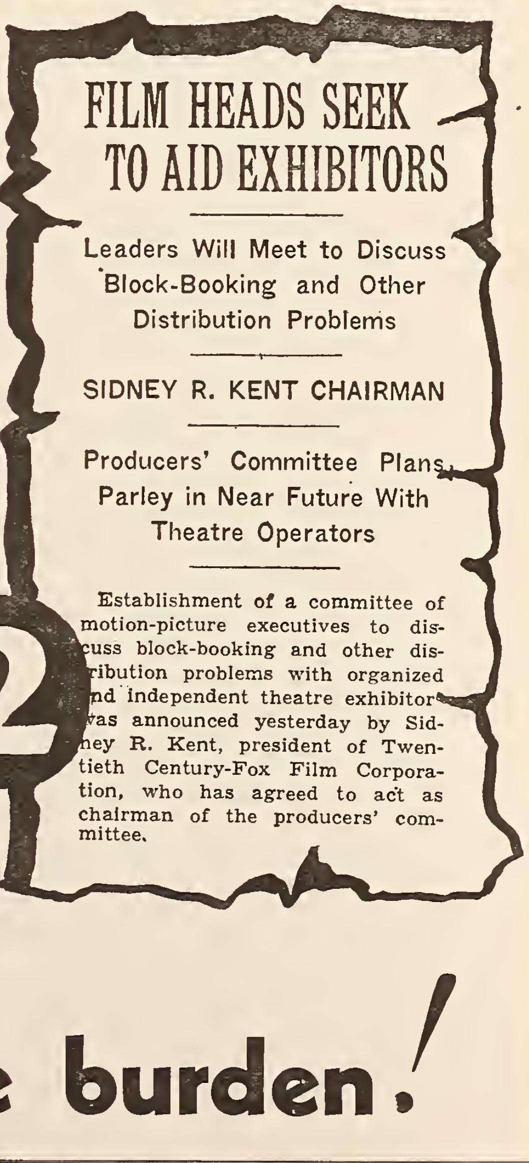
Sincerely,

Jay Emanuel

From an Editorial appearing in all
JAY EMANUEL PUBLICATIONS:

THE NEW YORK STATE EXHIBITOR of Mar. 25
THE PHILADELPHIA EXHIBITOR of April 1
THE NATIONAL EXHIBITOR of April 5

From the NEW YORK TIMES
under date of June 29, 1938



FILM HEADS SEEK TO AID EXHIBITORS

Leaders Will Meet to Discuss Block-Booking and Other Distribution Problems

SIDNEY R. KENT CHAIRMAN

Producers' Committee Plans Parley in Near Future With Theatre Operators

Establishment of a committee of motion-picture executives to discuss block-booking and other distribution problems with organized and independent theatre exhibitors was announced yesterday by Sidney R. Kent, president of Twentieth Century-Fox Film Corporation, who has agreed to act as chairman of the producers' committee.

2

A constructive Trade Journal is close to its Readers and knows and respects their problems.

Thank you, Mr. Kent, for taking up the burden!

Banner LINES

ART MILLETT and John Allen Wolf, CBS engineers, started the cooperative bungalow at Lake Hopatcong when they viewed the house, 14 rooms, with boathouse and 25-foot launch thrown in, for $800 for the season. Too expensive for them to operate the bungalow alone, they started a CBS club for announcers, production men, engineers, etc., selling shares in the venture, $40 for a single partnership, $75 for a double. The plan and bungalow are now in full swing. The wine cellar is cooperative, with buyers being billed for individual drinks at regular bar prices. In addition to the boat which came with the house, Mr. Millett has his speed boat there, and several canoes have been brought down by other members.

Each Has His Job

Roy Passman of the program department is the maintenance man, and Gwen Jones and Paul Laporte run the finances. Bert Parks, announcer, and Jean English, engineer, alternate on household duties, and Betty Tuthill, of the adult education department, handles the guest department. The rules provide that regular members bring guests without charge, except pro rata on food. Others in the gang are Jack Stapp, assistant production manager; Ralph Edwards and Mel Allen.

▼

Mark Warnow learned something about yachting his first time out. Sailing along, the chap navigating Mark's boat suddenly cried: "We're coming about." "What's that mean?" asked Mark, as the boom came around, knocking him into the water. He understood, then.

▼

Here's a sequel to the paragraph that appeared here recently, which told of John Royal, NBC vice-president, sending beer and sandwiches to Al Cook of the World-Telegram *when he observed that radio editor listening to a play-back of an NBC program late one evening. A fellow executive of Mr. Royal, reading the paragraph, kiddingly suggested that the* World-Telegram *was an important publication and that its radio representative rated something better than beer, so Mr. Royal left a bottle of champagne in the press department, with instructions that it be turned over to Mr. Cook when he arrived to write his column.*

Not even a smell of that bottle did Mr. Cook get. A group of his fellow air scribes arrived at NBC before he did, learned what was about, and polished the bottle off.

—JACK BANNER

Dooley to Air Football

Eddie Dooley, sports writer of the *New York Sun* staff, again will broadcast on football for Chesterfield cigarettes this fall. The programs are to be presented on Thursday and Saturday nights at 6.30 P.M., and will be offered over the combined NBC Blue and Red networks, the stations to number 90 or more. The series will start Sept. 22. Newell-Emmett is the agency. Mr. Dooley has been presented on the air by Chesterfield for the past several years, seasonally.

Lever Again Tops CBS Billing List

Lever Bros. again tops the list of the 65 clients of CBS, according to billings for the first six months of 1938, with time billings of $1,533,068 for the half-year. The sum represents a 35.3 per cent increase over the amount of money Lever Bros. expended for CBS facilities in the first six months of 1937.

General Foods, Colgate-Palmolive-Peet, Wrigley, and the Ford Motor Co. follow Lever Bros. in that order.

The six-month compilations for the leading 10 CBS clients for the year to date follows:

Lever Bros., $1,533,068; General Foods, $1,448,082; Colgate-Palmolive-Peet, $873,053; William Wrigley Co., $830,555; Ford Motor Co., $761,162; American Tobacco Co., $697,636; Procter & Gamble, which for the first time this year is using CBS facilities, $608,778; Liggett & Myers Tobacco Co., $618,665; R. J. Reynolds Tobacco Co., $551,195 and Chrysler Motor Corp., $512,990.

In all but three instances, the '38-over-'37 six-month comparisons show substantial gains. The three exceptions are Colgate-Palmolive-Peet, Ford Motor Co., and Liggett & Myers.

P. & G. Renews Two Programs Over NBC

Procter & Gamble Co. has renewed "Kitty Keene" for Dreft, and "Ma Perkins" for Oxydol, for another year on NBC. Both shows were added to their NBC schedule on May 30. The renewals are effective immediately.

"Kitty Keene" is broadcast over a 13-station hookup, Mondays through Fridays, and "Ma Perkins" over 11 stations, the same days. The programs bring the total Procter & Gamble renewals on NBC to 14¼ hours a week. The agency for both programs is Blackett-Sample-Hummert.

N. S. Government Host

HALIFAX, N. S., July 7.—The Government of Nova Scotia last night entertained members of the International Radio Club at a dinner, part of which was broadcasted over 54 Canadian stations and 150 American outlets. Highways Minister A. S. MacMillen presided. After dinner an entertainment was staged by club members and local entertainers under direction of Jack Rice, club president, and Regional Director Frank Willis of CBC. Joe Reis of WLW, Cincinnati, also assisted.

Levine CBS Producer

Leon Levine has joined CBS as producer and director of "The People's Platform" and "The Farmer Takes the Mike," two forthcoming programs. Levine formerly was production and program director of "America's Town Meeting of the Air," and previous to that he was associate news editor for Universal News.

Banks KARK Announcer

LITTLE ROCK, July 7. — David Banks, formerly with WTJS, Jackson, Tenn., and KBTM, Jonesboro, Ark., has joined the KARK announcing staff. He replaces Dave Byrn, who is now with WBAP, Fort Worth.

Report 20th-Fox May Start Radio Program

(Continued from page 1)

Billy Bacher, who arrived several days ago to consult with officials of the company here, returned to Hollywood yesterday to complete the writing of the script. He will return to New York in about two weeks. Mr. Bacher, a free lance radio production expert, has been engaged by 20th Century-Fox to handle the program. He formerly handled production of the M-G-M "Good News" show, produced "Hollywood Hotel," and many other programs, most of which featured film talent.

20th Century-Fox's special broadcast will be heard over CBS on Aug. 3, from 9:30 to 10:30 P. M.

Station Ads at Resorts

MINNEAPOLIS, July 7.—To publicize its news and sports programs to the 2,000,000 tourists expected to visit Minnesota during the summer months, WCCO has sent over 1,000 posters to resorts and summer hotels throughout the state. This is the third consecutive year that WCCO has provided this service. Posters are sent out in cooperation with the Minnesota State Tourist Bureau, listing time, commentator and the name of the programs.

To Interview Dietz

Howard Dietz, M-G-M director of advertising and publicity, will be one of five persons who will be interviewed by Cal Tinney during the latter's "If I Had A Chance" broadcast over the NBC-Blue Monday at 8 P. M. The others are Lowell Thomas, Morton Downey, Renne Carroll and Dean Cornwell.

Plan Program from Paris

As part of its recently completed tieup with Radio Cité of Paris, WMCA is planning to broadcast a program to be short-waved from Paris, describing the celebration of Bastille Day, which falls on July 14, with Maurice Chevalier as "em cee."

CBS to Manage Baruch

Andre Baruch has signed a three-year contract with the CBS artists bureau. Baruch recently resigned from the CBS announcing staff to join Pathe News as a commentator. CBS will book him for radio commercials.

Record Gershwin Music

RCA-Victor will record the all-Gershwin concert to be broadcast on "Magic Key" Sunday over NBC. The platters will be offered for sale in the fall. Nathaniel Shilkret will be the conductor on the program.

Erwin, Wasey Ad Counsel

CHICAGO, July 7. -- The Erwin Wasey & Co. office here has been appointed advertising and merchandising counsel for the Brewery Corp. of America.

To Publish "Planets"

Alfred Kreymborg's drama, "The Planets," recently broadcast by NBC, has been sold by Laurence Roberts, the author's agent, to Farrar & Rinehart for early book publication.

▸ Radio Personals ◂

MARY MARGARET McBRIDE, CBS air columnist, is vacationing in Maine for the month of July. She will return to the air Aug. 1 . . . Nancy Sheridan, the network actress, has been signed for a role in "Hollywood Be Thy Name," a new play . . . Tommy Christian, former musical director for Warners, is in New York.

+

Myron Selznick, Ltd., have booked Lou Lehr on the Vitalis "For Men Only" program July 13. The deal was set by Herman Bernie . . . Eddie Garr returns for a guest shot on the Vallee show July 14 . . . The daughter of Tom Kearns of the WOR press department becomes the first baby to appear in television when she appears in a television test at the Grand Central Palace building tonight . . . Emil Coleman, playing in Asbury Park, has engaged a transport plane to take himself and orchestra to the Fulton Cutting estate, Long Island, tomorrow, where he is furnishing the music for the George F. Baker-Frances Munn wedding reception. The band will fly back to Asbury Park the same evening.

+

Albany

Horton Mosher of WGY's control room engineering staff has returned to his duties after a two-month illness. . . . Jack O'Donnel, Boston College student, has returned to WOKO for a series of summer songs and piano novelties, to be heard daily . . . Bill Purcell, engineer in charge of WGY, led a group of NBC engineers through the Schenectady General Electric radio works the other day. . . . Men from New York, Washington, Cleveland, Denver, Chicago and Hollywood NBC outlets were on tap. . . . Eddie Lane's Ten Eyck Hotel band is being heard over WOKO thrice a week. . . . WABY is increasing its news coverage with another five-minute news spot daily.

+

Pittsburgh

Norman Porter of the KDKA staff has left for Marbledale, Conn., wher he will spend the summer with th Cledge Roberts Players . . . Joh Davis, WWSW announcer, and Elain Poulton were married Saturday an are spending their honeymoon i Northern Michigan . . . Phyllis Morton has recovered from a serious illness and has resumed her dramati readings over WCAE . . . Wal Framer, Johnny Mitchell and Wal Sickles are doing a new version o the musical question bee from th stage of the Enright Theatre ove WWSW every Friday night . . . Jerr Goff, former musical comedy headliner who is now representing National Distillers in this district, is plotting a new radio program for fall . . . Maurice Spitalny, KDKA musical director, has his mother here visitin him from Cleveland . . . Leonar Kapner, WCAE manager, is bac from a business trip to Chicago.

Postal Renews on WH

The Postal Telegraph Co. has renewed its contract over WHN for 5 more weeks. The program consist of 15 station break announcement daily.

DO NOT REMOV

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

OL. 44. NO. 6 NEW YORK, MONDAY, JULY 11, 1938 TEN CENTS

Farnol Named Ad, Publicity Head for U.A.

Greenthal to Direct the Exploitation Forces

Lynn Farnol, in charge of film and ieatrical advertising and publicity acounts for Donahue & Coe, Inc., for ie past three and one-half years, has een named director of advertising and ublicity for United Artists in a genal revision of assignments in that epartment just completed by George Schaefer, vice-president and genal manager.

Mr. Farnol, who was advertising id publicity representative for Samu- Goldwyn at the United Artists home fice for several years prior to beoming associated with the Donahue Coe agency in November, 1934, suceeds Monroe W. Greenthal, who has een advertising and publicity director r the past three years. Mr. Green-

(Continued on page 6)

Saperstein Dies Of Heart Attack

CHICAGO, July 10.—Aaron Saperein, for many years president of llied Theatres of Illinois, and long i exhibitor leader of prominence in ie country, died here today suddenly a heart attack. He was 42 years d. Surviving are his widow and o sons, Henry and Seymour.

Mr. Saperstein had visited New ork late last week in connection ith the demands of independent exbitors of Chicago that Balaban &

(Continued on page 6)

Florida Ascap Stay To Be Argued Today

Arguments on a motion to have the junction restraining the former atrney general of Florida from enforcg the state's anti-Ascap statute made plicable to the present incumbent ill be heard in the Federal court at ensacola today. Louis Frohlich and erman Finkelstein of Schwartz & rohlich, attorneys for Ascap, are in ensacola from New York for the earing.

A statutory court decision holding ie Florida law unconstitutional was pealed to the U. S. Supreme Court

(Continued on page 6)

Radio News—P. 8

"Marie Antoinette"

[Telegraphic Review of M-G-M's Pretentious Shearer - Power Film]

HOLLYWOOD, July 10.—When bigger marquees are built M-G-M will fill them. Billed end to end, the box office personalities grouped in support of Norma Shearer in her latest and greatest picture would run thrice around the Radio City Music Hall and dangle over into Rockefeller Plaza. Never niggardly in his appropriations, Producer Hunt Stromberg ransacked the furthermost reaches of the far flung M-G-M empire for manpower and materials requisite to the feat of recreating in fulsome and faithful fidelity the France that guillotined the tragic heroine of his story. That which he wrought of them is a commanding piece of cinema merchandise bristling with sales angles for the practical showman.

Mr. Stromberg's version of the royal tragedy is taken with scant alteration or elimination from Stefan Zweig's biography of Marie Antoinette which topped best seller lists 3 or 4 years ago. The screenplay by Claude West, Donald Ogden Stewart and Ernest Vadja omits no screenable particulars of the Zweig account, and Director W. S. Van Dyke, excelling his most distinguished previous works in every phase of the present enterprise, has managed to present in complete good taste a number of details that a less accomplished artisan would not have ventured to film.

The story is, of course, by virtue of the same historical accuracy which gives the production strength, primarily adult in appeal and interest.

Miss Shearer's performance reveals a notable enrichment of her talent in the two years elapsed since her last appearance. She plays a more exacting role than any she has attempted and is mistress of every moment she is on the screen.

Outstanding portrayals in support are furnished by John Barrymore as Louis XV, Robert Morley

(Continued on page 2)

Loew's 40-Week Net Totals $8,352,675

Loew's, Inc., reports a net of $8,352,675 for the 40-week period ending June 9. This is without provision for surtaxes on undistributed profits. The total is $3,362,047 below the $11,714,722 reported for the same period last year.

The 1938 40-week net is equivalent to $61.09 per share on the preferred stock and $4.80 on the average of common stock.

The company's share of operating profits after subsidiaries' preferred dividends was $12,907,877. Depreciation and taxes amounted to $4,555,202.

On July 6 the board declared a quarterly divdend of $1.62½ on the outstanding $6.50 cumulative preferred stock payable Aug. 15 to holders of record on July 29.

Premiere Records Fall at Opening of 'Marie Antoinette'

LOS ANGELES, July 10.—Pomp, worldly yearning for display, colorful pageantry of a type so dear to the heart of the regal Austrian maid who became Queen of France, all were in evidence as M-G-M presented the international premiere of "Marie Antoinette" at the Carthay Circle Theatre here on Friday night.

Queens of the screen, empresses in their own right by hap of fate in their artistic domain; their kings, dukes, princesses, princes, courtiers, all paying homage and being paid homage. They seemed to love it. So did the enthusiastic peasant rabble. Thousands of the latter, packed, perched anywhere they could obtain half a view, kept hundreds of police busy. King Canute had better luck sweeping back the tide than did the local gendarmes.

Could Marie Antoinette have lived again the scenes long dear to her would have been known again as she

(Continued on page 2)

Outlook Best For 3 Years, Says Schenck

Business Indices Assure This, He Declares

An analysis of the trend of business indices points to the 1938-'39 season as the best for the industry since 1935, asserts Joseph M. Schenck, chairman of the 20th Century-Fox board.

"Business in the fall will be better than it has been in the last three years," he told MOTION PICTURE DAILY on arriving from the coast. "This is not a mere prediction, but an estimate based on good sound judgment."

Mr. Schenck will sail Wednesday on the *Normandie* for Europe. He described the trip as a two-month vacation. He plans to return on the same boat, arriving here Sept. 12. While abroad he will meet Darryl F. Zanuck and in London will approve details of the company's British production, which call for six films at a total expenditure of $4,000,000 in the next year.

Asked about reports from London indicating discussions or negotiations of a merger of Gaumont British the-

(Continued on page 6)

More Studios Voice Guild Vote Protests

HOLLYWOOD, July 10.—Universal, M-G-M, Republic and RKO yesterday added their protests to those registered on Friday by Paramount and 20th Century-Fox against the legality of the National Labor Relations Board election which on June 28 resulted in a majority vote at all studios naming the Screen Writers' Guild as the exclusive bargaining agency for writers generally.

With the deadline for the filing of protests having been repeatedly postponed it is not known whether Dr.

(Continued on page 6)

M. H. Feld to "U" as Executive Assistant

HOLLYWOOD, July 10.—Milton H. Feld yesterday joined Universal as executive assistant and will work with Clifford Work and Matthew Fox in administering studio management.

Mr. Feld for two years was with 20th Century-Fox as assistant to Darryl Zanuck and also as producer. For 12 years he was in charge of theatre operations for the Publix circuit with headquarters in New York.

◂ Purely Personal ▸

MARGOT GRAHAME, Harry Richman, Frank Vance Storrs and Beatrix Dussane and Jean Paul Moulinof of the Comedie Francaise are among passengers on the *Normandie* which will arrive today. Charles Laughton and his wife and Natalie Paley canceled their bookings.

●

Irwin Zeltner, Loew's newspaper contact and publicity director for the State Theatre, leaves today on a four-weeks' leave of absence trip to the West. After a week or so in Little Rock, Ark., Zeltner will proceed to Hollywood.

●

Howard Dietz, M-G-M's director of publicity and advertising, on Friday became the father of a six-pound daughter, born to Mrs. Dietz at Doctors' Hospital.

●

W. C. Gehring, 20th Century-Fox central division manager, left last night to set the B. & K. new season product deal in Chicago, where he will remain all week.

●

Harold Lloyd will arrive this morning on the Century from the coast to attend the opening of "Professor Beware" at the Paramount Wednesday.

●

Jeffrey and Mrs. Bernerd of Gaumont British Distributors are en route back to London on the *Champlain* after their two-month vacation here.

●

Jim Mulcahy and Jim Denton of the 20th Century-Fox coast publicity department are traveling with Shirley Temple and her parents, who are touring in the east.

●

Alfred Hitchcock, who will direct "Titanic" for Selznick International, will arrive today on the Century. He is en route to England.

●

Lou Rantz arrived in town over the weekend on a talent hunt. He's seeking a child actress for his forthcoming film, "Topsy."

●

Roy Haines, eastern and Canadian sales manager of Warners, has returned from a trip to Cincinnati and Richmond.

●

Carlton Boagland, 20th Century-Fox talent scout is making the rounds of summer stock companies in New England.

●

Max A. Goldberg of Gallic Films left town Friday and will be gone about three weeks.

●

J. Edward Bromberg, 20th Century-Fox featured player, is here on a four-week vacation.

M-G-M Honors Thalberg

Hollywood, July 10.—M-G-M's new administration building has been named The Irving Thalberg Building in memory of the late executive producer. The opening date has been set for Aug. 1, when dedicatory ceremonies will be held.

"Marie Antoinette"

(Continued from page 1)

as Louis XVI, Joseph Schildkraut as the Duke D'Orleans, Tyrone Power as Count Axel de Fersen, Gladys George as Mme. Du Barry and Anita Louise as Princess de Lamballe. Henry Stephenson, Cora Witherspoon, Reginald Gardiner, George Meeker and a dozen others execute lesser assignments consummately.

Showmen fond of using adjectival ad copy featuring synonyms of the word "big" may proceed to exhaust the Thesaurus without qualm. Many of the sets are large and magnificent enough to elicit applause on sight. Many of the sequences contradict bluntly the rumor that there has been any unemployment in Hollywood this year. Yet so artfully has Director Van Dyke employed these to counterbalance longer stretches of superbly handled narrative dialogue that the production at no time sags into the merely colossal category.

On the technical side, the picture is typically Stromberg. The photography of William Daniels, the art direction of Cedric Gibbons, the costuming by Adrian and Gile Steele and the dances staged by Albertina Rasch combine with the ministrations of Technical Adviser George Richelavie to impart to the production that distinctive sheen and glitter which have distinguished the Stromberg works. It is a singularly effective technique.

As presented in world premier at the Carthay Circle Theatre, the picture ran 155 minutes and was stopped at a natural point after the first 80 minutes for a 20-minute intermission. This would not be obligatory.

Premiere Records Fall at Opening of 'Marie Antoinette'

(Continued from page 1)

looked upon the theatre environs. Along the broad Mall leading doorwards the Garden of Versailles grew again. Classic statuary, tall pillars, rustling trees, silken banners waving in the breeze were as the gardens she knew when her France celebrated. Strange to her might have been myriads of multicolored beams slashing into the sky. Strange, too, would have been Pete Smith, John Nesmith, Carey Wilson, Robert Young, Don Wilson, James Stewart, Frank Whitbeck, talking into a metal thing, their voices carrying vast distances, telling of Norma Shearer, Tyrone Power, John Barrymore, Anita Louise, Gladys George, Alma Kruger, W. S. Van Dyke and scores of others who soon would impersonate her, those she ruled and was ruled by in an undreamed of miracle that would tell her story in acoustical lights and shadows.

Exploitation Top-Notch

Marie Antoinette had no press agents else her fate might have been happier. Scads of them work for M-G-M. Adept rabble rousers, they missed no beat in telling the modern world who she was; what her historical significance. They mentioned, too, that screen conception of her and those with and near her in living incidents, adventures romantic and dramatic that revolutionized political mankind and had been transmuted into screen merchandise which anyone desiring fine entertainment and maybe easy education would appreciate.

Pages of newspaper advertising and publicity aroused public curiosity. Radios blared about Marie Antoinette for days. Hundreds of billboards informed the populace something important and unusual would occur at the Carthay, June 8th. Daily for weeks, long lines filed by windows of department stores at Los Angeles' busiest corner feasting eyes on lavish displays, costumes, antiques and accoutrements used to recreate the glory of Marie and her time.

Interest Intense

Just as Parisian mobs had been whooped up by agitators so were modern Los Angeles mobs roused up to white hot interest. Were she alive Marie, with all her wiles and charm, could not have gotten within a block and a half of the Esplanade where Hollywood's present royalty would parade by sun down. At 6 o'clock the place was packed and cops had a job on their hands. Lights flashed. Frank Hodek's band played. Singers sang.

A crowd that could not get in to see the show wanted to see those who could. They began arriving. Helen Hayes, Clark Gable, Carole Lombard, Jeanette MacDonald, Fernard Gravet, L. B. Mayer, Hunt Stromberg, Freddie Bartholomew, Claudette Colbert, Janet Gaynor, Joe Penner, Basil Rathbone, Robert Taylor, Rufus B. Von Kleinschmid and Will Hays passed in spasmodic procession.

The crowd almost tore down the bleachers when Tyrone Power hove in sight. Up slid luxurious cars. Jewels Marie might have envied flashed, the band played, singers sang more, masters of ceremonies shouted into microphones, but only far away listeners on the NBC Blue network could hear above the din. Cries of "here's Shearer!" muted in the distance at first, erupting into an ovation that must have thrilled her heart, greeted Norma Shearer as she walked quickly down the flower decked lane.

The band struck up "Marseillaise." The prologue to another premiere had been completed. A premiere never made any picture great. But this, no doubt the greatest and most spectacular ever staged to make a Hollywood holiday, was deemed a happy omen for "Marie Antoinette."

"Antoinette" Museun Ready Soon at Asto

Broadway, which has housed everything from the flea circus to ermine world premieres, is about to have ballyhoo museum.

On France's Bastille Day, July 1 the Astor Theatre will open its door to the public at 10 A. M. for a look see at what M-G-M's publicity an advertising director, Howard Diet says is a $100,000 "authentic" exhibition of French furniture, statuary whatnots of the 18th century. rk stunt is a promotion for "Marie Antoinette."

Orchestra seats have been boxe over, the platforms covered with purple velvet. A small section of seat in the front of the house is reserve for tourists who may want to res their feet and listen to lectures.

Purple velvet has been hung at th back of the orchestra and covers th walls as a backdrop for a gallery o enlarged stills, pictures and caption It is a kind of "men at work" gallery, since the technicians as wel as the M-G-M artists and lesse lights in the production are show

The exhibits, including several figures in period costume, are insured fo $100,000 and cannot be shipped aroun the country, but Mr. Dietz hop that they will create sufficient intere in New York to evoke imaginativ promotional stunts elsewhere.

Co-Star Raft-Tamiroff

Hollywood, July 10.—George Raf and Akim Tamiroff will be co-starre in Paramount's forthcoming "Th World's Applause. Aben Kandel an Robert Shannon have been assigned t the screenplay based on Charles G Booth's original story, "Caviar fo His Excellency." Harlan Thompso will produce. Director and leadin players have not been chosen.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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Entered as second class matter June 10, 1938 at the post office at New York, N. Y., unde the act of March 3, 1879.

Subscription rates per year $6 in the Americas and foreign $12. Single copies 10 cents.

HERE'S POWERHOUSE at the BOX OFFICE!

FLASH REVIEW "Hollywood, July 7. — 'Little Tough Guy' (Universal) — Fast-moving drama of slums featuring 'Dead End' kids. In acting, story, production, direction, picture compares favorably with anything in which this talented group of youngsters has appeared and should fare proportionately in box office popularity and patronage. Billy Halop, Huntz Hall particularly splendid in well-rounded cast. Ken Goldsmith produced. Harold Young directed."
BOX OFFICE

The "Dead End" kids break loose . . . A title that grabs from the start . . . a drama with pounding mass appeal . . . that hits where it hurts—with what it takes to line them up at the cashier's window!

World Premiere
New Orleans
Thursday, July 7!
—
National Release
July 22!

THE NEW UNIVERSAL PRESENTS

THE "DEAD END" KIDS

in

LITTLE TOUGH GUY"

with

HELEN PARRISH · JACKIE SEARL · ROBERT WILCOX · BILLY HALOP

Huntz Hall · Gabriel Dell · Bernard Punsly · Hally Chester · David Gorcey

Screen Play by Gilson Brown and Brenda Weisberg · Directed by Harold Young · Associate Producer, Ken Goldsmith

Ad. Libs

Flag Trailer

Loew's advertising department has devised a new trailer on the American flag, with "Stars and Stripes Forever" as background music, which was used on July 4 and will be shown in all Loew New York theatres on all national holidays. Theatre audiences generally like to see the flag waving.

❧

Syndicated Plug

A syndicated weekly column of Hollywood news, sent from the Warner advertising department under the by-line of "Torchy Blane" is a studio plug of indefinite duration devised for the "Torchy Blane" series.

❧

Tidy Job

Lou Lifton, head of Monogram's advertising and publicity department, in supervising the manufacture of the pressbook on the company's ambitions "Romance of the Limberlost," put his two best feet forward. The "feet" were Manny Reiner, on copy and layout, and Russell Bell, on art work. It's a right tidy little job.

❧

Selling Stunt

There's a real possibility in the permanent exploitation stunt devised by Warners' ad men for the Secret Service series which features Donald Reagan. The idea: organizing Secret Service clubs in 1,000 cities, with Reagan as honorary president, and W. H. Moran, former U. S. Secret Service chief, and now working on the script of the first film, as adviser.

❧

History

Irving Shiffrin, RKO publicity purveyor, started his career as a Grade A "water bottle filler" for M-G-M executives on the sixth floor of Loew's State Theatre Building over a decade ago, serving J. Robert Rubin, Major Edward Bowes, Louis B. Mayer and the late Irving Thalberg. Then he matriculated into newspapers, and was copy boy for Louella O. Parsons when she did her Hearst stint in New York. For the last five years he has been assistant to Rutgers Neilson, making the rounds daily of the fan and general magazines and picture syndicates.

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Circulated Ideas

Bill Ferguson, M-G-M exploitation head, for the last two years has been keeping ideas in circulation by means of the M-G-M Bi-Weekly Cooperative Campaign Service, 3,300 copies of which go out to circuit heads, exploitation men and theatre managers. A number of circuit operators obtain a sufficient supply to distribute to their theatres. The newsy "pink sheet" is a clearing house for campaign reports and has proved a valuable promotion aid.

Examination Ordered In New England Suit

Application has been granted by Federal Judge Murray Hulbert to examine before trial Loew's, Inc., Warner Bros. Pictures, Inc.; Vitagraph, Inc.; Paramount Pictures, Inc.; National Theatres, Inc.; the Irving Trust Co., as trustee in bankruptcy for Radio-Keith-Orpheum Corp. and RKO-Radio Pictures, Inc.; United Artists Theatre Circuit, Universal Pictures Co., Big "U" Film Exchange, Inc., and Columbia Pictures Corp., defendants with the Maine & New Hampshire Theatres Co., Colonial Theatres Co., Inc., and Colonial Theatres Co. of Nashua, N. H., in nine suits now pending in the U. S. District Court for the district of Massachusetts. Plaintiffs are Aetna Amusement Enterprises, Commonwealth Amusement Enterprises, Inc.; Nashua Theatres, Inc.; Elite Amusement Enterprises, Inc.; Fidel Amusement Enterprises, Inc.; Standard Amusement Enterprises, Inc., and A. & W. Amusement Corp. The decision which directs the examination to be held in New York City before Rose H. Myerson, a notary public, does not fix definite dates.

The plaintiffs, who are New England and New Jersey independent theatre owners, seek treble damages and attorneys' fees in their suit which charged the defendants with violation of the anti-trust laws, in that the defendants have allegedly "combined and conspired to monopolize and restrain interstate commerce in motion picture films."

Robinson Film Titled

Hollywood, July 10.—Columbia has selected "I Am the Law" as the release title of the picture now in production featuring Edward G. Robinson.

On Summer Schedule

Seattle, July 10.—The Roxy here is operating on a "summer policy" of four nights weekly. The house is operated by Jensen-VonHerberg.

Wall Street

Stock Declines Outweigh Gains

	Open	High	Low	Close	Net Change
Col.	14	14⅛	13⅞	14	— ¼
Cons. pfd.	7¼	7¼	7	7	— ½
E. K.	170	170	169	169¾	—1¼
E. K. pfd...	167	167	167	167	+1
G. T. E.....	13⅜	13¾	13⅜	13¾	+ ½
Loew	51¼	51½	51	51	—1¼
Para.	11	11½	11	11⅛	— ¾
Para. 1.....	95	95	95	95	—1
Para. 2.....	11⅞	11⅞	11½	11⅞	— ⅛
Pathe	5⅞	6⅛	5⅞	6	+ ⅛
20th Fox ..	25	25½	24⅝	25¼	— ¼
20th pfd. ..	34¼	34¼	34¼	34¼	+ ¼
Univ. pfd.	38½	38½	38	38	— ½
W. B.	6⅝	6⅝	6⅜	6½	— ¼
W. B. pfd.	36	36	36	36	.....

Curb Issues Drop Slightly

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	⅜	⅜	—1/16
Monogram	3	3	2¾	2¾	— ⅛
Sonotone ..	1¾	1¾	1¾	1¾	.....
Tech.	22⅛	22⅛	20½	20½	— ½
Trans-Lux	2⅛	2⅛	2⅛	2⅛	.....
Univ. Corp.	2¾	2¾	2¾	2¾	+ ¼

Bond Prices Shorten

	High	Low	Close	Net Change
Para. Pict. '47....	81	81	81	— ¾
RKO 6s '41........	70	70	70	—1
W. B. 6s '39.....	79½	79¼	79¼	— ¼

(Quotations at close of July 8)

Warners End Booker Convention in N.O.

New Orleans, July 10.—The first of four regional meetings of Warner bookers and ad salesmen ended at the Roosevelt Hotel here today. Southern district managers and their staffs convened for a two-day weekend session.

Booking plans for new product and accessories sales policies were discussed. Wires were read from Gradwell L. Sears, general sales manager; Carl Leserman, his assistant; Ben Kalmenson, southern and western sales manager, and Roy Haines, eastern and Canadian sales manager. From the home office in attendance were A. W. Schwalberg, supervisor of exchanges, in charge of the meeting; Stanley W. Hatch, advertising accessories sales manager, and I. F. Dolid, assistant to Vitaphone sales manager Norman H. Moray, Atlanta, Charlotte, Dallas, Kansas City, Memphis and Oklahoma City were represented.

After the sessions, Mr. Schwalberg, Mr. Hatch and Mr. Dolid left for the next meeting, in San Francisco next Saturday and Sunday, with staffs present from Denver, Los Angeles, Portland, Salt Lake City, San Francisco, Calgary and Vancouver.

Chicago Group Fails To Get Action Here

The solution of Chicago exhibitors' clearance and double feature complaints will have to be worked out in that city, in the opinion of distribution executives here. No remedial promises were forthcoming from home office officials who were contacted by the Chicago exhibitor delegation last week concerning the alleged inequitable clearance granted B. & K. houses, so far as could be learned.

The Chicago delegation consisting of Aaron Saperstein, Chicago Allied leader; Ed Silverman of the Essaness circuit and Joseph Rosenberg, independent exhibitor attorney, left New York over the weekend. Their future course is unknown, although Mr. Rosenberg has threatened to bring a variety of legal actions naming B. & K. and major distributors in the event the Chicago circuit's clearance is not reduced or double featuring in its houses eliminated.

New Action Against Ostrers Is Delayed

London, July 10.—The action of Laurence Howard against the Ostrer Brothers, seeking £50,000 he claimed due for the alleged introduction of John Maxwell, head of Associated British Pictures, to the Ostrers, was postponed today in King's Bench Court.

During the hearing mention was made of the action of Mr. Maxwell against the Ostrers for alleged misrepresentation, which was postponed until Oct. 18. The Howard action was set back by Lord Hewart until after the larger case is heard.

Balcon Will Produce

London, July 10.—Michael Balcon, former producer for the M-G-M British producing unit, will produce in association with Reginald Baker of Associated Talking Pictures. The first picture will be an Edgar Wallace comedy thriller, "The Gaunt Stranger." Robert Stevenson will direct and Anna Lee will star.

"Blind Mice" Big in K. C.; Gets $12,400

Kansas City, July 5. — "Three Blind Mice" did a bangup job for the Fox Tower, where, with a stage show, it took $12,400, $5,400 over par, the best first run showing in sev[illegible] weeks.

"Vivacious Lady" took $4,300, $300 up, at the Uptown in its second Kansas City week. "White Banners," augmented by a mezzanine marionette show after each break, did only $7,000, average for the Newman.

Total first run business was $35,300. Average is $36,700.

Estimated takings:

Week Ending June 29:

"GO CHASE YOURSELF" (RKO)
"PENROD AND HIS TWIN BROTHER" (W.B.)

MAINSTREET—(3,100), 25c-40c, 6 days. **Gross:** $4,300. (Average, 6 days, $7,200)

Week Ending June 30:

"LORD JEFF" (M-G-M)
"HIGHWAY PATROL" (Col.)

MIDLAND — (4,000), 25c-40c, 7 days. **Gross:** $7,200. (Average, $11,500)

"WHITE BANNERS" (W.B.)

NEWMAN — (1,900), 25c-40c, 7 days. **Gross:** $7,000. (Average, $7,000)

"THREE BLIND MICE" (20th-Fox)

FOX TOWER—(2,200), 25c-40c, 7 days. Stage: Dr. "Think a Drink" Hoffman; Jackie Green; Burns, Moriarty & Dell. **Gross:** $12,500. (Average, $7,000)

"VIVACIOUS LADY" (RKO)

UPTOWN—(2,000), 25c-40c, 7 days, 2nd K. C. week. **Gross:** $4,300. (Average, $4,000)

"Birth" Is $6,500 Indianapolis Lead

Indianapolis, July 5.—"The Birth of a Baby" did the best business here drawing $6,500 into the Circle, $2,00 upstairs. No public protest was made The film went to the Apollo for a second week.

Toby Wing on the stage with vaudeville and "Gold Diggers in Paris" on the screen brought the Lyric $9,300 over par by $1,300.

Total first run business was $25,000 Average is $22,500.

Estimated takings for the week ending July 1:

LOUIS-SCHMELING FIGHT
"YOU AND ME" (Para.)

APOLLO—(1,100), 25c-40c, 7 days. **Gross** $3,200. (Average, $3,000)

"THE BIRTH OF A BABY" (Special)

CIRCLE—(2,800), 25c-40c, 7 days. **Gross** $6,500. (Average, $4,500)

"LORD JEFF" (M-G-M)
"MAKING THE HEADLINES" (Col.)

LOEW'S—(2,800), 25c-40c, 7 days. **Gross** $6,000. (Average, $7,000)

"GOLD DIGGERS IN PARIS" (W.B.)

LYRIC—(2,000), 25c-40c, 7 days. Stage Toby Wing, Charles Kemper, the Maxellos George Campo, Mirth & Mack, Ruton's Dogs. **Gross:** $9,300. (Average, $8,000)

CEA to Press Fight Against Restrictio

London, July 10.—The Cinematograph Exhibitors' Association is prepared to challenge the constitutiona right of the London County Counci to impose the planned new restriction on the operation of London's theatres

The C.E.A. already has advised th council that instructions have been issued to the exhibitor organization's attorneys to fight the matter in a tes case at the first opportunity. If necessary, the trade group plans to take th case to the House of Lords.

anuck Urges Sales Effort On Big Scale

ARIS, July 10.—Calling on exhibi- to make a greater effort in selling r shows to the public, in order keep pace with Hollywood's ap- tion of the value of big pictures," yl F. Zanuck predicts that "this r will be the greatest in history the practice of showmanship."

he 20th Century-Fox production ef pointed to the large expenditures ng made by producers and declared exploitation should be geared respondingly.

Ir. Zanuck believes that the Euro- n industry is "healthier" for the nomic and political disturbances, cause in the clamor for business, wmen have had to practice greater iative, devise ways and means of acting attention."

Asks More Showmanship

It is important that showmanship a bigger part in our industry ay than ever before," he continued. is not sufficient merely to think of ng the ordinary things. Showman- means enterprise."

ther statements made by Mr. uck follow:

Conservative figures now place the kly attendance in the United States approximately 89 to 90 million per- s— a healthy advance over last r. Any student of theatre receipts recognize that this tremendous n is the result of concentration on ger films.

A quick survey of receipts proved the bigger pictures are playing to acity crowds while the unimportant s are merely holding their own.

Thus it is shown that expenditure greater time and money in produc- n is profitable, if the job is done cerely. And I am certain that we doing it now. For one thing the ustry has left behind the morbid r of failure that characterized it ing the depression.

Cites Value of Quality

Of great significance also is that have learned to forget traditional oos. We don't frighten at the pros- t of war pictures, costume dramas deep sociological problems. Ex- ience during the past year or so shown that a big picture, intelli- tly produced, liberally conceived honestly presented, will do as ch or more business than a half en others of lesser importance.

It isn't sensible to assume that llywood alone can settle this mat- of encouraging additional atten- ice at theatres. After the film has our cutting rooms and goes the tuous trail of release, the problem up to the theatre man. He can do in various ways, through an in- ase in advertising budgets and in re intensified exploitation.

Practical, too, would be an increase the confidences exchanged between ibitors and producers. In this re- ct I believe every producer would come comments from those in the d. I know I would prize communi- ions of this sort, a word or two m someone with problems to solve. An interchange of suggestions be- en the maker and the merchandiser of films would do much to win permanently to the box-office those wavering souls we must win to capture again the high rewards of 1930, when theatre attendance was estimated at the peak of 100,000,000 weekly."

"Wonderful Time" Found Amusing by N. Y. Reviewers

The film reviewers of New York's daily newspapers found "Having Wonderful Time" a diverting and amusing picture. Excerpts from their criticisms follow.

Herald-Tribune— . . . An interesting cross-section of life . . . sufficiently heart-tapping. . . . Should amuse you.

Journal-American— . . . An amusing picture, gay entertainment. . . . Comedy is the keynote.

Mirror— . . . It will amuse . . . a pleasant little summer picture, good fun and faintly touching.

News— . . . A worthy screen adaptation of Arthur Kober's play . . . refreshing movie fare, humorous, human and pleasant to take.

Post— . . . It can be recommended to all audiences and particularly to those who missed the play.

Sun— . . . The lines are snappy, their delivery expert, and the direction brisk. . . . A likeable and warm-hearted tale.

Times— . . . It still is an amusing show. . . . Generally smooth, well-tempered, gently satiric.

World-Telegram— . . . The general result is good fun. . . . It is ably done and occasionally very funny.

Gracie Fields' Film Take $9,500 in Week

"We're Going to Be Rich," a British film starring Gracie Fields and released by 20th Century-Fox, grossed a strong $9,500 at the Globe last week and has been dated in for two more weeks. A fourth week hinges on this week's gross. The admission scale has been set at 55c-60c nights for the run, with 75 cents top Saturdays and Sundays.

"Farewell to Arms," Paramount reissue, grossed $8,200 at the Criterion. On Friday the theatre will open with "Marriage Forbidden," Phil Goldstone film which was known as "Damaged Goods" when released by Grand National last year. The picture is now being handled here by Saul Krugman, formerly G. N. branch manager, who has taken a leave of absence.

The Rialto did about $5,000 with "Wives Under Suspicion."

Weisman Term Extended

U. S. Circuit Judge Martin T. Manton has granted an application of Milton C. Weisman to continue as receiver of Fox Theatres Corp. for another six-month period, from July 12 to Jan. 12, during which time he will be authorized to affirm or disaffirm contracts and leases.

Anderson with Premiums

Richard V. Anderson, at one time connected with the former Universal News, has been engaged to handle the southern territory of United States Premium Corp. The company also recently engaged the services of Lou Schwartz, a salesman, for the metropolitan area.

They Didn't Elope

Something went wrong on that proposed elopement of Robert Wilcox and Joy Hodges, but it wasn't the publicity. Maybe Miss Hodges just changed her mind, or maybe they both changed their minds. Elopements have been called off before, but so far as known an advance announcement of an elopement by a publicity department has never been called off before.

Universal's studio sent out word Friday morning that Robert and Joy would elope to Greenwich, Conn., Sunday. Early Friday afternoon Universal's home office publicity department sent out word they wouldn't. The ceremony will take place on the coast in a week or 10 days.

Don't mention it to a soul; it's a secret.

"Banners" Dual Out Front in Milwaukee

Milwaukee, July 10.—The week's high take went to "White Banners" and "Men Are Such Fools," which collected $7,500 at the Warner. This was $2,500 to the good. The combination was the only one to beat par.

Total first run business was $26,100. Average is $26,500.

Estimated takings for the week ending June 30:

"WOMAN AGAINST WOMAN" (M-G-M)
LOUIS-SCHMELING FIGHT
PALACE—(2,400), 35c-50c, 7 days. **Gross:** $4,500. (Average, $5,000)
"WOMAN AGAINST THE WORLD" (Col.)
RIVERSIDE—(2,300), 25c-30c, 7 days. Stage: "Water Follies." **Gross:** $4,100. (Average, $5,000)
"GOLD DIGGERS IN PARIS" (W. B.)
"CRIME SCHOOL" (F. N.)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $3,000. (Average, $4,500)
"WHITE BANNERS" (W. B.)
"MEN ARE SUCH FOOLS" (W. B.)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $7,500. (Average, $5,000)
"THE TOY WIFE" (M-G-M)
"LADIES IN DISTRESS" (Republic)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $7,000. (Average, $8,000)

"U" Reel Given Award

Universal Newsreel has been voted the Atlantic City Headliners Association award for the best foreign newsreel coverage of 1937 for Norman Alley's footage on the sinking of the *Panay*. The association is comprised of international news service representatives and its awards are made annually for distinguished work in all fields of news gathering.

"Fleet" Now "Anchors"

Hollywood, July 10.—"Wooden Anchors" has been substituted for the title of the 20th Century-Fox production formerly known as "Splinter Fleet."

"Prison Farm" Dual Is Twin Cities' Lead

Minneapolis, July 10.—"Prison Farm," on a dual with "Saint in New York," made by far the best showing of the week in the Twin Cities by getting $2,000 at the St. Paul Riviera. This was $700 over normal.

"Josette," at the Minneapolis in the final week before the closing of the house, took $6,000. This was $100 over par. Other houses were weak.

Total first run business in Minneapolis was $15,800. Average is $26,000. Total first run business in St. Paul was $11,200. Average is $11,250.

Estimated takings:

Week Ending June 30:

Minneapolis:

"JOSETTE" (20th-Fox)
MINNESOTA—(4,000), 25c-55c, 7 days. **Gross:** $6,000. (Average, $5,900)
"YOU AND ME" (Para.)
LOUIS-SCHMELING FIGHT
ORPHEUM — (2,900), 25c-40c, 7 days. **Gross:** $3,000. (Average, $5,600)
"HOLIDAY" (Col.)
(5 days)
"LORD JEFF" (M-G-M)
(2 days)
STATE—(2,300), 25c-55c. **Gross:** $3,000. (Average, $9,500)
"FAREWELL TO ARMS" (Para.)
CENTURY — (1,600), 25c-40c, 7 days. **Gross:** $2,500. (Average, $3,700)
"COUNT OF MONTE CRISTO" (U.A.)
WORLD—(400), 25c-55c, 7 days. **Gross:** $1,300. (Average, $1,300)

St. Paul:

Week Ending June 30:

"THREE COMRADES" (M-G-M)
PARAMOUNT—(2,500), 25c-50c, 7 days. **Gross:** $3,000. (Average, $4,700)
"THREE BLIND MICE" (20th-Fox)
ORPHEUM — (2,000), 25c-40c, 7 days. **Gross:** $3,000. (Average, $3,300)
"THERE'S ALWAYS A WOMAN" (Col.)
"ONE WILD NIGHT" (20th-Fox)
RIVIERA—(1,000), 25c-40c, 7 days. **Gross:** $2,000. (Average, $1,300)
"PRISON FARM" (Para.)
"SAINT IN NEW YORK". (RKO)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $2,500. (Average, $1,100)
"UNCIVILIZED" (S.R.)
WORLD—(400). 25c-35c, 7 days. **Gross:** $700. (Average, $850)

"Frankenstein" Gets Buffalo's Best Take

Buffalo, July 10.—A pair of revivals set the pace for first runs here in a pre-holiday week of only mediocre proportions. "Frankenstein" and "Love Before Breakfast" at the Lafayette took $6,800, which was $500 over par.

"The Toy Wife" was a fair attraction for the Great Lakes where it turned in a take of $7,500, normal house figures.

Total first run business was $37,500. Average is $38,100.

Estimated takings for the week ending July 2:

"THREE BLIND MICE" (20th-Fox)
BUFFALO — (3,000), 30c-55c, 7 days. **Gross:** $10,700. (Average, $12,000)
"THE TOY WIFE" (M-G-M)
GREAT LAKES—(3,000), 30c-50c, 7 days. **Gross:** $7,500. (Average, $7,500)
"YOU AND ME" (Para.)
"ACTION FOR SLANDER" (U.A.)
HIPPODROME—(2,500), 25c-40c, 7 days. **Gross:** $6,300. (Average, $6,800)
"KING KONG" (RKO)
"THE SAINT IN NEW YORK" (RKO)
CENTURY—(3,000), 25c, 7 days. **Gross:** $5,700. (Average, $6,000)
"FRANKENSTEIN" (Univ.)
"LOVE BEFORE BREAKFAST" (Univ.)
LAFAYETTE—(3,300), 25c, 7 days. **Gross:** $6,800. (Average, $6,300)

Outlook Best For 3 Years, Says Schenck

(Continued from page 1)

atres with the Odeon circuit, Mr. Schenck said he did not believe the reports were true. Twentieth Century-Fox and Loew's have a substantial interest in the G. B. circuit and United Artists owns 50 per cent of Odeon.

Mr. Schenck also denied reports that there is a deal on for acquisition by the United Artists Theatre Circuit of a large interest in the Fanchon & Marco theatres in St. Louis. As president of the U. A. circuit, Mr. Schenck said, he would know of such negotiations and none have been held.

"Has F. & M. made an offer of any kind?" he was asked.

"They may have made us an offer," he replied. "I guess they made an offer to everybody."

Mr. Schenck spent the weekend with his brother, Nicholas M. Schenck, at the latter's home at Great Neck.

More Studios Voice Guild Vote Protests

(Continued from page 1)

Towne Nylander, regional director of the N. L. R. B., will ask Washington for official certification of the guild as the bargaining agent in spite of studio protests or if he will adopt some other procedure.

Attorneys for the studios have asserted that they will not recognize the N. L. R. B. decision as binding.

Florida Ascap Stay To Be Argued Today

(Continued from page 1)

by the state during the former attorney general's tenure. The incumbent has sought to withdraw from the litigation, but Ascap is pressing the action in order to have it reach the Supreme Court as a test case on the constitutionality of the anti-Ascap laws which have ben enacted by five states. The hearing will be concluded today, it is anticipated.

20th-Fox Gets Ruling

Federal Judge Vincent Leibell has ordered William L. Gross, as assignee of the creditors of Theatre Magazine Co., to show cause on July 12 as to why his suit for an injunction and an accounting of the profits of the 20th Century-Fox picture, "Earl Carroll's 1935 Scandals," should not be dismissed on the ground of insufficiency of fact.

The plaintiff brought suit claiming infringement of the August, 1929, cover design of the magazine in the picture.

Warners-Koerpel Sign

A release deal has been set between Warners and Jacques Koerpel for a series of shorts to be made by Commander Attilio Gatti, African explorer who left for the Belgian Congo on the *Normandie* last Wednesday.

Rowland to Produce In Spanish for RKO

Contracts are to be signed in a day or two whereby William Rowland, independent producer, will make one film in Spanish for RKO release with options for several more. Production is to be at Eastern Service Studios with native casts. Musicals are planned.

RKO thus joins other distributors which have begun to handle native language films for the Latin American market. Paramount and Monogram are financing the production of features for that area and Columbia and United Artists are finding such releases profitable.

Ben Y. Cammack, RKO general sales manager for South America, says that the future of Spanish films in that market is uncertain because of the necessity of sustaining production on an expensive scale. Only the outstanding films in the native language are doing business.

First Runs Strong

Spanish films, however, are starting to do big business in the first runs, he reports, and the Nacional, which formerly played English language films exclusively, has adopted a policy of Mexican and Argentine pictures. Cuba is also becoming a production center, Mr. Cammack said. The first feature to be made there, "It Happened in Havana," opened a Havana run late last week.

Regardless, in the larger centers and in the Latin American markets generally, Hollywood product is the predominant factor, as it is in other foreign markets, Mr. Cammack added.

He reports that theatre building is booming in Mexico City, with large theatres under construction. "Snow White and the Seven Dwarfs" played a total of 18 days in two theatres in Havana.

On Week-to-Week Basis

Boston, July 10.—Charles W. Koerner, RKO division manager, is now keeping operation of the RKO Boston on a week-to-week policy.

Says Film Trade Is Excellent in Manila

Business in the Manila area is booming, according to Ralph Brambles, representative of Luzon Theatres, Inc., a Manila circuit, on a visit here. Outside of the Philippine capital, native production is offerng competition, the total output being about 72 films a year from six companies, he added. Mr. Brambles said that conditions were so good that his company shortly will begin construction of a 1,500-seat house. He is here to look over the season product and to purchase projection machines and other operating equipment.

Mr. Brambles declared that the Manila theatre-going public is intelligently conversant with the English language and there is little need for dubbing, etc. Also, he added, they are discriminating and vociferously show their disapproval of weak pictures.

Mr. Brambles will be in town for a few days before returning to the coast en route home.

Louisiana Governor Signs New Tax Bill

New Orleans, July 10.—The New Orleans amusement tax of two per cent on all theatres, night clubs, boxing exhibitions and similar attractions has been extended to 1940 by the signature of Gov. R. W. Leche on the legislative bill granting the continuance.

Governor Leche also signed and placed in effect the one per cent general sales tax, which may soon be applied to all amusement admissions in addition to the amusement tax and a special one per cent municipal sales tax.

Rulings are being sought as to whether the sales taxes of two per cent apply to theatre and other amusement admissions.

Louisiana legislators ended the chance of passing an Ascap bill at the closing session of the biennial term when a measure carrying this into effect was withdrawn.

Hollywood Preview

"Passport Husband"

(*20th Century-Fox*)

Hollywood, July 10.—Rival gangsters fighting for pin and marble machine gambling concessions, a South American dancer facing deportation unless she marries a respectable American citizen, and an innocent dupe of both the criminals and the girl furnish the ingredients of the plot of "Passport Husband," comedy coming from Sol M. Wurtzel's side of 20th Century-Fox. Stuart Erwin, cast in his typical characterization of the dim-witted young man unsteady in love, among other things, is the chief character, supported by Pauline Moore, Douglas Fowley, Joan Woodbury, Robert Lowery, Harold Huber, Edward S. Brophy, Paul McVey, Lon Chaney, Jr., and Joseph Sawyer.

Previewed at a neighborhood theatre, the film drew many laughs, and the audience indicated its thorough acceptance. Apparent familiarity of the audience with pin and marble machines provides the hint that showmen might go out of the way to hook an exploitation campaign on this peg.

James Tinling directed from the screenplay by Karen De Wolf and Robert Chapin, based on an original story by Hilda Stone.

Erwin, busboy in a cafe in which Joan Woodbury is the featured dancer, is madly in love with her, although rivals for her affections are heads of two opposing gangs. Duped into marrying her, he finds that both gangs are anxious to make the woman a widow, so that she could legally take over his inheritance of the pin and marble game factory willed him by his uncle.

Running time, 65 minutes. "G." Vance King

Farnol Named Ad, Publicity Head for U.A.

(Continued from page 1)

thal has been named director of exploitation and, in addition, will be in charge of United Artists trade paper advertising.

Ben Washer, former exploitation director, has been placed in charge of United Artists publicity. Meyer Beck, who has handled the latter post for the past several years, will continue in the department as an assistant to Mr. Washer.

The appointments are effective as of July 18, or as soon thereafter as Mr. Farnol is able to wind up his affairs at Donahue & Coe, where his successor has not yet been chosen. Among the accounts he handled at the agency were the Music Hall and the United Artists producers, Mr. Goldwyn, Walter Wanger, Edward Small and Alexander Korda.

Saperstein Dies Of Heart Attack

(Continued from page 1)

Katz eliminate duals and comply with certain other requests on policy. Mr. Saperstein discussed the matter with Paramount officials at the home office.

Starting as an errand boy for the Globe Theatre in Chicago at the age of 14, Mr. Saperstein became inspector, clerk, booker, salesman and assistant manager. He joined Mutual as assistant manager and became general manager in Chicago. Then he operated an independent exchange for two years. Later he branched into exhibition, taking a theatre on the site of the former Chicago Stadium.

He now operates several theatres in Chicago, including the Lexington and the Avon. He was elected president of the Allied Theatres of Illinois and had retained the post ever since. He was in his eighth term as president when he died. Funeral arrangements have not yet been made.

Toronto to Enforce General Bingo Ban

Toronto, July 10.—Deputy Police Chief Guthrie intends to enforce the ban on Bingo and other games of chance. A place where Bingo is played is now defined under the Criminal Code as "that in which payment is made to the operator either from the stakes played for or in the way of a direct or indirect fee from the players for the use of appliances, tables, chairs or any paraphernalia used in playing games of chance" and is officially designated as "a common gaming house."

Bingo nights have proved formidable opposition to theatres.

Mexican Consul Guest

The Hon. Rafael de la Colina, consul general of Mexico, tonight will attend the "Mexican Night" performance of Monogram's "Rose of the Rio Grande" at the Criterion Theatre. He will be accompanied by 20 members of the consulate staff.

NEWS

FROM THE BOYS WHO HANDLE IT

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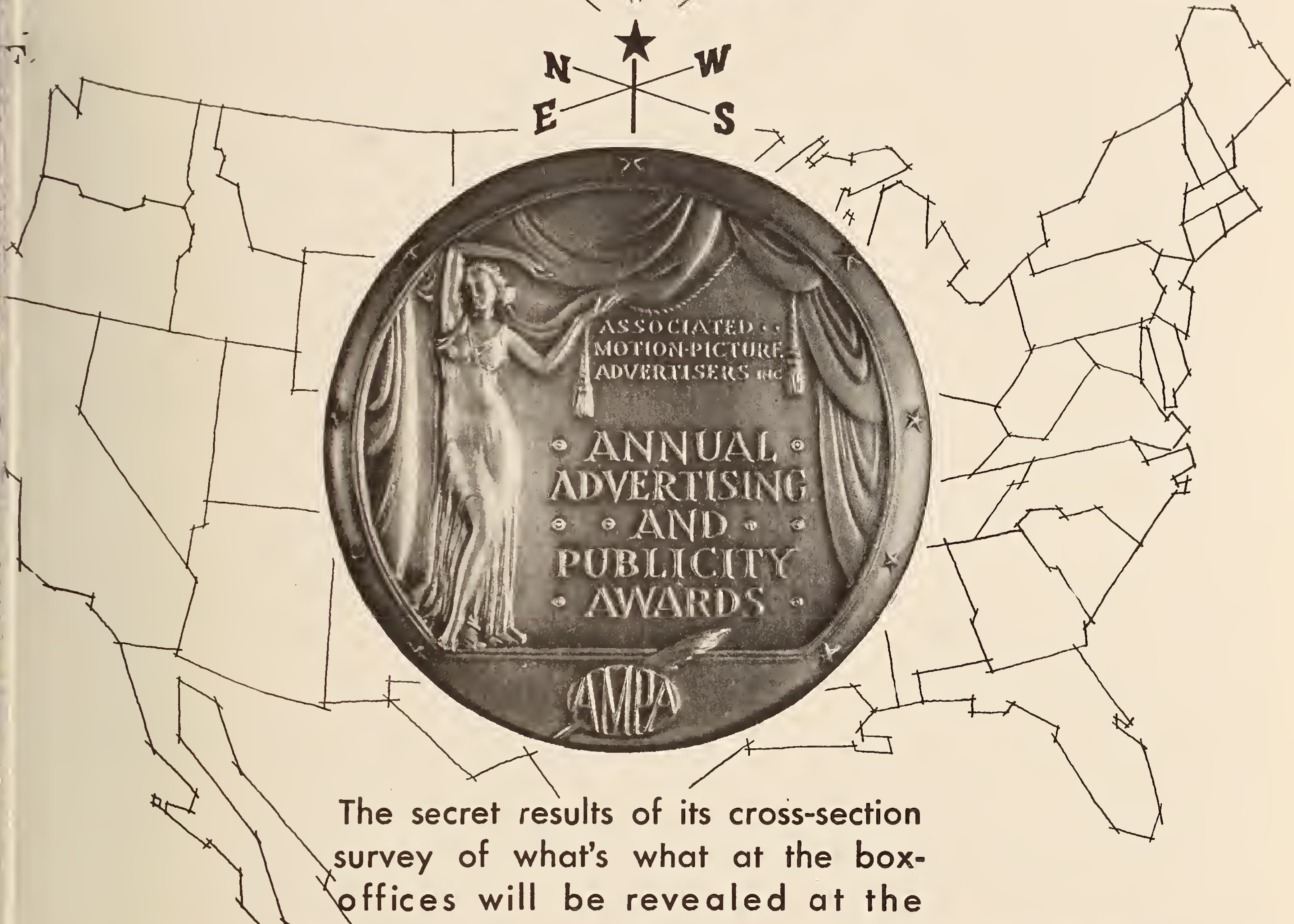
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3rd ANNUAL AMPA AWARDS

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Farmers Own More Radios Than Pianos

WASHINGTON, July 10.—Far more farmers own radio receiving sets than ever possessed pianos or phonographs, it was reported yesterday by the Bureau of Home Economics of the Department of Agriculture.

While the percentage of white, non-relief, native-born farm families owning sets varies greatly among the several states, the proportion ran below 70 per cent only in the southeast and ranged as high as 93.7 per cent in California, where only 92.4 per cent of village families reported sets.

Based on a survey of 16,774 families, the bureau found that 73 per cent in Vermont owned radio sets, while only 50.8 per cent had phonographs and 40.6 per cent had pianos. In the north central and middle Atlantic states, 71.3 per cent reported radio sets, against 45.5 per cent reporting pianos and 31.6 per cent reporting phonographs.

Pacific Ratio Highest

The highest percentage of radio ownership, 90.1, was reported from the Pacific Coast, as against 44.2 per cent for pianos and 27.6 per cent for phonographs. In the mountains and plains states, 72 per cent of the farm families had radios, but only 36.7 per cent had pianos and 31 per cent had phonographs.

In the southeastern states, 40.1 per cent of the white operators in North and South Carolina and 30.7 per cent in Georgia and Mississippi had radio sets, but only 23 per cent had pianos and 23.5 per cent had phonographs in the Carolinas and 19.3 per cent had pianos and 25.8 per cent had phonographs in the other two states. In the same areas, however, only 5.1 per cent of the negro operators in North and South Carolina and 1.8 per cent of those in Georgia and Mississippi had receivers, while in the first two states, 4.8 per cent had pianos and 30.2 per cent had phonographs, and in the last two, 4.9 per cent had pianos and 22.5 per cent had phonographs.

Close WNEW Deals

Madison Personal Loan will sponsor Earl Harper's "Sportoscope" over WNEW, starting immediately. The contract is for six quarter-hours weekly. Klinger Advertising Corp. handled the business. New York State Bureau of Milk has signed for a 30-week spot announcement campaign on WNEW, through J. M. Mathes, Inc.

WNEW Plea Opposed

WASHINGTON, July 10.—Opposing WNEW's request for authorization for an increase in power, an F.C.C. examiner has recommended denial of an application by the New York radio station for permission to increase its daytime power from 2½ kilowatts to five kilowatts.

Kepner Joins WQXR

Arch Kepner, formerly of WOL, Washington, has joined the announcing staff of WQXR, New York.

Food Industry Is Leader in Half-Year NBC Expenses

The food and beverage industry spent more for radio time with NBC during the first six months of 1938 than any other industry, and also showed the greatest dollar volume gain over the same period in 1937, according to the network's industrial breakdown. The tobacco industry ranked second in dollar volume gain over the 1937 half-year, while the automotive industry showed the greatest decline from the first six months of 1937.

For the first six months of the year, tobacco companies spent 1,508,935, compared with expenditures of $801,039 for the same period last year. Expenditures for time by food and food beverage companies for the first six months of 1938 were $7,466,102, compared to $5,607,660 last year. The automobile industry for the six months of this year spent $459,756, compared to $1,532,021 spent during the first six months of 1937.

Twenty-four industries are represented in the breakdown, and their total contributions for time on NBC for the six months are $21,023,674, a 5.4 per cent increase over the aggregate for the corresponding months of 1937, which was $19,948,107.

The industrial classifications, and their expenditures, alphabetically listed, follow:

Classification	Total 1938	Total 1937
Automotive	$459,756	$1,532,021
Building	56,162	163,325
Tobacco	1,506,935	801,039
Clothing	54,662	64,688
Confectionery and Beverages	175,512	102,800
Drug	6,312,087	6,563,881
Financial and Insurance	171,627	153,060
Foods and Food Beverages	7,466,012	5,607,660
Garden	2,236	5,200
Furniture and House Furnishings	551,361	267,471
Jewelry and Silverware	......	64,716
Petroleum	932,367	1,068,052
Machinery, Farm and Mech. Supp	120,484	65,120
Office Equipment	......	......
Paints and Hardware	137,109	199,005
Radios and Musical Instruments	477,637	749,420
Schools and Correspondence Courses	6,912	5,868
Shoes and Allied Goods	19,854	55,500
Laundry Soaps and Cleansers	2,197,002	1,863,691
Sporting Goods	......	83,699
Stationery and Publishers	191,568	219,062
Travel and Hotels	15,420	......
Brewing	81,720	27,792
Miscellaneous	87,251	285,037
TOTAL	$21,023,674	$19,948,107

Broadcast Aids Games

BIRMINGHAM, July 10.—Broadcasting of baseball games helps instead of hurts attendance at the games, according to WSGN here. The Birmingham Baseball Club in the Southern League reluctantly signed up this year for broadcast of its home games for the first time. As a result attendance has been larger than last year, although general business conditions are bad and the ball club is near the cellar in percentage standing. The broadcast is sponsored by the Kellogg Co.

Work on Power Increase

NBC engineers are now at work stepping up the power of W2XBS, NBC television transmitter in the Empire State Building, which has ceased operations for the summer to permit improvements in the transmitter. Meanwhile, work is also going on to improve the television cameras, the antenna is being redesigned, and new standards are to be incorporated in the synchronizing generators.

To Direct Concerts

SAN FRANCISCO, July 10.—Willem Van Den Burg, famous Dutch 'cellist, has been chosen to direct the San Francisco Symphony in a 13-week summer series, sponsored over KPO and coast red network by the Standard Oil of California. The program will be a full hour on Thursday nights.

Launch New Promotion

National Outboard Association and Alemite Division of the Stewart Warner Corp. are launching a new joint promotion idea on the Horace Heidt broadcasts. The idea is to promote boating as well as lubricants in a series of weekly contests with 25 outboard motors as the prizes each week.

Renew Ohio Program

COLUMBUS, July 10.—The well known educational program, the "Ohio School of the Air," has been revived by Ohio State University, from whose studios the broadcasts will originate. The five-day-a-week program over WOSU was discontinued a year ago because of lack of funds, but a legislative grant has made renewal possible, beginning in September. Gordon G. Humbert will serve as director.

Hutchinson Goes Abroad

Tom Hutchinson, NBC's television program director, sailed for Europe over the weekend on the *Ile de France* to study television on the Continent. He is accompanied by Mrs. Hutchinson.

Wyatt in KXBY Post

KANSAS CITY, July 10.—E. C. Wyatt has been named commercial manager of KXBY.

WABC Tops Stations In Publicity Breaks

WABC, Columbia's key station in New York, leads all other local network and unaffiliated stations here in the number of newspaper publicity breaks received during the first six months of the year, an analysis shows. The WABC total is 6,582 feature listings and columns mentions up to the end of June. WJZ follows with a total of 4,845 and WEAF is third, with a total of 4,844.

The compilation is made from [illegible] York newspapers only, comprising the *Times, Tribune, News, Mirror, Telegraph, Sun, Post, Journal-American, World-Telegram, Enquirer.*

Fourth in the ranking is WOR, with 2,784, and the others rank as follows: WMCA, 2,402; WQXR, 1,100; WHN, 1,079, and WNEW, 918.

Highlights disclosed by the ratings are the number of mentions received by WMCA, unusually high for an unaffiliated station, and the standing of WQXR, until a short while ago a comparatively unknown among the New York stations.

Kracht, Byron Join Allan Radio Company

C. A. Kracht has joined the sales staff of the Allan-Alsop-Eddy Radio Recording Co. He is also in charge of station representation. Mr. Kracht comes to the recording company from WINS, and formerly was with WMCA and CBS.

Ted Byron has joined the company as head of the continuity department. He formerly was associated with the story departments of 20th Century-Fox and Paramount at the studios in Hollywood, and was continuity writer for World Broadcasting.

AFM Completes Pact For Recording Units

The American Federation of Musicians has completed its negotiations with the recording and transcription interests. The license pact which will govern the production of radio and phonograph discs has been finished, and the document is now at the printers. Copies of the license will be sent to all recording and transcription companies today or tomorrow for signing by each individual company.

Riley Shifted to Boston

Tom Riley of NBC's New York press department has been shifted to Boston to assume charge of special events and news broadcasts at WBZ there, and Arthur Feldman of that station will come to New York to become an announcer.

Pellegrin Joins C. S. B. S.

OMAHA, July 10.—Frank E. Pellegrin, director of publicity at Creighton University, has become general sales manager of the Central States Broadcasting System. He will have charge of all sales activities with headquarters in Omaha.

Goodman to Jones Beach

MONTREAL, July 10.—Benny Goodman and his band left last night for Jones Beach after having played at the opening of Baron Empain's Domain Desterel in the Laurentians.

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'ederal Film, Air Programs In the Offing

xpected WPA Funds /ill Be Used for Purpose

WASHINGTON, July 11.—Establishnt of a Government theatre and oadcasting chains was seen as a ssibility by observers in Washing-1 today in the proposal for creation motion picture and radio divisions the National Emergency Council.

As outlined to President Roosevelt fore his departure on his western p, the plan contemplates the coornation of all Government motion ture and radio activities in the E. C. and the equipment of studios d employment of experts for the oduction of educational pictures and dio scripts, the former to publicize ew Deal activities and the latter, dicted to Latin America, to offset

(Continued on page 10)

lughes Flight Is Amply Covered by All Air Networks

When Howard Hughes set his twinotored Lockheed down at Le Bourt field at 11:58 A. M. yesterday, ew York time, the networks ended vigil that began early last Saturday. ey sat back with that feeling that a b had been well done.

WOR-Mutual more or less beat the ld with a number of unique angles its coverage. Grover Whalen was essed into service as a commentator. e was taken aloft in an Eastern Air-

(Continued on page 10)

Additional developments in radio yesterday on page 10.

Whirlpool,' 'Remous' Albany Appeal Filed

ALBANY, July 11.—Confirming the ory first published in MOTION PICRE DAILY early in June, prelimiry steps toward a judicial review of e denial of license to a foreign-made cture known both as "Whirlpool" d "Remous" were taken Saturday nen certiorari proceedings were filed th the State Department of Educaon and Motion Picture Director Irn Esmond. Petitioners are Joseph

(Continued on page 7)

Services for Saperstein to Be Held Today

Wires Mourning Death Of Leader Pour In

CHICAGO, July 11. — Funeral services for Aaron Saperstein, president of Allied Theatres of Illinois, will be held here tomorrow morning. Mr. Saperstein, who would have been 43 years old July 14, died suddenly at his home here Sunday morning, 24 hours after his return from New York.

Pallbearers for the services are Barney Balaban, Paramount president, who is expected here by plane from New York; John Balaban of B. & K. Theatres; Edward Silverman, Ben Bartelstein, Julius Goodman, Charles Nelson, Joe Stern, Samuel Roberts and Alderman Jacob M. Arvey. Honorary pallbearers are Ludwig Sussman, Abe Gumbiner, Jack Rose, Phil Dunas, Jack Osserman, John Mednikow, Ben Lasker, Henri Elman, Jules

(Continued on page 9)

Columbia to Grant Executive Options

Options on a total of 25,000 shares of Columbia stock will be issued to Samuel Briskin, A. Montague and Abe Schneider if the proposal is approved by the company's stockholders and authorization to list the additional common and voting trust certificates is obtained, it was revealed with the filing of a report by the company with the Curb Exchange yesterday.

The options are at $13,875 per share. Mr. Briskin's option is for 10,000 shares, 7,500 of which may be

(Continued on page 9)

A Relic

Somebody should take down that ancient and honorable sign on the back wall of the Rivoli, now closed for the summer, which says that the house shows "Walt Disney's Mickey Mouse and Silly Symphonies in Technicolor."

The sign dates from the time the theatre, as a United Artists' house, was showing the cartoon subjects, when U. A. was releasing the Disney product. RKO now releases them. Sign-Taking-Down Dept., please note.

U.A. Product Need Covered: Silverstone

United Artists has assured itself of product in the future by signing all its producers to eight-year distribution contracts, it was disclosed by Maurice Silverstone, chairman of the executive committee, who arrived yesterday on the *Normandie* after winding up his affairs in London.

Contracts for that period are in effect with Samuel Goldwyn, Alexander Korda, Douglas Fairbanks, Mary Pickford, Charles Chaplin, Walter Wanger, Edward Small and Hal Roach, said Mr. Silverstone. He confirmed that negotiations are in progress with David O. Selznick to continue his releasing arrangement with United Artists.

The Selznick matter and a new long term contract for George J. Schaefer as general manager of dis-

(Continued on page 9)

Hitchcock Favors 'B' Films From Experimental Stories

More "B" pictures made from experimental stories is something Alfred Hitchcock, rotund British director, would like to see done in Hollywood.

What Mr. Hitchcock means by experimental stories, he said, are those human tales by such widely read writers as O. Henry and Edgar Allen Poe.

The "B" pictures, made on limited budgets, and often representing material that is not considered sufficiently worthy to merit an "A" picture expenditure, might thus achieve new importance and interest, Mr. Hitchcock thought.

"The O. Henry stories with the plot and ending which are not the conventional, formula stuff, and the Poe thrillers, the horrific stories, would fit admirably into such a program and I, for one, should like to see the results," he said.

Impressed by the quality and quantity of exploitation and publicity of American films, Mr. Hitchcock said the results were immediately discern-

(Continued on page 9)

M-G-M Closes Film Contract With GB Unit

Metro Will Release in England, GB Here

By AUBREY FLANAGAN

LONDON, July 11.—An agreement has been concluded here between M-G-M and Gainsborough, a producing subsidiary of Gaumont British, under which Gainsborough will make British product for M-G-M release in this country. G. B. will release the product in the United States, under the terms of the arrangement, which was jointly disclosed here yesterday.

M-G-M will pay half the cost of production of the product made by Gainsborough. The films will star Jessie Matthews, Will Hay and Margaret Lockwood. The first release under the deal will be "The Lady Vanishes," which will be directed by Alfred Hitchcock.

The disclosure brings to an end the long current rumors that G. B. would break away from General Film Distributors, the C. M. Woolf company, with which G. B. concluded a distribution deal when it disposed of its own physical distribution system.

M-G-M officials here declare that the deal with Gainsborough will occasion no interruption to the British

(Continued on page 7)

Many Executives to Attend Ampa Awards

Sales managers and advertising and publicity directors of major and independent companies have signified their intention of attending Ampa's third annual advertising awards luncheon at the Waldorf Astoria on Thursday.

Results of the balloting in the advertising competition will be disclosed at the luncheon, which will start at 12:30 o'clock in the Sert Room, and plaques will be awarded. The awards will be for best advertising, publicity and exploitation campaigns on 1937 releases.

This affair will wind up Ampa's activities until September.

All Studios Expected To Fight Guild Vote

HOLLYWOOD, July 11.—Dr. Towne Nylander, regional director of the National Labor Relations Board, today revealed that nine of the 18 studios affected by the election of the Screen Writers Guild as bargaining agent for writers have filed protests and in-

(Continued on page 7)

Wilmer & Vincent in Deal with Columbia

Continuing its policy of entering into extended term deals with exhibitor accounts, Columbia yesterday closed a three-year franchise agreement with the Wilmer & Vincent Circuit. The contract covers all Columbia features, serials, westerns and shorts, starting with the 1938-'39 program.

Louis Astor, circuit sales executive, and Harry Weiner, Philadelphia branch manager, represented Columbia in the deal, and Joseph D. Eagan, the circuit.

Warner List to W. & V.

Warners and Wilmer & Vincent have closed a deal whereby the circuit will play the complete Warner lineup, including First National and Cosmopolitan features and Vitaphone shorts and trailers during the 1938-'39 season, it was stated yesterday by Gradwell L. Sears, Warners general sales manager. Roy Haines, eastern sales manager, and Bob Smeltzer, central district manager, acted for Warners in the negotiations. Walter Vincent and Joe Eager represented the circuit.

M-G-M Foreign Men Arrive for a Visit

Another contingent of the M-G-M foreign sales department arrived here yesterday on the *Normandie* on a visit to New York and Hollywood as a prize in a sales contest. The party includes R. Gerbert, circuit sales manager at the London office; Alfred G. Neville, Dublin branch manager, and Arthur J. Whetter, Liverpool branch head.

Forty members of the foreign field sales staff were given the New York-Hollywood trips by the company, and about 15 are still to arrive.

Another arrival was George Kamen, nephew of Kay Kamen and in charge of the London office of Disney Enterprises. William Stein, vice-president of Music Corporation of America, also returned and reported that he had signed up considerable talent on his tour of England and the Continent with Earl Bailey, London manager. Margot Grahame, who returned from a vacation, said she had no definite film plans, but may go to the coast in a week or two.

May Film Lombard, P. A.

HOLLYWOOD, July 11.—Carole Lombard's week as a press agent for Selznick International wound up with an agreement with Gene Fowler, who assisted her, that he write their experiences as a film story under the title "Life Kicks Up Its Heels" and that she star in it. The story will be their property to dispose of as they wish.

New Contract for King

HOLLYWOOD, July 11.—Henry King today signed a new long term contract with 20th Century-Fox. The company tore up the former agreement which had until November to run and offered the new terms in recognition of Mr. King's direction of "In Old Chicago" and "Alexander's Ragtime Band." He will start "Jesse James" on August 15.

◂ Purely Personal ▸

JOSEPH B. KLECKNER, president of Motiograph, Inc., left Chicago yesterday with his family for a two-week trip through Canada. He will visit branches of Dominion Sound Equipments, Ltd.

•

LEE SHUBERT has invited CORINNE LUCHAIRE, actress currently appearing in London Films' "Prison Without Bars," to appear in the Broadway stage production of the picture.

•

EMIL K. ELLIS, attorney, left for the coast last Friday to examine LOUIS B. MAYER and 11 other Loew-M-G-M executives in connection with a suit brought by stockholders.

•

MARY PICKFORD arrived in New York from the coast yesterday and plans to spend only a few days here in connection with her cosmetics interests.

•

KENNETH CLARK, head of the M.P. P.D.A. press department, will begin a two-week vacation in the Adirondacks the end of this week.

•

L. W. CONROW, Altec president, has returned to New York from an inspection visit to the company's New England offices.

•

JACK COHN, Columbia vice-president, and ABE SCHNEIDER, treasurer, returned to New York yesterday.

•

ARTHUR LEE, G. B. vice-president, returned to New York yesterday from Chicago.

•

ARTHUR LOEW, out of town for a few days' vacation, is expected back in a week.

•

MEYER SCHINE is due here today from Gloversville.

LOUIS H. SOLOMON has acquired world distribution rights for a series of all-Negro pictures produced in Hollywood by Million Dollar Productions, including a musical and two dramas, one of them starring LOUISE BEAVER.

•

EZRA GOODMAN, publicity director of 55th Street Playhouse, and a film correspondent, will leave for the coast tomorrow to tour the studios. He will be there for two months.

•

MR. and MRS. STANLEY BERGERMAN, daughter and son-in-law of CARL LAEMMLE, who were here recently, are vacationing at Charlevoix, Mich.

•

SAM BLEIWEISS, manager of the Waldorf Theatre will spend his vacation on a cruise to Florida and the West Indies.

•

NORMAN H. MORAY, Vitaphone sales manager, is in Toronto on a business trip. He will return the end of the week.

•

CHARLES LIGHT, Alexander Film export manager, will return tomorrow from a trip to Canada.

•

ROBERT GILLHAM returned to New York yesterday after a month's trip in the west and a studio visit.

•

HAL HORNE, eastern representative for WALT DISNEY, is due to return tomorrow from a business trip.

•

JOHNNY DOWD, RKO theatres publicity head, will return Monday from a jaunt in the Poconos.

•

W. H. EARLES, Ross Federal branch manager in Seattle, is spending his vacation here.

Thompson Talks Pay With Stagehand Unit

Continuing negotiations for wage concessions during the summer, L. E. Thompson, labor executive for RKO, yesterday met with a committee representing Local 1, Manhattan stagehands, for a general discussion relative to relief in view of lower grosses.

Mr. Thompson is representing the major circuits in the negotiations and is acting at their spokesmen until a definite proposal will be made, when the circuit representatives will meet jointly with the union committee.

It is reported that George Browne, president of the I.A.T.S.E., is due here this week to investigate the situation and advise with the stagehands' and operators' locals. Meanwhile, 10 per cent reductions have been accepted by operators' unions in Milwaukee, Sheboygan, Chicago, Detroit and Flint, Mich.

Contracts with the stagehands, which have another year to run, provide for an increase in September, and it is understood the discussions are touching on this phase also.

The circuits' committee which met with the Local 1 representatives late last week for an initial discussion included, besides Mr. Thompson, Frank Phelps, Warners; Bob Weitman, Paramount Theatre; Marvin Schenck, Loew's; Al Rosen, manager of Loew's State, and Louis Weber, attorney for the Skouras circuit.

Pathe and Colorfilm Set Plant for 16mm.

HOLLYWOOD, July 11.—A laboratory to handle 16 mm. negative will be built here by Pathe in association with H. T. James, president of Colorfilms, Inc. Both color and black and white film will be produced.

Construction, which is budgeted at $500,000, will start within 60 days, and plant operations are slated to begin within six months.

Use Mayer Name; Jailed

LOS ANGELES, July 11.—Charged with forging the name of Louis B. Mayer to promissory notes for $50,000, Donald Smart, sound recorder, and Layne Britton, makeup artist, have been jailed here by John Klein, chief investigator for the district attorney. Mr. Britton was exonerated by Mr. Smart, who, it is said, used the notes to negotiate secret contracts with prominent players.

Then by Coach to Strand

A journey by stagecoach from Brooklyn Borough Hall to the Strand on Broadway will be made today by six cowboys, three of the western variety and three of the Brooklyn variety, under Warner auspices. A picture titled "Cowboy from Brooklyn" will open at the Strand tomorrow, which may have something to do with the stagecoach safari.

Shirley Temple Tour Shows Adult Appeal

One of the unique features of Shirley Temple's trip across the country with her parents has been the adult appeal of her personality. Everywhere she has gone she has been as much sought after by grownups as by children.

President Roosevelt quit work to entertain her at the White House, Secretary of the Treasury Morgenthau turned aside from fiscal problems to spend considerable time with her, Mrs. Roosevelt invited her up to Hyde Park and devoted practically an entire day to her entertainment. On Sunday Governor Lehman and Mrs. Lehman entertained her at their home at Purchase, N. Y.

Harman Ising Files Plea to Reorganize

LOS ANGELES, July 11.—Harman Ising, Inc., today filed a petition in Federal Court asking consent to reorganize. The petition, signed by Hugh Harman, president, and Rudolf C. Ising, secretary-treasurer, lists assets of $41,000 and liabilities of $120,000, but points out that four pictures, now in production, with $31,000 invested, require an additional $75,000 to complete.

The court is asked in the petition to leave the present officers in charge of the company and to grant an extension of time in the payment of certain obligations, pending 77-B reorganizing.

"Artists" Title Sticks

The Paramount production department held an executive meeting for an hour yesterday morning to decide on a new title for "Artists and Models Abroad." The title is still "Artists and Models Abroad."

MOTION PICTURE DAILY
(Registered U. S. Patent Office)
MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Cheries S. Aaronson, Jack Banner, Al Finestone, Thomas Fitzsimmons, Sherwin A. Kane, Irene Kuhn, Joseph Priore.

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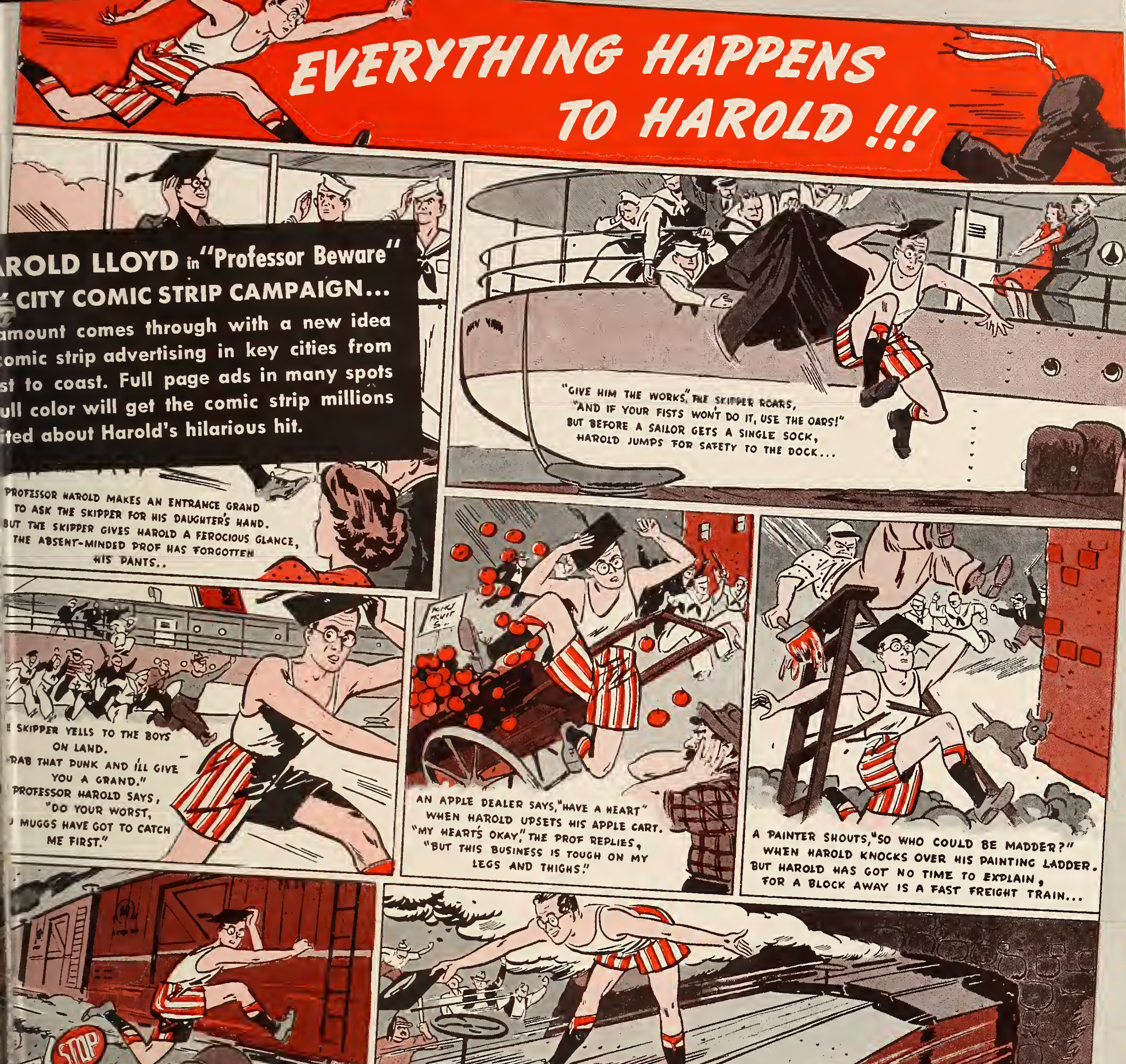
EVERYTHING HAPPENS TO HAROLD !!!
PROFESSOR HAROLD MAKES AN ENTRANCE GRAND TO ASK THE SKIPPER FOR HIS DAUGHTER'S HAND. BUT THE SKIPPER GIVES HAROLD A FEROCIOUS GLANCE, THE ABSENT-MINDED PROF HAS FORGOTTEN HIS PANTS..
"GIVE HIM THE WORKS," THE SKIPPER ROARS, "AND IF YOUR FISTS WON'T DO IT, USE THE OARS!" BUT BEFORE A SAILOR GETS A SINGLE SOCK, HAROLD JUMPS FOR SAFETY TO THE DOCK...
E SKIPPER YELLS TO THE BOYS ON LAND. RAB THAT PUNK AND I'LL GIVE YOU A GRAND." PROFESSOR HAROLD SAYS, "DO YOUR WORST, MUGGS HAVE GOT TO CATCH ME FIRST."
AN APPLE DEALER SAYS, "HAVE A HEART" WHEN HAROLD UPSETS HIS APPLE CART. "MY HEART'S OKAY," THE PROF REPLIES, "BUT THIS BUSINESS IS TOUGH ON MY LEGS AND THIGHS."
A PAINTER SHOUTS, "SO WHO COULD BE MADDER?" WHEN HAROLD KNOCKS OVER HIS PAINTING LADDER. BUT HAROLD HAS GOT NO TIME TO EXPLAIN, FOR A BLOCK AWAY IS A FAST FREIGHT TRAIN...
STOP
THE CROWD IS CLOSE ON HAROLD'S HEELS. THE FREIGHT IS BEGINNING TO MOVE ITS WHEELS. BUT HAROLD LEAPS OVER THE RAILROAD GATE AND GRABS THE SIDE OF THE MOVING FREIGHT...
"GOODBYE, MY FRIENDS!" HAROLD TAKES A BOW, "TELL MY GIRL, I'LL MARRY HER ANYHOW!" HAROLD LAUGHS AT THE MOB AND THE MOB LAUGHS BACK, FOR LOOK WHAT'S BEHIND HAROLD UP THE TRACK!

AROLD LLOYD in "Professor Beware"
CITY COMIC STRIP CAMPAIGN...
amount comes through with a new idea
comic strip advertising in key cities from
st to coast. Full page ads in many spots
ull color will get the comic strip millions
ited about Harold's hilarious hit.

WHAT HAPPENS TO ME?
DO I GET CLONKED BY THAT TUNNEL? DO I GET MY GIRL? YOU'LL FIND THE ANSWERS IN MY NEW PARAMOUNT PICTURE COMING TO YOUR FAVORITE THEATRE!

ADOLPH ZUKOR presents

HAROLD LLOYD in "PROFESSOR BEWARE"

with PHYLLIS WELCH · RAYMOND WALBURN · LIONEL STANDER
WILLIAM FRAWLEY · THURSTON HALL · CORA WITHERSPOON · STERLING HOLLOWAY
DIRECTED BY ELLIOTT NUGENT · A PARAMOUNT PICTURE

MOTION PICTURE DAILY'S HANDY BOOKING CHART

[Dates Are Based Upon National Release Schedules and Are Subject to Change. This Chart Is Revised Weekly. Letters in Parentheses After the Titles Denote the Following: (A) Adult, (G) General, (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action]

	COLUMBIA	M-G-M	MONOGRAM	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIVERSAL	WARNERS	G. B.
June 17	Holiday (G) (D) *Hepburn* *Cary Grant*	Woman Against Woman *Bruce* *Marshall* (838)		Prison Farm (A) (D) *Lloyd Nolan* *Carlisle* (3743)	Riders of the Black Hills (O) *3 Mesquiteers* (7117)	Blond Cheat *Fontaine* *DeMarney* (831)	Three Blind Mice (G) (C) *Loretta Young* *Joel McCrea* (851)	Blockade (A) (D) *Madeleine Carroll* *Fonda*		When Were You Born? (G) (D) *Anna Wong*	3 on a Week End (G) (D) *Lockwood* *John Lodge* (July 1)
June 24	Stagecoach Days (O) *Luden* Highway Patrol (G) (D) *Wells*	Lord Jeff (G) (D) *Bartholomew* (837)	Romance of the Limberlost (G) (D) *Jean Parker* (3702)	Bar 20 Justice (G) (O) *Boyd* (3758)	Gold Mine in the Sky (O) *Gene Autry*	Border G-Man (G) (O) *O'Brien* (882)	Mr. Moto Takes a Chance (G) (D) *Lorre* (819)		Young Fugitives (G) *Robt. Wilcox* *Dorothea Kent*	White Banners (A) (D) *Claude Rains* (208)	Crime Over London *Margot Grahame* *Paul Cavanaugh* (July 15)
July 1	City Streets (D) *Carrillo* West of Cheyenne (O)	Port of the Seven Seas *Wallace Beery* *O'Sullivan* (829)			Army Girl (D) *Madge Evans* *Preston Foster*	Having Wonderful Time (A) (C) *Rogers* (819)	Always Goodbye (G) (D) *Stanwyck* *Marshall* (852)	South Riding (A) (D) *Edna Best* *Edmund Gwenn*	Danger on the Air (G) (D) The Rage of Paris (G) (C) *Darrieux*	Men Are Such Fools (G) (D) *Wayne Morris* *Priscilla Lane*	Evergreen (G) (M) (reissue) *Jessie Matthews* (Aug. 1)
July 8		Fast Company (G) (C) *Melvyn Douglas* *Florence Rice* (839)	Man's Country (O) *Jack Randall*	Pride of the West (O) *Boyd* (3854)	Durango Valley Raiders (O) *Bob Steele* (7128)	Crime Ring *Allan Lane* (836) Little Women (871)	Panamint's Bad Man (O) We're Going To Be Rich (C) *Gracie Fields*			My Bill (G) (D) *Kay Francis* *John Litel* (215)	Strange Boarders *Renee Saint-Cyr* *Tom Walls* (Aug. 15)
July 15	Pioneer Trail (O) *Jack Luden* *Joan Barclay*	Shopworn Angel (G) (D) *Sullavan* *Stewart* (835)					Passport Husband (G) (C) *Pauline Moore* *Stuart Erwin* (854)		Prison Break *Glenda Farrell* *MacLane*	Cowboy from Brooklyn (G) (M) *Pat O'Brien* *Dick Powell*	
July 22	Reformatory (G) (D) *Jack Holt* *Charlotte* *Wynters*	Love Finds Andy Hardy *Rooney* *Stone* (841)		Booloo (O) *Colin Tapley* Tropic Holiday (G) (C) (3744)		Sky Giant *Richard Dix* (835)	I'll Give a Million *Warner Baxter* *Marjorie Weaver* (855)	Algiers (A) (D) *Boyer* *Gurie* *Lamarr*	Little Tough Guy *"Dead End" Kids*	Penrod's Double Trouble *Billy & Bobby Mauch* (276)	**G. N.** I Married a Spy (D) (225) (July 1)
July 29	South of Arizona (O) *Starrett* *Meredith*	The Chaser *Denis O'Keefe* *Lewis Stone*		Professor Beware (C) *Harold Lloyd* *Phyllis Welch*		Mother Carey's Chickens *Ruby Keeler* *Anne Shirley* (833)	Little Miss Broadway (G) (D) *Shirley Temple* (856)	Young in Heart *Gaynor* *Fairbanks, Jr.* *Goddard*	Letter of Introduction *Leeds* *Bergen-McCarthy*	Amazing Dr. Clitterhouse (G) (D) *Robinson* (262)	Rollin' Plains (O) (226) (July 8)
Aug. 5		Crowd Roars *Taylor* *O'Sullivan* *Frank Morgan* (840)	Barefoot Boy *Jackie Moran* *Claire* *Windsor*	Bulldog Drummond in Africa *John Howard* *Heather Angel* *Reginald Denny*		I'm from the City (C) *Joe Penner* (834)	Alexander's Ragtime Band (G) (M) *Power*			Mr. Chump (C) *John Davis* *Lola Lane* (227)	High Command (D) (227) (July 15)
Aug. 12	The Gladiator (C) *Joe E. Brown* *June Travis*	Now or Never *Robert Young* *Virginia Grey*	Last Frontier (O) *Jack Randall*	The Texans *Joan Bennett* *Randolph Scott*		Painted Desert (O) *O'Brien* (883)	Keep Smiling (G) (C) *Jane Withers* *Gloria Stuart*		The Missing Guest (D) *Paul Kelly*	Racket Busters (D) *Brent* *Bogart* (205)	Renfrew on White Trail (228) (July 22)
Aug. 19	Phantom Gold (O) *Jack Luden* *Beth Marion*		Wanted by the Police (D) *Frankie Darro*	Give Me a Sailor (C) *Martha Raye* *Bob Hope*	A Romantic Rogue *Novarro* *Marian Marsh* *Tallichet*	Smashing the Rackets (D) *Chester Morris* (832)			That Certain Age *Deanna Durbin* *Jackie Cooper* *Irene Rich*	Four's A Crowd (C) *Errol Flynn* *deHavilland* (213)	Utah Trail (O) *Tex Ritter* (229) (Aug. 12)

SKY
GIANT

The flash of its dramatic lightning will flame in human souls wherever men love women . . . The crashing impact of its thundering thrills will echo in the hearts of all who dream of deeds of reckless daring!

SKY GIANT

starring **RICHARD DIX**
CHESTER MORRIS
JOAN FONTAINE
with **HARRY CAREY**
PAUL GUILFOYLE

R K O
RADIO
PICTURES

Directed by LEW LANDERS
Produced by ROBERT SISK
Story and screen play by Lionel Houser

M-G-M Closes Film Contract With GB Unit

(Continued from page 1)

production program of M-G-M, which is already in work. It is believed in many quarters that the deal is to be used by the American company to add to to its British schedule. Among the eight already released or on the schedule of M-G-M British, in addition to those expected from Gainsborough, are: "A Yank at Oxford," "Citadel," "Good Bye, Mr. Chips," "And So, Victoria," "Busman's Honeymoon," "Death on the Table," "The Missing Miniature," with Wallace Beery, and one untitled.

May Increase GB Output

Officials of G. B. here said yesterday that the deal just concluded in England whereby Gainsborough, G. B. producing subsidiary, will make pictures for M-G-M release in England, may result in an increase of G. B.'s new season schedule here. The product is to be released in this country by G. B.

However, it was pointed out that G. B. here always has released the Gainsborough product, and that the fact that M-G-M will release the product in England may not increase the total of 24 already announced for next season's release by the company in this country. If Gainsborough increases its production schedule as a result of the M-G-M deal, then the G. B. schedule will be increased proportionately in this country, it was said.

All Studios Expected To Fight Guild Vote

(Continued from page 1)

dicated that he expects the remaining nine to follow in a day or so. The time for protesting has been extended to July 16.

All protests thus far received are based on the claim that the studios had no opportunity to check whether the writers voting in the election were actually on the studio payroll June 4, as required by the conditions of eligibility.

Dr. Nylander denied reports that a new hearing would be held here and said his intermediate report, together with all protests filed in the case, would go to the N.L.R.B. in Washington on July 16th, after which certification of the guild as bargaining agency is expected to follow. Thereupon the studios protesting would be free to file an appeal with the Circuit Court of Appeals, Ninth District, San Francisco.

Guild Balloting Over

Balloting by mail on the election of an advisory committee of nine to assist with the administration of the eastern branch of the Screen Actors' Guild closed yesterday. A counting of the ballots has been postponed until later in the week to await the return to New York of Mrs. Florence Marston, head of the Guild here, and Michael Connolly, her assistant. The two are in Chicago negotiating guild contracts with several commercial film studios there.

Production Shows Gain; 49 Shooting

Hollywood, July 11.—The weekend saw production up from 47 to 49, those figures indicating the number of pictures before the cameras, with 20th Century-Fox shooting on nine features. Three short subjects were in production, comparing with two a week ago.

Warners started three features, "Brother Rat," "Wings of the Navy" and "Blackwell's Island," and Columbia kept pace as to increase, starting "Finishing School," "Juvenile Court" and "Phantom Trail." Twentieth Century-Fox put "While New York Sleeps" and "By the Dawn's Early Light" on the stages, M-G-M started "Three Loves Has Nancy," Monogram commenced shooting on "The Circus Comes to Town" and RKO got going with "The Mad Miss Manton." Republic exposed "Tenth Avenue Kid" to the lens.

Columbia finished "I am the Law" and "West of Santa Fe," 20th Century-Fox brought in "My Lucky Star" and "Safety In Numbers," and Paramount completed its spectacular "If I Were King." M-G-M sent "The Chaser" to the cutting room, Universal wound up "Red Barry" (serial), RKO finished "Birthday of a Stooge," rechristening it "Fugitives for a Night," Republic canned "Nan From Music Mountain" and Hal Roach tinned "Just a Jiffy."

Australia Will Use Good British Films

London, July 11.—Leon Snider, representative of Australian exhibitor interests, was tendered a luncheon today by the Cinematograph Exhibitors' Association, which was attended by many distributor representatives.

Snider, in replying to a toast, and discussing British films, said that Australians have been so exploited in regard to British films that he is sceptical of their acceptance. When good British pictures are available, he said, their acceptance in Australia would be as ready as in Great Britain. He pointed to the enormous success of "Wings of the Morning" in Australia as proof his belief.

New 3% Tax Latest Worry for Missouri

Kansas City, July 11.—Threat of a three per cent sales tax in Missouri, where the levy now is two per cent and considered by exhibitors to be one of the factors in poor business the past year, is contained in a report on the old age pension situation. Reduction of the age limit from 70 to 65, which is required if Missouri is to get Federal aid for pensions, will add an additional 40,000 persons to the old age rolls, which now contain 72,000. Missouri already has one of the most liberal of the old age pension systems.

Legion Approves Five

The National Legion of Decency has approved five films for the current week, three for general patronage and two for adults. In the first group are "Gold Mine in the Sky," "Held for Ransom," "Panamint's Bad Man," while in the adult group are: "I Married a Spy" and "Shopworn Angel."

'Whirlpool,' 'Remous' Albany Appeal Filed

(Continued from page 1)

Burstyn and Arthur Mayer, who hold distribution rights in New York.

Signed by Justice Gilbert V. Schenck of the Supreme Court, Third Department, the writ necessitates that the Department of Education file an answer as to why the picture was denied a license. This is preliminary to a review of the case by the Appellate Division next October.

Originally submitted by Kurt Laemmle, "Remous" was refused a license in 1935. Later, a revision was submitted by Mr. Mayer and Mr. Burstyn and approved. Application for an English version, known as "Whirlpool" also was approved, but was withdrawn on the contention that some of the original deleted scenes had been restored.

The film, revised for the third time, was submitted last fall and denied a license by Mr. Esmond. Subsequently, the Board of Regents sub-committee upheld Mr. Esmond.

Allows Release of Films

Federal Judge William Bondy yesterday granted application of the French Motion Picture Corp., now in reorganization, to allow J. Louis Geller to pay the United States $965 to release two French motion pictures, "Avec Le Sourire" and "Angel," now being held in bond at the Custom House. Under the agreement which Judge Bondy approved, the pictures will be exhibited and the net proceeds will be equally shared by Geller and the French Motion Picture Corp.

Lloyd May Produce Picture in England

Harold Lloyd may produce a high-budget feature for Paramount in England, he said on arrival here yesterday from the coast. He will confer with David Rose, head of Paramount's British production, and other officials, regarding sending a company to London to make "What Ho," by Richard Connell.

Paramount owns the story, which has an English background. Mr. Lloyd said there are a lot of things to be considered before he arrives at a decision. One is that the script calls for exteriors and he has heard that English weather is not favorable for such shots during certain times of the year.

Mr. Lloyd said he has other matters to discuss at Paramount, but that there will be no change in his releasing deal. He will attend the opening of "Professor Beware," his first film in two years, at the Paramount on Wednesday to obtain audience reaction. He expects to be here two weeks. Arriving with him were Joe Reddy, his press agent for 19 years, and Jack Murphy his production manager, who will look over the plays and the literary field for a possible future vehicle for Mr. Lloyd.

John J. Scully Resigns

John J. Scully, Grand National branch manager in Boston, has resigned. Morris Safier, traveling sales representative representing Edward Alperson, president, was in Boston last week. Mr. Alperson is reported to be in Omaha, his home town, and he plans to confer in Hollywood briefly, returning late this week.

Sustain Para. Claim In Action of Oxnard

Los Angeles, July 11.—Federal Judge Leon R. Yankwitch today sustained the demurrer of Paramount in the suit of Oxnard Theatres, Inc., Oxnard, Cal. The case was a test action with 20 independent exhibitors, with parallel claims, agreeing to abide by the decision in this one case.

The suit arose out of the claim Paramount had sold certain pictures by title as for last year's program, which later were substituted for and offered on this year's program at a higher price. The court decision upholds Paramount's contention that a clause covered that as unpredictable necessity. The effect is understood to be that a change in block booking practice cannot be accomplished by court action but must result from national legislation.

RKO to Line Up Plans Within Next 2 Weeks

Final plans for the first group of pictures on RKO's new season schedule of 48 features will be completed by the company within two weeks, it was stated yesterday.

As indicated earlier by Jules Levy, sales manager, the company will hold no formal sales meetings this year. Mr. Levy and other RKO sales executives visited every branch office last spring in the course of the annual sales drive and plans and policies for the new season were outlined at that time.

Titles, casts and producer-director assignments will be decided from time to time throughout the year with pictures being planned in small groups. The first product announcement is expected to list 12 to 16 titles.

Town Bans All Games

Hamden, Conn., July 11.—Following similar moves in New Haven and West Haven, Hamden officials have placed a final taboo on all money game giveaways in or out of theatres. East Haven, another neighboring town, still reserves such action. Devon has banned cash, and Walnut Beach is reported to be following suit within the next few days.

Ohio Orders 25 Cuts

Cincinnati, July 11.——The Ohio division of film censorship reviewed a total of 519 reels, from which 25 eliminations were ordered, during the five-week period in June. This compares with 473 reels and 21 eliminations in May. The figures for June, 1937, were 825 reels and 43 eliminations.

Myers to Trailer Post

London, July 11.—John Myers, former publicity chief at Alexander Korda's Denham studios, has been named producer of London Films trailers and will also act as head of the exploitation staff. His vacant studio post will be filled by John Ware Well.

Sloane Quits Disney Post

Hal Sloane, Walt Disney's general representative and publicity director in the east for more than four years, has resigned, effective immediately. He was in general charge of the Disney office until the appointment of Hal Horne several months ago. He will announce new plans shortly.

Ohio ITO Relies on Allied in Pact Talks

COLUMBUS, July 11.—That the board of directors of the I.T.O. of Ohio were aware of the impending plans for conciliation conferences between distributors and exhibitors as far back as one month ago, is disclosed in the revelation of a resolution passed by the board on June 14. The resolution, unanimously adopted, declared that no member of the organization "act in any capacity" with respect to the plan without prior authorization by Abram F. Myers, general counsel of the national Allied organization.

The resolution refers to "rumors" that the major distributors "will shortly recommend" that representatives of distributors and exhibitor organizations confer on conciliation and arbitration, expresses the belief that such a plan would be advantageous to the industry, and declares that such a plan "can only be satisfactorily consummated for its members through the advice and guidance of national Allied."

Calls New Kentucky Lottery Law Illegal

FRANKFORT, KY., July 11.—Assistant Attorney General Guy H. Herdman has expressed the belief in an opinion that the 1938 act declaring lotteries legal is unconstitutional. The act went into effect Saturday.

The opinion was given R. O. Willingham, Bardwell City Attorney who asked if it were legal for a merchant to give purchasers tickets and give prizes to winners of ticket drawings.

Mr. Herdman said the act was intended to make such transactions and "also newspaper drawings" and Bank Night legal, but he said he believed the Court of Appeals would declare the act a nullity.

Score Club Tourney To Be Held Tomorrow

About 75 members of the Score Club, formerly the Monday Nighters, will tee off at Fenway Country Club, White Plains, tomorrow in the club's first annual golf tournament.

Max Cohen, head of Cinema Circuit and of Allied of New York, is in charge of arrangements. Prizes contributed by industry organizations will be awarded for a large variety of scoring achievements.

Clofine Going Abroad

Extension of News of the Day coverage in Europe is contemplated by Michael D. Clofine, managing editor, who will leave tomorrow on the *Normandie* for London, Paris and Rome. This will be his first trip to Europe in 15 years, Ed Hatrick, chief of the Hearst film interests, having previously attended to newsreel matters during trips abroad. Mr. Clofine will be accompanied by his wife and expects to be gone a month.

"Sheik" Rights to U.A.

Argentine, Uruguay, Paraguay, Cuba, Straits Settlements and Siam distribution rights to "Son of the Sheik" have been purchased by United Artists from Emil Jensen, president of Artcinema Associates, Inc. The deal was closed by Arthur W. Kelly, U. A. vice-president in charge of foreign distribution.

Hollywood Previews

"I'd Give a Million"

(20th Century-Fox)

HOLLYWOOD, July 11.—This comedy is as far off the beaten track as anybody surfeited with the flow of sophisticated knockabout offerings of a few months back could possibly wish. It is proportionately funny. Showmen who have put away on their top shelves the more extreme phrases which emphasize humor can take them down and dust them off for this picture.

The situation which gives rise to unprecedented complications is that in which the citizens of the French Riviera find themselves when notified by a newspaper headline one morning that the very next hobo they meet may be the mysterious millionaire who exchanged clothes with a knight of the road last night after declaring himself eager to give a million francs to anyone who would render him a service without thought of reward. The citizens promptly made honored guests of all the tramps in the community, more tramps arrive, are similarly welcomed, and the town goes charitably mad. Meanwhile the real millionaire, aware of the state of affairs, obtains employment with a circus, falls in love with a girl, mistrusts her motive but learns he needn't have, and finally makes good the newspaper's story by distributing the million francs as promised.

Warner Baxter has a superb role as the millionaire. Peter Lorre is impressive as a vagabond, John Carradine as another. Jean Hersholt plays a relatively minor part in his usual thorough manner and Marjorie Weaver continues her steady march to popularity as the girl in the case. The cast is long and includes a dozen or more striking characteristic performances.

A most involved story by Cesare Zavattini and Giaci Mondaini is the basis of a greased-lightning screenplay by Boris Ingster and Milton Sperling. Producer Kenneth Macgowan and Director Walter Lang have made of it an immensely amusing motion picture.

Running time, 70 minutes. "G." WILLIAM R. WEAVER

"The Affairs of Annabel"

(RKO-Radio)

HOLLYWOOD, July 11.—An amalgamation of hokum farce comedy from start to finish, RKO-Radio's "The Affairs of Annabel" satirizes the studio publicity end of the picture business. Gag follows gag in action, dialogue, characterizations and situations. It's no behind-the-scenes story. Lou Lusty, in his initial production effort, saw to it that nothing trite or stale should be included. As everything happens out in the open for every one to see and hear, Jack Oakie and Lucille Ball check in with fine performances and the support which features Ruth Donnelly, Bradley Page, Fritz Feld, Thurston Hall, Granville Bates, James Burke, Le Van Atta, Anthony Warde and Edward Marr leaves nothing undone that would add to the plot's nonsense.

Press agent Oakie's imagination and thirst to publicize Lucille Ball is the premise for the merriment. To exploit a prison picture, he gets her in jail for three days that stretch out to 30. There's fireworks, of course, and more when, to exploit "A Maid and a Man," Oakie gets Miss Ball a maid's job. Nothing goes right and everything is funny as yeggs make the Granville Bates-Elisabeth Risdon home their hideout. A gang of film extra cops storms the house shooting blank cartridges, but when the gangsters return real bullets they flee in panic. World wide publicity comes to Miss Ball when she captures the criminals. But there's no peace for her. To exploit "The Diamond Smuggler," her next picture, Oakie has her arrested as a smuggler and the fadeout has her chained in the arms of Secret Service men.

The original story by Charles Hoffman is fresh and new and so is the screenplay which Bert Granet and Paul Yawitz did. As they went after novelty in preparation, Ben Stoloff's direction wraps their work as well as that of the players up into an attractive bundle of showmanship screen amusement.

Running time, 75 minutes. "G." GUS McCARTHY

Withdraws Alger Motion

Abraham K. Webber, attorney for independent stockholders of RKO, yesterday withdrew an application which had been heretofore unrevealed, requesting Judge William Bondy to rescind the appointment of George W. Alger as special master to hear amendments to the plan of reorganization of RKO. Mr. Webber's application had been submitted to Judge Bondy on June 5 but was never filed.

Leaves Justice Dep't.

WASHINGTON, July 11.—Hammond E. Chaffetz special assistant to the U. S. Attorney General, who during the past eight years has been connected with many of the important antitrust actions brought by the Government, will leave the Department of Justice service July 15 to engage in the practice of law in Washington, it has been disclosed by Attorney General Cummings.

Variety Club

Minneapolis

MINNEAPOLIS, July 11.—The Annual Variety Club golf tournament at Oak Ridge has been set for Friday. Don Woods heads the golf committee.

Work is being started on the enlarged quarters for the club in the Nicollet Hotel. The newly acquired space on the third floor will give members approximately three tim[illegible] as much room as formerly.

Pittsburgh

PITTSBURGH, July 11.—Under the direction of HARRY KALMINE, commander, Variety Post of the American Legion is presenting a vaudeville show on the first Wednesday of every month at the Veterans' Hospital in Aspinwall. The first one was given last week and featured almost 20 acts.

HARRY SEED'S wife and daughter and MRS. SAM FINEBERG have left to spend the summer in California. JOHNNY HARRIS was honored over the weekend at a birthday surprise stag party arranged by MRS. HARRIS. DICK STABLE and his wife, GRACIE BARRIE, were guests of honor at the LEW LEFTONS' Family Night.

ARCHIE FINEMAN will be missing for the next three weeks while he's vacationing in Mt. Clemens. Ditto CHARLES DANVER, whose "Pittsburghesque" column is a daily feature in the *Post-Gazette*. He'll take his vacation at home, however. EARLE BAILEY'S family has joined him here, closing their home in Philadelphia. JOHN HOOLEY is back in harness again after a long illness.

Variety Honors Cullen

PITTSBURGH, July 11.—Variety Club held a farewell dinner tonight at the William Penn hotel in honor of M. J. Cullen, manager of Loew's Penn who has just been promoted to special assignment duty at the home office in New York. Mr. Cullen will leave the end of this week for his new duties, his successor here being Charles Kurtzman from the Capitol in Washington.

Wall Street

Kodak in Best Board Showing

	Open	High	Low	Close	Net Change
Col.	13⅞	13⅞	13⅞	13⅞	— ⅛
Cons.	1½	1½	1½	1½	.....
E. K.	170	171	170	171	+1¼
E. K. pfd.	167	167¾	165	165	—2
G. T. E.	14	14½	14	14½	+ ⅜
Loew	50¾	51¼	50½	50⅞	— ⅛
Para.	10⅞	11¼	10¾	10¾	— ⅜
Para. 2	11⅛	11¼	11⅛	11¼	.....
Pathe	6	6	5⅞	5⅞	— ⅛
RKO	2⅝	2¾	2½	2½	— ¼
20th Fox	25	25	24¼	24¼	— ¾
20th pfd.	34⅝	34⅝	34⅝	34⅝	+ ⅜
Univ. pfd.	38	38	38	38	.....
W. B.	6⅜	6⅝	6¼	6⅜	.....
W. B. pfd.	35	35	35	35	—1

Curb Rises in Fractions

	Open	High	Low	Close	Net Change
G. N.	⅜	⅜	5/16	⅜	.....
Monogram	3	3	3	3	+ ⅛
Tech.	22⅞	22⅞	21¾	22	— ¼
Trans-Lux	2¼	2¼	2¼	2¼	+ ⅛

Bonds Generally Increase

	High	Low	Close	Net Change
Para. Pict. 6s '55	95½	95	95½	+1½
Para. Pict. '47	81	81	81	— ½
RKO 6s '41	70	70	70	.....
W. B. 6s '39	79	78½	79	+ ¼

(Quotations at close of July 11)

U.A. Product Need Covered: Silverstone

(*Continued from page 1*)

tribution for the United States and Canada are to be taken up at a meeting of the board today. This will be the first directors' meeting since the transfer of the company's headquarters from Hollywood to New York. Mr. Silverstone is also scheduled to report on various matters disposed of or pending in London.

Mr. Silverstone, declined to discuss the proposed contract for Mr. Schaefer, other than to say it will run several years.

He admitted a releasing deal with Herbert Wilcox, British producer, had been discussed informally, and said the company is willing to add other "great producers," but that the planned schedule of 30 films, as announced by Mr. Schaefer for next season, will not be increased. Any deals for additional films will be for 1939-'40, he said.

No More Executive Changes

No further changes in the executive personnel here or in England are planned, Mr. Silverstone declared. He said that he had authorized negotiations with Lynn Farnol to become advertising and publicity director before leaving for England and the appointment has "his full blessing."

Members of the board residing in New York will act at today's meeting and constitute what is termed "the eastern board." They are James Mulvey, acting for Samuel Goldwyn; Ed. Raftery, for Douglas Fairbanks; Charles Schwartz, for Charles Chaplin; Dennis F. O'Brien, for Mary Pickford. Emanuel Silverstone, brother of Maurice, will speak for the latter.

There is no truth to reports from London of merger negotiations between Gaumont British Theatres and the Odeon circuit, Mr. Silverstone said, disclosing, however, that the two groups "are close to each other and work together on deals."

Mr. Silverstone's wife and two young daughters came over with him. They will reside temporarily at the Sherry-Netherland and plan a home in the country.

Mr. Mulvey conferred with Mr. Silverstone at the pier.

Start Building of Wilmington Theatre

WILMINGTON, July 11. — Mayor Walter W. Bacon broke ground on Saturday for the new $660,000 Warner Theatre to be erected in the downtown area by the Old Time Petroleum Co. and leased and operated by the Stanley-Warner Co. Participating in the ground breaking were: A. J. Vanni, Philadelphia, Stanley-Warner zone manager for the area including Wilmington; Everett C. Callow, district manager; W. F. Carvell, Sr., president of the Old Time Co. Actual construction will begin tomorrow on the 1,900-seat house. It will be completed Dec. 20 and opened for the first show Dec. 26. It will be the sixth operated by Stanley-Warner here and will give the city a total of 13 theatres.

Hitchcock Favors 'B' Films From Experimental Stories

(*Continued from page 1*)

ible here and could be copied to advantage in England.

"The main thing about advertising a picture is to get the patrons into the theatre on Monday. Your exploitation of pictures is so intense it does just that, whereas a smaller, more timid campaign, succeeds only in getting people interested toward the end of the run. Intense exploitation before showing and at the beginning starts the parade to the box-office early enough to offset any last day drop."

Mr. Hitchcock's first visit to Hollywood was for the purpose of conferring with David Selznick on a picture. They settled everything in the few weeks he was West. He will direct "Titanic," returning next January or February to begin work on it.

"That's all there is to it thus far," he said, "just the title. But I've always wanted to do a sea story, although frankly, I should have preferred a grimmer one. However, I guess this is grim enough. With a title like 'Titanic' which immediately calls to mind an historical disaster, a director can do those subtle things I like to do. You start off with audience participation, for the title automatically evokes memories, and just as automatically creates suspense.

Republic Signs New Franchise for Coast

A five-year extension of the Republic territorial franchises for Los Angeles and San Francisco was signed here yesterday by Floyd St. John, west coast franchise owner. James R. Grainger, Republic president, signed for the company.

Sam Seplowin, Detroit franchise holder, is here negotiating a similar agreement.

To date seven franchise offices have closed new deals, out of a total of 18.

Columbia to Grant Executive Options

(*Continued from page 1*)

acquired up to Aug. 10, 1943, and the remainder between June 10, 1940, and Aug. 10, 1943. The options issued to Mr. Montague and Mrs. Schneider are for 7,500 shares each, the first expiring Aug. 10, 1941, and the second Aug. 10, 1943.

Protest Claim Deletion

Meyers & Keating, Hanover Capital Trust Co. and Jack Leo, as assignee of Alfred E. Fiegal, filed exception yesterday to the report of Courtland Palmer, special master, which had expunged their claim for $248,047 against the Fox Theatres Corp. The claim was based on an alleged agreement between Fox and Fiegal, made in 1930, under which Fiegal was to publish a *Fox Weekly* and was to receive 60 per cent of all the profits after advancing all necessary monies for expenses. The assignees asserted that Fox had failed to carry out his part of the contract and based their claim on the alleged breach.

Erich Pommer Here To Set Distribution

Erich Pommer, British producer, arrived here yesterday on the *Normandie* to negotiate distribution deals for two films, "Vessel of Wrath" and "St. Martin's Lane," both starring Charles Laughton. They were produced by Mayflower Pictures, in which Mr. Pommer, Mr. Laughton, Leslie Howard and John Maxwell are interested.

Mr. Pommer said he will be here a few weeks and will return late this year to negotiate distribution deals for "Jamaica Inn," also starring Mr. Laughton, and which will be directed by Alfred Hitchcock.

Mayflower films are distributed in England by Associated British.

Arrange Jungle Music

Universal's campaign on "Dark Rapture" has been extended to swing music. Benny Goodman and his arranger, Edgar Sampson, have translated the original recordings of jungle chants and ceremonial music of Belgian Congo tribes into a modern swing arrangement. The new composition, named for the film, will be broadcast over WABC and a national hookup tonight at 9:30 by Benny Goodman's band.

Armand Denis and his wife, Leila Roosevelt, who brought out the Congo films from which the picture has been made, took recordings of all the music they heard. Much of this native music has never before been heard outside the Congo.

Harry Haller Injured

BALTIMORE, July 11.—Harry Haller, film editor of the *Sunday Sun*, has returned from a holiday trip with the right side of his face and forehead scarred and the latter heavily bandaged due to a firecracker explosion.

Services for Saperstein to Be Held Today

(*Continued from page 1*)

Rubens and Samuel Trinz. W. A. Steffes and H. M. Richey are expected here for the services. Burial will be in Waldheim Cemetery, Forest Park, Ill.

Mr. Saperstein, who organized the local Allied unit here nine years ago and has served as its president since, was one of Chicago's most prominent and highly respected independent exhibitors. Tributes to his memory poured in from numerous industry executives. Among the messages received were the following:

John Balaban: Aaron was a very close personal friend. Both the members of our organization and myself thought much of him. He was a man of utmost integrity. He will be greatly missed."

Abram F. Myers, chairman of the board of Allied States Association: "Constructively independent, alert to protect the interests of his members, staunch in his support of national Allied, loyal to his friends, the passing of Aaron Saperstein grieves me deeply and leaves a gap in the ranks which it will be difficult to fill."

Emil Stern, president of Essaness Theatres: "Mr. Saperstein was an outstanding man in our industry. Everyone trusted him and his loyalty was unsurpassed."

Jack Miller, former president Chicago Exhibitors' Association: "Mr. Saperstein was a great fighter. The squarest I ever met."

Webster Cullison Dies

HOLLYWOOD, July 11. — Webster Cullison, former stage and screen director employed in the Hollywood Bureau of Quigley Publications for the past seven years, died late last week. A long time member of the Troupers and the 233 Club, he is survived by his widow, Lucie Cullison, and his mother.

• SHOT A. M.
• SCREENED P. M.
900 MILES AWAY...
THANKS TO AIR EXPRESS!

Newsreels hot from the spot! AIR EXPRESSED from New York 10 A. M., shown in Atlanta, Chicago, and St. Louis before dark—in nearer points that afternoon. Exhibitors hailed it "a house-packing natural", at low cost. Specify AIR EXPRESS deliveries—2500 miles overnight, and tie your reels to the headlines. Nation-wide service; also to Canada, Latin America, Honolulu, and Far East. Phone RAILWAY EXPRESS and say, "AIR EXPRESS Division."

AIR EXPRESS
DIVISION RAILWAY EXPRESS AGENCY, INC.

Federal Film, Air Programs In the Offing

(*Continued from page* 1)

German and Italian anti-American propaganda.

Development of the scheme already is actively under way by a Resettlement Administration staff headed by Pare Lorenz, producer of "The River" and "The Plow That Broke the Plains," and funds are to be provided in the near future by the W.P.A.

While present plans call for use of the Government films in schools and colleges to offset the asserted failure of commercial producers to provide educational pictures, observers see in the scheme the most ambitious government-propaganda effort ever attempted in this country and the possibility that the Administration eventually will expand its program to secure wider distribution of its pictures.

Since the playing time of the average theatre is well filled, it is pointed out, the Government will not be able to depend upon commercial exhibitors to show all its pictures and might resort to theatres of its own as a W. P. A. or similar project.

Hughes Flight Is Amply Covered by All Air Networks

(*Continued from page* 1)

lines ship. Earlier, a member of the field crew sneaked a microphone into the maze of newsreel instruments before which Hughes his crew and Mr. Whalen were recording their farewells. At 2:30 A. M. the Lockheed was contacted and Hughes was heard over the Mutual network, which was kept open all night, for eight minutes. The arrival at Le Bourget was covered.

NBC and CBS also kept their chains of stations across the country on the *qui vive* all through the night. The latter made contact with the plane at 10:30 P. M. and broadcast bulletins from the World's Fair headquarters at Flushing from time to time. Paris was picked up at 12:01 P. M., three minutes after landing and slipped the special period in for 45 minutes. NBC picked up the flight at 2 A. M. and also had announcements from Flushing. At 12 noon Paris was heard from.

Will Air Bastille Fete

On Thursday, Bastille Day in France, NBC will present a series of short-wave pickups from Paris. The broadcast will go out over the Red network at 6 P. M., E. D. S. T. Four sections of Paris will be covered.

To Interview Hitchcock

Alfred Hitchcock, British film director, will be interviewed by Otis Ferguson of *The New Republic* over WNYC tonight at 6:30 P. M. E. D. S. T. The program is being held under the auspices of the National Board of Review.

Frequency Change Is Asked of FCC

WASHINGTON, July 11.—Application for a change of frequency from 1,370 to 1,390 kilocycles, increase of power from 100 watts night, 250 watts day, to 500 watts night, 1,000 watts day, and authority to move the transmitter from Davenport to Bettendorf, Ia., has been received by the Federal Communications Commission from WOC, Davenport, Ia.

An application for extension of time from day to unlimited with 100 watts power night, 250 watts day, was presented by KWNO, Winona, Minn.

On July 21, the commission will hear argument on the contesting applications of Clinton Broadcasting Corp., Clinton, Ia., and Burlington Broadcasting Co., Burlington, Ia., for a 1,310-kilocycle, 100-watt station, and the application of the Great Western Broadcasting Co. for a 1,500-kilocycle, 100-watt station at Omaha.

Seeks F. C. C. Permit For Alaskan Station

WASHINGTON, July 11. — Authority to build a new broadcasting station to operate on 610 kilocycles with 1,000 watts power has been asked of the Federal Communications Commission in an application filed by Edwin A. Kraft, Fairbanks, Alaska.

The commission also was asked by WHAI, Greenfield, Mass., to increase its time from day to unlimited, with 100 watts power night, 250 watts day, and by WHOM, Jersey City, to authorize the removal of its transmitter from Hoboken to Jersey City.

Plans for experimental operation of a satellite station to operate on 560 kilocycles, with 10 to 100 watts between sunset and sunrise, at Sumter, S. C., was filed with the commission by WIS, Columbia, S. C. The subsidiary station would operate simultaneously with the main transmitter.

Scott Gets Sales Post

HOLLYWOOD, July 11. — Harrison Holloway, general manager of KFI and KECA, today stated that Clyde P. Scott has been named sales manager of the Earle C. Anthony radio division. He succeeds Carl Haverlin. The appointment is effective August 11. Mr. Scott leaves the Dan Minor agency with which he has been connected since 1923 as writer, producer and idea man.

KJBS Signs with AFRA

SAN FRANCISCO, July 11.—KJBS, local 500-watt independent station, has signed a one-year contract with American Federation of Radio Artists. It is the first Pacific Coast station to make a deal with the artists' union. The contract calls for a minimum of $35 per week for announcers and engineers, graduating to a minimum of $47.50 per week, after 18 months' service. KJBS will also add a junior announcer, at $25 a week.

Dolan Gets NBC Post

Tom Dolan, assistant supervisor of program transmission in the traffic department at NBC here, has been placed in charge of the department, succeeding Roy Holmes, resigned.

Hearing Dates Are Scheduled for Week

WASHINGTON, July 11. — Hearings on broadcasting applications have been scheduled for the current week by the Federal Communications Commission as follows:

July 14, before an examiner: Applications of Asheville *Daily News* for a new 1,370-kilocycle, 100-watt station at Asheville, N. C.; WEST, Easton, Pa., for extension of time from sharing to unlimited; WKBO, Harrisburg, for extension of time from sharing to unlimited.

July 14, before the commission: Contesting applications of W. C. Irvin and Amarillo Broadcasting Corp. for a 1,500-kilocycle, 100-watt station at Amarillo, Tex., and applications of KGDM, Stockton, Cal., for change of frequency from 1,100 to 1,150 kilocycles and increase of power from 1,000 to 5,000 watts; WISN, Milwaukee, increase of night power from 250 to 1,000 watts; WJBO, Baton Rouge, for increase of power from 500 to 1,000 watts; WAPO, Chattanooga, for change of frequency from 1,420 to 1,120 kilocycles and increase of power from 100 watts night, 250 watts day, to 500 watts night, 1,000 watts day; WMBS, Uniontown, Pa., for extension of time from day to unlimited with 100 watts night, 250 watts day, and McComb Broadcasting Corp. for a 1,200-kilocycle, 100-watt daytime station at McComb, Miss.

July 15, before an examiner: Application of Charles Porter and Edward T. Eversole for a 1,420-kilocycle, 100-watt daytime station at Festus, Mo., and contesting applications for a station at Pontiac, Mich., of King-Trendle Broadcasting Corp., 1,440 kilocycles, 250 watts; Pontiac Broadcasting Co., 1,100 kilocycles, 1,000 watts, day only, and George B. Storer, 600 kilocycles, 250 watts.

Plans for a new 1,200-kilocycle, 100-watt station at Worcester, were filed by Winfield A. Schuster, with application for a construction permit, and authority to build a 740-kilocycle, 250-watt station, which would use the facilities of KTRB, was requested by Thomas R. McTammany, Modesto, Cal.

To Air Ground Breaking

U. S. Senator Robert F. Wagner, Gov. Herbert H. Lehman, Mayor La Guardia, Nathan Strauss, U. S. Housing Authority Administrator and Alfred Rheinstein of the New York City Housing Authority will be heard over WOR and the Mutual system next Monday, from 12 to 12:30 P. M., E. D. S. T., during the ceremonies attendant on the breaking of ground for the Red Hook-Queensbridge housing project.

Start WHN Show Tonight

"Milestones of Freedom," a new program, will bow in over WHN tonight at 8:30 P. M., E. D. S. T. The series will be directed by Vernon Radcliffe and presented by WPA players. The dramatic material deals with the part famous documents have played in relieving oppression.

Begin Milk Bureau Spots

Spot announcements for the N. Y. State Bureau of Milk Publicity started yesterday over WHN. The account, recently signed, calls for announcements five times weekly for 20 weeks. The J. M. Mathes Co. closed the deal.

▸ *Radio Personals* ◂

LEW LEHR will appear on "For Men Only" tomorrow night Other guests include Frank Hawks and Joe Williams of the *World Telegram*. . . . Nila Mack and her juvenile troupe will broad[illegible] today from the children's war[illegible] Montefieore Hospital for Chronic Diseases. . . . Art Tolchin, WHN salesman, has returned from a two-week vacation in Wisconsin. . . "Myrt and Marge" are appearing this week in "Yes, My Darling Daughter," at the Warburton Summer Theatre in Yonkers. . . . Milton Berle left for the coast yesterday.

+

Frank Roehrenbeck general manager of WHN, returned yesterday from a two-week Canadian fishing trip. . . . Louis K. Sidney, managing director of the same station, will return from the coast tomorrow. . . . Al Jolson will discuss vacation plans with Alan Hale on the former's CBS program tonight. . . . Massimo Freccia, young Italian conductor, will make his American debut with the Philharmonic Orchestra next Sunday. Program will be broadcast over CBS from 8:30 to 10:30 P. M. E. D. S. T. . . . Jimmy Grier's orchestra has been added to the WOR-Mutual roster of dance bands. He'll be heard from the Bon Air Country Club in Chicago.

Charges Ships Lost Out at Cairo Meet

Charges that broadcasting and aviation interests "stole" the wave length at the international radio and telegraphic conference in Cairo last spring were made by Chares J. Pannill, president of Radio Marine Corp., on his return yesterday on the *Normandie* from meetings of the executive committee of the International Radio Maritime Committee.

Mr. Pannill, who is executive vice-president of the committee of which A. Hubert of Belgium is chairman, said that at the Cairo conference, which ended in April, the marine interests were not organized and as a result "took a licking," with the broadcasting representatives coming out on top.

The maritime group, therefore, called a special meeting to consider defense of its rights. Mr. Pannill said, and sessions were held in London and Paris. Another conference is scheduled for November. The committee sets the policies for 12,000 ships, he said. Mr. Pannill is president and a director of the RCA Institutes, Inc., and an executive of other RCA companies.

Quezon to Talk on CBS

Manuel Quezon, Philippine President, will discuss the prevailing situation in the Orient on a special CBS broadcast July 19 at 6:45 P. M., E.D.S.T. Mr. Quezon recently returned from a vacation in Japan.

Coffee Co. Renews Show

G. Washington Coffee Co. has renewed "Uncle Jim's Question Bee" over seven NBC stations for another year beginning Sept. 24. Cecil, Warwick & Legler handled the renewal.

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Alert,
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

. 44. NO. 8 NEW YORK, WEDNESDAY, JULY 13, 1938 TEN CENTS

AFRA Closes Contract with CBS and NBC

Vorking Conditions for Talent Are Covered

The American Federation of Radio rtists yesterday concluded agreeents with CBS and NBC governing orking conditions of actors and ngers employed by the two networks or sustaining programs in New ork, Chicago, Los Angeles and, in e case of NBC, also in San Fransco.

The contracts provide a minimum ay schedule ranging from $8 for oral and group singers for a 15-minte broadcast on the Pacific coast to 25 for soloists for a full hour broadst in New York or on a national etwork. The agreement sets a miniaum scale for singers employed by e week ranging from $40 on the acific coast to $65 in New York, d also names the A.F.R.A. as exusive bargaining agent for radio

(Continued on page 8)

Additional developments in radio yesterday on page 8.

Iarman Ising's 77B Petition Is Approved

HOLLYWOOD, July 12.—Federal Judge eon Yankwich today approved the etition of Harman Ising Corp. for eorganization under 77B and set Auust 8 as the date for a full hearing by terested parties.

The approval provided for continuce of company operations under the resent management pending the hearg.

On the Job

When the Deerpath Inn at swank Lake Forest caught fire a few days ago, Universal Newsreel's staff man in Chicago started for the blaze in a hurry. But conflagrations are notoriously inconsiderate, and the fire was out when the Universal man arrived.

But he noticed an exhibitor lurking in the neighborhood, discovered that he had "shot" about 100 feet of the fire with his own camera for the fun of it, bought it and gave Universal reel a lively "exclusive."

Valentino's Revived Appeal Surprise of Current Season

Rudolph Valentino has been dead more than a decade, but the Valentino legend persists, and his glamour, measured against the march of time and its myriad changes, is still strong enough to out gross some current stars of the first magnitude for a quick revival.

Here are facts and expert opinions on what the revival of Valentino vehicles of silent days has meant to the trade, and what may be expected as a result.

RKO bought "The Son of a Sheik" from Artcinema Associates for 45 theatres in New York and 15 to 20 spots from here to the coast.

J. J. O'Connor, head of RKO theatre operations, well pleased with the results of his buy, said:

"There has always been a glamour around Valentino, alive and dead, which no other male star could match. We played all the original Valentino pictures on our circuit years ago and broke records. Valentino left the screen for a year, during that time, it will be recalled. However, Paramount forced his return to work out

(Continued on page 6)

FWC Court Control Move Is Put Aside

The current moves to formulate a plan of trade practice regulation for the industry have forced the postponement of action on the earlier proposal to seek Government participation in the designation of a special master to hear all complaints brought against Fox West Coast which involve violations of the consent decree entered into by the circuit in 1933; it was learned on good authority yesterday.

Moreover, the acceptance by the industry of a plan of trade practice regulation possibly could bring about

(Continued on page 2)

London Board Votes Theatre Regulation

LONDON, July 12.—The full body of the London County Council today decided to impose the new rules regulating the operation of film houses in London with respect to admission prices, standing room and the like. The regulations will go into effect on Jan. 1, 1939.

Reginald Stamp told the council that he had received a warning from the industry that they will seek an immediate test case on the regulations. Mr. Stamp scored exhibitors for juggling prices and for their refusal to

(Continued on page 6)

Sax Succeeds Gilpin At Warners' Studios

HOLLYWOOD, July 12.—Carol Sax, for many years with Warners as assistant director and in other capacities, will assume the duties of Joe Gilpin, who resigned yesterday as business manager of the Warner studio.

Mr. Sax will function under the supervision of Tennant Wright, production manager.

Whitney In Denial Of 'U' Deal Rumor

HOLLYWOOD, July 12.—John Hay Whitney, chairman of the board of directors of Selznick International, replying to rumors that he has considered a deal with Universal, today stated:

"There is absolutely no truth in stories that have appeared to the effect that I am interested in a deal affecting Universal Pictures. Furthermore, I am not a member of any group which at the present time has an interest in negotiations of any character whatsoever involving that company."

New Board of UA Hears Silverstone

The newly constituted board of directors of United Artists convened here yesterday for the first time since the company's administrative activities were transferred from Beverly Hills to New York.

The meeting, which lasted about three and one-half hours, is understood to have received a report on the progress of negotiations for an extension of the releasing deal with Selznick International and on current conditions in world film markets from Maurice Silverstone, chairman of the

(Continued on page 2)

Schenck Heads Film Group Sailing Today

Headed by Joseph M. Schenck, 20th Century-Fox board chairman, a number of film people will sail on the *Normandie* today for business or pleasure. Mr. Schenck's trip is primarily a vacation. He expects to return early in September.

Al Crown, assistant to Jack Barnstyn, Grand National foreign man-

(Continued on page 6)

Marchetti Has New Plan for Italian Films

Would Produce There and Get English Versions

A plan by which Hollywood producers would make a limited number of pictures in Italy with Italian financing will be presented to bankers and film companies in Rome by Roger Marchetti, Los Angeles attorney, who is in New York preparatory to sailing Saturday for Italy on the *Conte di Savoia*.

Under the plan two versions of each picture produced by the Americans would be made, one in Italian, the other in English. The Americans would retain the English version, together with distribution rights for North and South America and the British Isles, in lieu of a share in earnings of the pictures. This plan, Mr. Marchetti believes, would make it financially feasible for Americans to participate in Italian production in the face of restrictions against the withdrawal of money from the country.

Mr. Marchetti said that Edward Small and B. P. Schulberg were willing to make pictures in Italy under the plan he is advancing, and that

(Continued on page 6)

Ampa Expects 150 At Award Luncheon

An attendance of about 150 is anticipated by the committee for Ampa's third annual advertising awards luncheon tomorrow in the Sert Room of the Waldorf-Astoria. Vincent Trotta, committee chairman, reports a

(Continued on page 2)

Maxwell Quits GB

London, July 12. — John Maxwell, head of Associated British Pictures, has resigned from the board of directors of Gaumont British, it was made known here today. The resignation was effective as of last Thursday, it is understood.

The court action of Mr. Maxwell against the Ostrer Brothers, who head G.B., for alleged misrepresentation in connection with the sale to Mr. Maxwell of an interest in G.B., recently was postponed until Oct. 12.

Ampa Expects 150 At Award Luncheon

(Continued from page 1)

heavy ticket sale for the affair. Every company is expected to be represented.

Announcement will be made of the winning campaigns on 1937 domestic and foreign product, and plaques will be presented. Results will be disclosed on the balloting on the best all-around campaign, and "bests" in four additional classifications—campaigns direct to the public, to the trade, best publicity campaign and best display material.

Fifty judges constituted the awards jury, representing all types of exhibition in all sections of the country.

C.E.A., K.R.S. Take Up Building Problem

London, July 12.—The Cinematograph Exhibitors' Association and the Kinematograph Renters' Society (distributors) resumed their joint sessions today with the problem of overbuilding the topic of discussion. The C.E.A. presented a plan which aims at a solution, and the K.R.S. promised to consider the scheme and report on it in a week.

It is understood the plan suggests the formation of a joint committee of eight representatives of the two organizations to which all applications for new theatres would be submitted. The penalty for failure to comply with the verdict of the committee, as defined in the plan, would be inability to obtain product. An independent chairman is provided in the scheme. The K.R.S. appears favorably disposed toward the idea but has raised the point that the restraint of trade issue may be raised. The C.E.A. general council will meet tomorrow.

Renew Briggs Contract

O. Henry Briggs' contract as president of Pathe Film Corp., was renewed yesterday for three years at an adjourned meeting of the company's board of directors.

Wall Street

Kodak Leads Board Gains

	Open	High	Low	Close	Net Change
Col.	14	14	14	14	+ ⅛
Cons. pfd...	6⅞	7	6⅞	7	+ ¼
E. K.	170	170	170	170	—1
E. K. pfd..	168	168	168	168	+3
Loew	50½	51⅞	50½	51¼	+ ⅜
Para.	10⅜	11½	10⅜	11⅜	+ ⅝
Para. 2.....	11⅛	11½	11⅛	11½	+ ¼
Pathe	5⅞	6¼	5⅞	6¼	+ ⅜
RKO	2⅝	2¾	2⅝	2¾	+ ¼
20th Fox ..	24⅜	25	24¼	24¾	+ ½
W. B.	6⅛	6⅝	6⅛	6⅝	+ ¼

Technicolor Increases Lightly

	Open	High	Low	Close	Net Change
G. N.	⅜	⅜	⅜	⅜	.....
Monogram	2⅞	2⅞	2¾	2⅞	— ⅛
Sentry	¼	¼	¼	¼	.....
Tech.	22¼	23¼	22¼	22⅞	+ ⅞
Trans-Lux	2¼	2¼	2¼	2¼	.....

Para. Bond Up 1¾ Points

	High	Low	Close	Net Change
Keith 6s '46......	86	86	86	—1
Loew 3½s '46.....	100	99⅞	100	.....
Para. Pict. 6s '55	95½	95	95½	.....
Para. Pict. '47....	82¾	82¾	82¾	+1¾
W. B. 6s '39.....	78¾	78½	78¾	.....

(Quotations at close of July 12)

Multiplication

Hollywood, July 12.—Carole Lombard and Gene Fowler, having been offered $10,000 for a three-page synopsis of their joint press agent story, refused the bid, stepped up the synopsis to 10 pages and asked $20,000 from an undisclosed bidder. Russell Birdwell is suspected—with palms.

New Board of UA Hears Silverstone

(Continued from page 1)

executive committee. In addition, routine corporate matters were discussed, according to the company.

It is understood that the proposed new contract for George J. Schaefer, vice-president and general manager of domestic distribution, was not discussed due to the fact that numerous details have still to be agreed upon and, it is believed, the pact is still subject to lengthy negotiation. Mr. Silverstone will leave for Hollywood tomorrow to resume negotiations on the Selznick International deal, which is believed to be much nearer an agreement. On his return to New York he will resume negotiations with Mr. Schaefer on the latter's contract.

New members of the United Artists board who attended yesterday's meeting were Dennis F. O'Brien, United Artists general counsel, who was designated a board member by Mary Pickford; Charles Schwartz, designated by Charles Chaplin; Edward C. Raftery, designated by Douglas Fairbanks, and James Mulvey, designated by Samuel Goldwyn. Emanuel Silverstone attended as Alexander Korda's representative, although Mr. Silverstone has not been designated a member of the board. Miss Pickford and Mr. Schaefer also attended.

The election of a president and board chairman to succeed Dr. A. H. Giannini is being deferred for the time being, probably until next fall.

Approves Fox Payment

U. S. Circuit Judge Martin T. Manton yesterday approved a compromise between Milton C. Weisman as receiver of the Fox Theatres Corp. and Camelot Theatre Corp. of Massachusetts, whereby the Fox Theatres settled a $1,773 claim against it for $1,300. The claim was based on the question as to who should pay repair expenses for the Art Theater and commercial property owned by Fox Theatres and sold to Camelot.

Zelma Tiden Wins Point

Application of Zelma B. Tiden to strike out the interrogatories filed by Paramount Pictures, Inc., Cecil B. DeMille and Adolph Zukor, defendants in a suit brought by Miss Tiden was granted yesterday by Federal Judge Murray Hulbert.

The plaintiff had brought suit charging the plagiarism of her play, "Captain What-The-Devil" in "The Buccaneer," against which she had sought an injunction and accounting.

Cromwell to 'Each Other'

Hollywood, July 12.—John Cromwell has been assigned to direct "Made for Each Other," starring Carole Lombard and James Stewart. Shooting on the Selznick film will start July 26.

FWC Court Control Move Is Put Aside

(Continued from page 1)

the complete abandonment of the proposal to have a Government approved special master sit as arbiter of trade practice complaints against the circuit, it was said.

The Fox West Coast proposal, however, was formally placed before a representative of the U. S. Attorney General's office by attorneys for major companies within the past week, it is learned. The move was made, it was said, merely to advise the Government of the plan in mind and the probable procedure to be followed in the event it is decided to put it into effect.

While it was denied that the major companies sought any assurances from the Government representative as to the acceptability of the plan to the Attorney General's office and the Department of Justice, it was indicated that by familiarizing Washington with the proposal and its aims, distributors hoped that any action against Fox West Coast which might result from placing the agreement in effect would be held in abeyance until the plan had had a fair trial. The procedure, apparently, is the same as that which was followed by Will H. Hays and the major company heads in broaching to President Roosevelt during their recent White House visit the industry's intention to work out a plan of self-regulation which, they hope, will be free of Government interference during, at least, a fair trial period.

Might End Current Probe

It is understood that the suggestion has been made that the Fox West Coast plan be held in abeyance until the industry's trade practice regulation plan has been brought forth, which might eliminate the need for the regional plan. Under the proposal, the distribution companies and Fox West Coast would petition the Attorney General's office to designate a special master who would hear all complaints against the circuit involving the consent decree and make recommendations to the Federal court on the basis of the hearings. The procedure, it is believed, would eliminate future Federal actions against the circuit and distributors selling to it and would end the current Department of Justice investigation on the coast.

Cowboys' Stagecoach Trip Ends at Strand

A New Hampshire stagecoach, 1836 vintage, rolled up to the Strand on Broadway yesterday afternoon and six cowboys let out a whoop. They had arrived at their destination after six hours of jaunting over the hot pavement with nary a cow in sight.

Three were "Wild West" cowboys and the others of the Brooklyn variety. The coach was bannered, "We are cowboys from Brooklyn invading Manhattan." A News of the Day cameraman and newspaper photographers filmed the arrival.

It was all a stunt for "Cowboy from Brooklyn," Cosmopolitan production, which will open at the Strand today. The trek started at Borough Hall in Brooklyn, wound over the Brooklyn bridge and through Manhattan's streets.

Auchincloss Seeks $20,265 Allowance

Gordon Auchincloss, special master to compute damages in the plagiarism suit brought by Edward Sheldon and Margaret Ayer Barnes against M-G-M Pictures Corp., M-G-M Distributing Corp., Loew's, Inc., and Culver Export Corp., filed his petition yesterday, asking for an allowance of $20,000 and $265 expenses, as compensation for his services.

Special Master Auchincloss stated that he had been appointed by Federal Judge John C. Knox on July 31, 1936, to compute damages awarded the plaintiffs for the plagiarism by the defendants of their play, "Dishonored Lady," in "Letty Lynton." Between the time of his appointment and the filing of his final report on May 9, 1938, the petition stated, the special master had spent 323 hours on hearings, in addition to 16 days spent in taking testimony at Culver City.

RKO Sues on Center Pact

RKO Radio Pictures, Inc., filed a $72,374 damage suit yesterday against the Center Music Hall, Inc., and Rockefeller Center, Inc. RKO charged the breach of an alleged contract made on May 7, 1934, as amended and extended, which licensed Center Music Hall, Inc., to exhibit pictures in Radio City Music Hall. RKO seeks to hold Rockefeller Center, Inc., on an alleged guarantee of the contract by it.

W.B. Executives on Coast

Hollywood, July 12. — Stanley Hatch, A. W. Schwalberg and I. K. Dolid, Warner home office executives, arrived here today en route to San Francisco to attend the second in the series of meetings for ad salesmen and bookers.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Banner, Al Finestone, Thomas Fitzsimmons, Sherwin A. Kane, Irene Kuhn, Joseph Priore.

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The LION'S ROAR

When you browse through the quarterly magazine published by Consumers Bureau of Standards, Summer 1938 issue, you'll be startled to find that motion pictures are appraised just like canned salmon, government graded butter and women's slips (pardon the expression).

There are 26 productions listed under the heading "RECOMMENDED MOTION PICTURES" and, if you will forgive our blushes, 9 are M-G-M, the next nearest competitor has 4 and thereafter the various companies rank with 3,3,3,3 and 1.

If M-G-M *didn't* win one of these surveys, polls or star popularity votes...*that* would be news. It would not only be man bites dog, but lion bites editor

It's NEWS in any case.

Here's news, too. Lend an ear.

INSIDE STUFF ON "MARIE ANTOINETTE"

"Just met a theatre circuit operator back from California. This fellow was tipped off to a sneak preview (prior to the World Premiere—*see below*) of 'Marie Antoinette' outside of Los Angeles. Claims it's by far the greatest picture turned out in years. It's the talk of California. And here's what the Manager of the theatre showing the Preview wrote to his home office... confidentially: ...'This was the first preview and played to a full house. The minute the audience saw they were to witness 'Marie Antoinette' they pretty nearly tore the theatre down. We have never received a finer reaction to any preview in this theatre. The comment cards elected it as one of the greatest motion pictures of all time."

* * * * *

EXTRA!

As We Go to Press!

"MARIE ANTOINETTE" WORLD PREMIERE

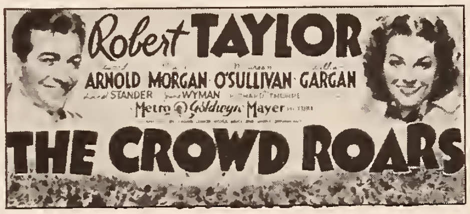
CARTHAY CIRCLE
LOS ANGELES
SENSATIONAL!
WATCH THE PAPERS
READ THE REVIEWS!
ANOTHER GREAT M-G-M
TRIUMPH IS LAUNCHED!

"Today's white-haired boy"

JIMMY STEWART—THE NEXT CHAMP AT THE BOX-OFFICE!

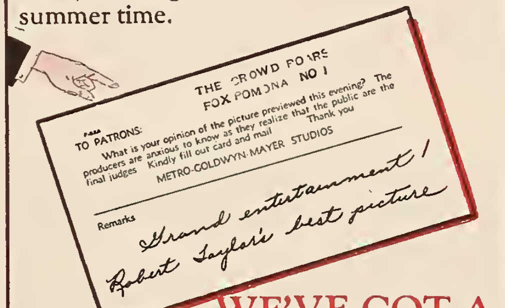
Rosy predictions for you, James. We get it from the showmen who show "Shopworn Angel." Listen to the fans. Overheard in the lobbies of America where money talks: "There's my new passion, girls, Jimmy Stewart." "Reminds me of how my Frankie makes love, so modest-like." "He's never been so appealing." "He's a real American type, the kind I'd like to have around the house." Mr. Stewart has been climbing, hit by hit, up the ladder of success. Conservative theatre men say that his co-starring role with Margaret Sullavan in "Shopworn Angel" represents the final clincher. He's a box-office name. Listen to the gals in your lobby after the show and you'll say ditto!

* * * * *



24-SHEET ROARS!

America gets an eye-full of M-G-M advertising. In 1200 cities the gay billboards tell the crowds about Bob Taylor's big new show. Depend on your pal Leo anytime but especially when you need him most, in the good old summer time.



THE CROWD ROARS
FOX POMONA NO 1

TO PATRONS:
What is your opinion of the picture previewed this evening? The producers are anxious to know as they realize that the public are the final judges Kindly fill out card and mail Thank you
METRO-GOLDWYN-MAYER STUDIOS

Remarks
Grand entertainment!
Robert Taylor's best picture

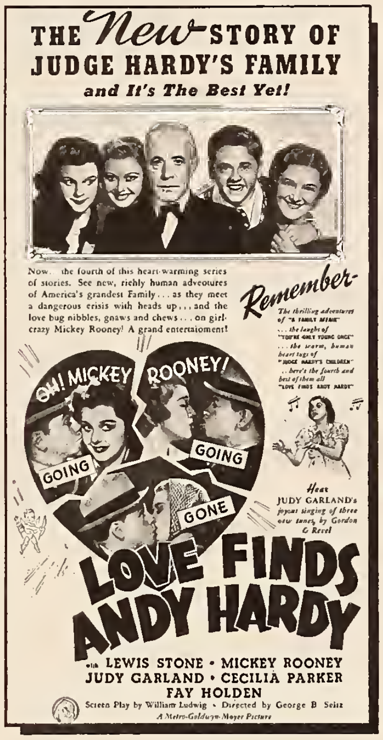
WE'VE GOT A MILLION OF 'EM!

The audience at the Preview of "The Crowd Roars" returned more "Comment Postcards" to the studio than for any picture within recent years. That's a Hollywood high sign.

M-G-M EXECS EXPLODE

"Love Finds Andy Hardy" was shown in the M-G-M projection room Monday. M-G-M execs were still laughing when they came to work Tuesday.—*Advt.*

* * * * *



THE *New* STORY OF JUDGE HARDY'S FAMILY
and It's The Best Yet!

Now... the fourth of this heart-warming series of stories. See new, richly human adventures of America's grandest Family... as they meet a dangerous crisis with heads up... and the love bug nibbles, gnaws and chews... on girl-crazy Mickey Rooney! A grand entertainment!

Remember-
The thrilling adventures of "A FAMILY AFFAIR" ... the laughs of "YOU'RE ONLY YOUNG ONCE" ... the warm, human heart tugs of "JUDGE HARDY'S CHILDREN" ... here's the fourth and best of them all "LOVE FINDS ANDY HARDY"

Hear JUDY GARLAND's *joyous singing of three new tunes, by Gordon & Revel*

LOVE FINDS ANDY HARDY

with LEWIS STONE • MICKEY ROONEY
JUDY GARLAND • CECILIA PARKER
FAY HOLDEN
Screen Play by William Ludwig • Directed by George B. Seitz
A Metro-Goldwyn-Mayer Picture

Screen it fast! Give it all you've got! It's the smash hit of Summer!

* * * * *

WHAT'S THE SHOOTING FOR?

Reports from the filming of "THE CITADEL" are exciting. King Vidor directing. Robert Donat, Rosalind Russell co-stars. Looks like the MEF (Metro Expeditionary Forces) will bring back an attraction bigger than "Yank at Oxford."

The "BOYS' TOWN" company still on location at the actual famed spot in Omaha. Spencer Tracy, Mickey Rooney—perfect casting for this heart story. Norman Taurog directing. A show to look forward to.

Hunt Stromberg, Producer, Van Dyke, Director, are too busy to take the bows for "Marie Antoinette." They're back with the pair they launched to co-stardom—Jeanette MacDonald, Nelson Eddy. "SWEETHEARTS" is the show, and the show's a sweetheart.

The talk of the M-G-M studios: the beauty, the romance of "THE GREAT WALTZ" (Luise Rainer, Fernand Gravet, Miliza Korjus) and the thrill, merriment and box-office wallop of "TOO HOT TO HANDLE" (Clark Gable, Myrna Loy).

All is not quiet on the Western front. I'ts busy as hell at the M-G-M studios.

And it all spells

BUSINESS!

-*Leo*

Ann

WALTER FUTTER'S
Stupendous Production

HENRY WILCOXON

WALLACE FORD

PAUL ROBESON

“DARK SAND

with

HENRY WILCOXON
WALLACE FORD
PAUL ROBESON

DIRECTED BY THORNTON FREELAND
PHOTOGRAPHED BY JOHN BOYLE

Sights the Camera Lenses Have Never Caught B

Scenes That Get Them

The stupendous thrill of the never before photographed Salt Trek. 15,000 camels in one caravan in the yearly march of the tribes for their salt supply.

The awe-inspiring magnificence of John Boyle's photography of the desert action.

The ever enjoyable comedy of that great actor Wallace Ford.

The torpedoed boat episode and the gripping tenseness of the rescue scenes.

The continual grip of the relentless pursuit of a man for the pal who brought him disgrace and wrecked his life.

The blood curdling ferocity of the tribal battles and the attack on the salt train.

The never-to-be-forgotten thrill of the voice of Paul Robeson as he sings "My Way" and "Deep Desert."

The superb acting of those three geniuses of the stage and screen —Wilcoxon, Ford, Robeson.

The climax—when the destiny of two men and a kingdom all de-pend on the charm of a child.

ncing—

for release in the United States

The picture sensation of any season. Two years in the making—many months under the terrific heat and dangers of the vast Sahara Desert. *Scenes that have never been seen before on any screen.*

A story that IS different—GRIPPING AND THRILLING. Spectacle that is awe-inspiring as it sweeps you along in a dramatic epic that revolves around the greatest manhunt ever fashioned for motion pictures.

A TRUE SHOWMAN'S PARADISE. It has all those elements that make for BIG RETURNS in even these tough times. For those seeking a picture that will GET THEM IN and BRING THEM BACK—"DARK SANDS" IS THAT picture.

RECORD PICTURES CORP.

Fred McConnell, Pres.

1501 BROADWAY **NEW YORK CITY**

Telephone LAck. 4-8833

—— FOR FALL RELEASE ——

NOW BEING EDITED—HERBERT WILCOX'S—"THE GANG SHOW"

◂ Purely Personal ▸

THOMAS D. THACHER, attorney for Atlas Corp. in the RKO reorganization, will sail with his family aboard the *Manhattan* today for a vacation, accompanied by ARTHUR A. BALLANTINE, attorney, and his family.

•

LEON S. SNIDER of the Snider-Dean circuit in Australia is due Monday on the *Queen Mary* from London. He will remain here a month before leaving for Sydney via the west coast.

•

BOB DONAHUE, who has covered about every kind of a flying stunt that has been performed in recent years, is completing 25 years of service with RKO Pathe News.

•

HAROLD LLOYD and JOE REDDY will go to Atlantic City tomorrow for the opening there of "Professor, Beware." They will be back in New York Friday night.

•

E. C. MILLS, Ascap administrative committee chairman, has returned from the west coast and is vacationing for a few days at his Shelter Island home.

•

AL SINDLINGER, director of advertising and promotion for March of Time, is spending a two-week vacation at Marion, O., with his parents.

•

WILL H. HAYS will arrive in New York from the coast today. He is expected to remain here for only a brief stay before returning to Hollywood.

•

EARLE W. HAMMONS, Educational president, is en route to the coast for a brief visit. He is expected back at his office Monday.

•

JO MIELZINER, theatrical scenic designer, and MRS. MIELZINER, will return from Europe on the *Conte di Savoia* today.

•

ARTHUR LEE, G. B. vice-president, will leave next week on a tour of the company's western branches.

•

HELEN JEPSON left last night for Hollywood via American Airlines.

Valentino's Revived Appeal Surprise of Current Season

(*Continued from page 1*)

two pictures on his contract. He was so popular then that we bought those two pictures for $50,000 each and wherever we played them we ran a full week to capacity audiences.

"This time, in buying 'The Son of a Sheik' we naturally didn't match that business, nor did we expect to. But there was sufficient curiosity everywhere to get real box-office results. There was not enough curiosity, however, to sustain two pictures in the same spots, and it worked out that whichever picture showed first picked up the cream of that curiosity business.

"I feel now, however, that the legend has run its course so far as extracting any further box-office values from it for other revivals is concerned. Persons who had seen Valentino in the early days went to see the revival to discover what it was that had made him a legend. Others who had never seen him went for the same reason. I doubt if there can ever be another profitable Valentino revival.

"What will happen—what is happening—is that many picture people are now rushing in to dig up any dead star who ever had box-office appeal to try to cash in on it. There's talk of putting out some of Jean Harlow's early pictures. I doubt if any such bring-back-the-dead movement will work, however, for it must be remembered that there was only one Valentino."

Artcinema Associates, selling the revivals, have had such a flood of letters, inquiries and pleas for written material on Valentino that Beulah Livingston, publicity director, took three weeks and worked steadily night after night to complete a 30,000 word "Remember Valentino" to statisfy the demand and establish a new kind of exploitation material.

Miss Livingston reports theatre managers as well as the home office have been deluged with letters and inquiries and if the book could have been ready earlier, 30,000 copies could have been sold in New York, Philadelphia and Chicago, during the run. In Chicago the run at the Garrick was extended twice after the first week. Philadelphia played "The Son of a Sheik" five weeks at the Erlanger and two weeks at the News.

The 90-page life story is issued today at 25 cents a copy. The first run of 50,000 copies will be distributed in chain drugstores, theatre lobbies where the film is showing, and selected bookstores. A deal is also pending for rights to Spanish translation and French serial rights have been sold to Canada.

United Artists have just bought back distribution rights for Argentine, Paraguay, Uruguay, Straits Settlements, Cuba and Siam. Spanish titles will be used. Arthur Kelly closed the deal.

"Originally," Mr. Kelly said, "the picture was produced by Artcinema Corp. for Joseph Schenck, and others, including some United Artists stockholders. Artcinema went into voluntary liquidation and got out of the producing business selling a portfolio of their stories and rights in the films to Emil Jensen. Emil Jensen is now in Artcinema Associates, Inc., and has sold the aforementioned foreign rights back to United Artists on "The Son of a Sheik," on one of our regular distribution deals."

Marchetti Has New Plan for Italian Film

(*Continued from page 1*)

other producers whom he said he
not at liberty to name had agre
participate also in the event it is
proved. He said that he believ
about six pictures could be made a
nually by as many American pr
ducers, and added that a number
Hollywood stars and directors, wh
he declined to identify, also had agre
to work in Italy if the project w
finalized.

While the bulk of the financi
would be supplied by Italian intere
under Mr. Marchetti's plan, he
clared that certain producers and st
would either be paid by his own
ganization or would have their s
aries guaranteed by it. The Itali
interests, in addition to the Itali
versions of the pictures, would
ceive Continental European distri
tion rights. Mr. Marchetti said t
preliminary negotiations in connect
with the proposal have been conduc
over the past six months with Ital
interests.

The attorney described the propo
simply as "a plan to get money
of Italy."

Mr. Marchetti was attorney for
late Irving Thalberg, for Mr. Sch
berg, Bing Crosby and other Hol
wood personalities. He is the aut
of the recent book, "The Law
Stage, Screen and Radio." He pl
to be in Italy about a month, retu
ing to New York about the first
September.

Lloyd Talks Fields De

Harold Lloyd discussed with W.
Fields the possibility of producing
tures starring the latter and utiliz
Mr. Lloyd's production organizati
spokesmen for Lloyd said yesterd
Distribution arrangements will not
negotiated for some time, due to
present uncertain status of the ent
plan, it was said.

Suspend Shorts 3 Wee

The RKO Pathe shorts departm
will close for three weeks from J
15 to August 8.

Schenck Heads Film Group Sailing Today

(*Continued from page 1*)

ager, will sail to take over the Paris office as a permanent assignment.

The passenger list also includes: Michael Clofine, managing editor of *News of the Day*, who will confer at the London, Paris and Rome offices; Alfred Hitchcock, British director, and his wife, Alma Reville, who have been visiting here and in Hollywood; Edwin H. (Buddy) Morris, head of Music Publishers Holding Corp., and Harry Warren, Warner songwriter; Bert Wheeler, en route to a personal appearance tour in the British Isles, with two weeks set at London's Palladium; Benny Goodman, George Sanders and the Rio Brothers.

"Tropic Holiday," $26,000

"Tropic Holiday" garnered $26,000 in a second week at the Paramount. The first week's take was $40,000. "My Bill" gave the Strand $10,800. "Fast Company" did $6,000 at the Rialto.

"Algiers" Debut Today

HOLLYWOOD, July 12.—Walter Wanger's "Algiers," starring Charles Boyer, Hedy Lamarr and Sigrid Gurie, will have its premiere here tomorrow night at the Four Star Theatre.

London Board Votes Theatre Regulation

(*Continued from page 1*)

operate a plan of their own devising. Herbert Morrison, chairman of the council, claimed the body's action was in the public interest and appealed to the trade not to quarrel with the council and the public.

Preview Astor Museum

Members of the press and others have been invited to a preview of the "Marie Antoinette" museum at the Astor today, to inspect the costumes, jewelry and furniture used in the M-G-M film, which will start a roadshow at the theatre early in August. The museum will be opened to the general public tomorrow.

Allied Stages a Party

About 100 members of Allied of New Jersey and guests frolicked at Ben Marden's Riviera last night at a party sponsored by the organization. Many local exchange men were present.

"Texans" Debut Sellout

SAN ANTONIO, July 12.—The Majestic, 3,700-seat theatre here, is entirely sold out for the premiere of "The Texans," Paramount film which will open here Friday night.

Cool!

AIR-COOLED SKYSLEEPERS

OVERNIGHT TO LOS ANGELES

Big, luxurious Flagship Skysleepers. No change of planes. Air-conditioned at airports—nature-cooled en route. The Southern All-Year route. Complimentary meals. To Los Angeles or San Francisco, $149.95. 10% saving on round-trip flights.

The MERCURY Lv. Newark . . 5:10 p.m.
The SOUTHERNER Lv. Newark . . 9:00 p.m.

FOR RESERVATIONS
Call your travel agent or VAnderbilt 3-2580. Ticket Offices: 45 Vanderbilt Avenue and Rockefeller Center, 18 W. 49th St.

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with 8:55 a.m. arrival in
Angeles. Only United offers
deluxe, limited-stop Sleeper l
ing New York at midnight.

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Newsreel Parade

vietone News
th Century-Fox)
. 20, No. 87

ward Hughes' plane in the air Manhattan on a trial spin be- the takeoff opens the reel and strates the speed of this epochal ld flight for the narrator announced t even as the reel was released Mr. ghes was winging toward Siberia.

resident Roosevelt, in Kentucky Ohio on his swing through the ntry, takes care of personalities home. Abroad, a 600-year-old se race in Sienna, Italy, followed a free-for-all among the spectators; 00 men and women in a spectacu- gymnastics exhibit in Prague, and mier Mussolini harvesting wheat making a speech provide minor idental news flashes.

yvyan Donner's fashion clip shows vietone models in bathing suits nonstrating the best ways of get- a sun tan and a lot of admiration.

etween two bride-and-groom shots Alfred G. Vanderbilt returning from muda with his young bride, and rbert D. Boutall, 63, marrying na May, 16—are Mr. and Mrs. nry Ford attending the McGuffey ebration at Dearborn.

ew Lehr discovers something new feminine sports, lady woodcutters, lding axes with a will, and has fun h the hefty winner.

he victory of Don Budge over the -English champion, Bunny Austin, Wimbledon, and Helen Wills' vic- y over Helen Jacobs, provide a ashing finish. Running time, 10 ns. I. K.

ews of the Day
l. 9, No. 285
-G-M)

Howard Hughes' takeoff across the lantic, as well as pictures of orld's Fair celebrities make up the erage at Floyd Bennett Field, fol- ved by the dramatic "he's landed" uting of Grover Whalen in the dio room. It is complete and inter- ing coverage.

The start of Roosevelt's nation- de tour shows the famous smile hed in speechmaking perspiration Oklahoma, Ohio, Kentucky.

Latest news snapshots present ried shots; champ archer, using woman target, third train wreck Montana in a month, Mussolini king hay while the sun shines, and king a speech thereafter before ad- ring villagers.

On the sporting page section of the l Dowager Queen Mary sees Don- Budge beat Britain's "Bunny" stin in the American tennis sweep Wimbledon, and Helen Wills ody score her triumph over Helen cobs as game Californian and bit- rival refuses to give up although camera clearly shows the pain her twisted ankle tendon. Running e, 8¾ min. I. K.

aramount News
. 98
aramount)

Crammed with newsworthy photog- hy, pictorially and topically inter- ing, this release offers the takeoff of Howard Hughes as something for the exhibitor to sell.

The flyer speaks briefly for the microphones, then wings his way through the clouds, the large ship disappearing in the horizon. Second in interest is President Roosevelt's tour through Kentucky and Oklahoma, with the sound track delivering endorsements of his favorite Senators. Other subjects include: Helen Wills Moody's tennis victory over Helen Jacobs at Wimbledon, and Donald Budge in championship play; Barbara Hutton's Danish nobleman husband hailed to court in London while crowds gather; Mussolini starting the Italian wheat harvest, stripped to the waist; night racing at the Longchamps track in Paris; 60,000 Sokol gymnasts performing mass drills in Praha. Running time, 9 mins. F.

RKO Pathe News
Vol. 9, No. 102
(RKO)

President Roosevelt's present transcontinental stumping tour has the first position in the makeup of this reel. Other major news events of the past few days and those that are still live news are also presented to make a well-balanced assortment.

Helen Wills is seen engaging Helen Jacobs on the courts at Wimbledon. Various notables from political life attend Supreme Court Justice Cardozo's funeral. A horse show at Rye has a number of good jumping shots. Chicago's motorcycle cops show off their acrobatic stunts at Soldiers' Field. Film star doubles sail for England with comic takeoffs on their originals. The racing season at Longchamps, France, concludes with night competition and fireworks, and the concluding sequence deals with Howard Hughes' flight to Paris. He is shown taking off from Floyd Bennett Field and Grover Whalen, listening in at World's Fair flight headquarters, later announces the landing at Le Bourget. Running time, 8 mins. P.

Universal Newsreel
Vol. 10, No. 683
(Universal)

An interesting reel, this is led, naturally, by good pictures of Howard Hughes speaking at Floyd Bennett Field before the takeoff, and of the takeoff itself. A companion piece pictures a pilot landing at Roosevelt Field after a non-stop flight across country in a nine-year-old plane.

An exciting "exclusive" pictures the destruction by fire of the Deerpath Inn at Forest Park, near Chicago. President Roosevelt is seen dedicating a memorial at Marietta, O., and an ocean-going steamer is shown navigating the locks at Bonneville on the Columbia River in Oregon. Mussolini strips to the waist to thresh wheat in Italy before dutifully applauding subjects. Sports shots include snow-sliding without skiis down Mt. Ranier. Wash.; Donald Budge and Helen Wills Moody in action at Wimbledon, where they won at tennis, and the obvious enjoyment of novel water sports in Paris. Running time, 9 mins. A

Carrillo in Withers Film

Hollywood, July 12.—Leo Carrillo has been signed for the lead in Jane Wither's next picture for 20th Century-Fox, "Running Wild." The story which has a semi-historical background is a comedy adventure of early California.

Score Club Entries Reach Total of 75

Approximately 75 entries were received up to last night for the Score Club's first annual golf tournament and outing which will be held today at Fenway Country Club, White Plains.

Enough prizes have been donated to make possible an award for almost any kind of score which could be conceived, according to Max Cohen, head of Cinema Circuit, who is in charge of arrangements. A dinner and entertainment at the club house will follow the day's play.

GFD Deal Unaffected

London, July 12.—General Film Distributors, headed by C. M. Woolf, today issued a statement to the effect that the arrangement whereby it is distributing Gainsborough and Gaumont British pictures is not affected by the agreement among Gainsborough, G.B. and M-G-M, disclosed yesterday. The deal provided that M-G-M would release in England three pictures made by Gainsborough, and G.B. would release them in the United States.

D. A. Bader Incorporates

Hollywood, July 12.—David A. Bader has opened Hollywood offices as Literary Corporation of America with Julius Liberman in affiliation. The firm will deal exclusively in stories and writers. Mr. Bader expects to go to Europe the end of this month in the interests of the company.

News, Radio Feature Acquired by Warners

Warners have completed a deal with the Des Moines *Register and Tribute* Syndicate for the acquisition of "Jane Arden," a feature which runs as a cartoon strip in more than 100 daily newspapers and as a radio broadcast series five days each week over WJZ. Negotiations were consummated by Jack L. Warner. Jane Arden is an attractive girl reporter.

The number of films to be produced in the series has not been determined. Production will start late this summer.

Warner List to D. & U.

Warners have closed with the Davis & Urling circuit for the showing of the entire Warner-First National lineup, including Vitaphone shorts and trailers for the 1938-'39 season, it was stated yesterday by Gradwell L. Sears, Warner sales manager.

Warners in Kincey Deal

The Warner lineup of features, shorts and trailers has been sold for the 67 theatres in the Kincey Circuit of North and South Carolina.

House in Receivership

Charlotte, N. C., July 12.—The Carolina at Mooresville has been placed in receivership, following the eviction of Willis Rhodes, former manager who had it under a week-to-week contract. Roy W. Troutman, executive of the Mooresville Furniture Co., has been appointed receiver, and has named R. C. Saunders as manager.

Shortest COOLEST
COAST-TO-COAST
(New York to Los Angeles)

FLY TWA
THE LINDBERGH LINE

COOLEST!
Government figures show that average summer temperatures are cooler over the TWA route between New York and Los Angeles than any other transcontinental airline.

HALF FARE FOR CHILDREN

Take your children with you on your next TWA trip! Half fare for children under twelve; under two years, no charge. Finer service to California. Leave New York 5:30 p.m.; arrive Los Angeles 7:56 next morning. Overnight sleeper luxury. Or take scenic daylight flight. Leave New York 8:00 a.m. (9:00 a.m. Daylight Saving Time) on Sun Racer; arrive Los Angeles 11:43 that evening. Convenient TWA schedules and connections to all major cities.

Call TWA, MUrray Hill 6-1640 or PEnnsylvania 6-6000 for reservations.

SHORTEST... FASTEST... COAST TO COAST

AFRA Closes Contract with CBS and NBC

(Continued from page 1)

actors and singers on sustaining programs originating on network key station in the cities affected.

Lenox R. Lohr, president of NBC; Lawrence Lowman, vice-president of CBS; Emily Holt, national executive secretary of the A.F.R.A., and George Heller, assistant national executive secretary and treasurer, signed the agreement at Radio City yesterday.

The contract is for a two-year term and will become effective the third Sunday following its ratification by members of A.F.R.A. and after the A.F.R.A. shall have been certified to the broadcasting companies by the American Arbitration Association as a representative of the majority of singers employed by the broadcasters in the cities covered by the agreement.

The contract only covers sustaining programs in the cities named. Other radio stations and commercial advertisers are not affected.

Seeks Coast Station

WASHINGTON, July 12.—Plans for a new 740-kilocycle, 250-watt, daytime station at Modesto, Cal., have been laid before the Federal Communications Commission in an application for a construction permit filed by William H. Bates, Jr., of that city. The commission also received an application from WDNC, Durham, N. C., for authority to increase its day power from 100 to 250 watts, and to move its transmitter locally.

Finish New Transmitter

The Finch Telecommunications Laboratories has completed its transmitter to test duplex transmission and reception of regular broadcasts and facsimile programs on a single channel. An FCC license has been obtained and call letters W2XBF have been assigned.

Spitalny Now at KDKA

PITTSBURGH, July 12. — Maurice Spitalny will direct two orchestral programs to replace Bernie Armstrong's "Time Out for Fun" over KDKA, July 19 and 26. Armstrong is vacationing.

Rites for J. M. Seiferth

NEW ORLEANS, July 12.—Joseph M. Seiferth, former concert violinist and featured on New Orleans radio stations in poetic readings for the past 12 years, was buried yesterday, following death from cerebral hemorrhage.

Paleys to Europe Soon

William S. Paley, president of CBS, and Mrs. Paley plan a European vacation next month.

LEO SAYS:
WHN's United Press News Flashes are a magnet for sales!
WHN DIAL 1010 AFFILIATED with M-G-M • LOEW'S

Radio Personals

HELEN JEPSON will return to the Kraft Music Hall tomorrow night. . . . Bryan Field, CBS turf commentator, will cover the season at Saratoga from July 25 to Aug. 27. . . . Billy Rose has been set for a guest spot on Dave Elman's "Hobby Lobby" over NBC Sunday. . . . Anne Jamison, Belfast soprano, will make a guest appearance on the Magic Key program, July 17.

+

Benny Goodman will celebrate his "return to America" with a concert in Ravinia Park, Chicago, on Aug. 3. He's been in Canada. . . . Ida Lupino is set for a guest appearance on the July 17 Chase & Sanborn hour. . . . Anne Hirst, *New York Post* columnist ("Advice to the Lovelorn"), will appear on WNEW's "Morning Star" program tomorrow. . . . Paul Wing, originator of the NBC "Spelling Bee," will deliver a lecture to students of the Wharf Theatre, Provincetown, on Friday.

Lowmans to Sail Today

Lawrence W. Lowman, CBS vice-president, and Mrs. Lowman, and Clayland T. Morgan, NBC public relations director, will sail on the *Normandie* today for vacations. The latter will return in three weeks.

New NBC Series to Depict Old England

"Shakespeare's England" is the title of a new NBC series which started Sunday over the Red Network. The series will be heard weekly from 1 to 1:30 P. M., E. D. S. T.

The programs are prepared by Zach Metz, a Shakespearian authority, and Staney Field, radio author. The programs will depict the life and times of William Shakespeare.

Opticians in WMCA Deal

Community Opticians, beginning today, will sponsor eight different programs over WMCA, accounting for approximately 16½ hours of broadcasting time a week. Among the programs listed are "Gospel Singer," "The Battle of Bands," "The Inquiring Microphone," various news periods, "Irish Melodies," "Pet Peeves" and foreign news commentary by Johannes Steel. "Zeke Manners and his Gang" have been engaged for four half-hour periods, Monday through Friday.

Miss Dragonette to Iowa

Jessica Dragonette has been booked to sing at a music festival in Cedar Falls, Ia., July 29-30. On Aug. 19 she will sing at a luncheon at the Drake in Chicago. Olin Downes, music director of the World's Fair, will be a guest. Later Miss Dragonette will give a broadcasting demonstration before students of the Juilliard School in New York.

Foods Highest Contributor To 6 Months' Total of CBS

The food and food beverages industry contributed the largest share of the gross revenue of the Columbia Broadcasting System for the first six months of 1938, with $3,743,708, according to the industrial breakdown of sixty-five advertisers in 15 industries made public yesterday by the network.

The total business of CBS during the half-year from these 15 industries aggregated $15,581,295, which compares with $14,803,265 for the first six months of 1937, and indicates a gain of 5.3 per cent.

In order of volume of business for the period, the first six industries were food and food beverages, drugs and drug products, cigarettes and tobacco, automotive, soaps and household supplies and confectionery. The confectionery industry had the largest gain during the 1938 half-year as compared to the 1937 period, 103 per cent, running from $606,120 to $1,230,139, followed in order of gain by soaps and household supplies, cigarettes and tobacco and food and food beverages. Building materials, shoes and wines and beer, not listed for the 1937 period, are included this year.

The industrial divisions, listed alphabetically, and the expenditure for each during the first six months of 1938, compared with the first six months of 1937, follow:

Industry	Jan.-June, '38	Jan.-June, '37
Automotive	$2,095,996	$1,974,720
Building Materials	5,827	......
Cigarettes, Tobacco	2,670,030	2,358,724
Confectionery	1,230,139	606,120
Drugs, Drug Products	2,753,238	2,741,364
Financial and Insurance	76,803	261,351
Foods, Food Beverages	3,743,708	3,481,690
House Furniture, Furnishings	......	327,243
Lubricants	481,212	1,162,146
Machinery	43,405	61,725
Radios	237,875	377,335
Schools	......	3,960
Shoes	73,725	......
Soaps, Household Supplies	1,835,702	1,122,878
Stationery, Publications	......	79,365
Travel, Amusements	6,355	37,708
Wines, Beer	97,485	......
Miscellaneous	229,795	206,936
Total	$15,581,295	$14,803,265

New Shows on the Air

"First Person Singular"

Monday nights at 9 P. M. for th next nine weeks should account fo an enthusiastic audience for this ne series. Material promised runs to Bram Stoker's "Dracula" which [illegible] presented Monday night, to "Treasure Island" next week and down th line from the works of Edgar Alla Poe to the comedy of P. G. Wodehouse.

The technique of Orson Welles, th leading light of the shows, results i a pace like a fast-moving, melodramatic motion picture. The action i continuous and always attention-holding. One could almost imagine th story as a film with its smooth continuity, cleverly injected suspense an exciting climax. Accompanying soun effects covered virtually the whol field, including steam locomotives breaking windows, creaking doors an thunderstorms. The series will b presented every Monday evening fron 9 to 10 P. M., E. D. S. T., over th CBS network.

JOSEPH PRIOR

New Hearings Are Scheduled by FCC

WASHINGTON, July 12.—The Federal Communications Commission ha made tentative assignments of broadcasting applications for hearings, a follows:

July 18, before an examiner: Application of Tulare-Kings Countie Radio Associates for an 890-kilocycle 1,000-watt station at Visalia, Cal.

Sept. 26, before an examiner: Applications of Larry Rhine for a 1,150-kilocycle, 250-watt daytime station at San Francisco, and Peter J Calderone for a 1,270-kilocycle, 250-watt daytime station at Providence.

Sept. 27, before an examiner: Application of KAND, Corsicana, Tex. for increase of power from 100 to 25 watts.

Sept. 28, before an examiner: Applications of Citizens Voice and Ai Show for a 1,210-kilocycle station a Provo, Utah, with 100 watts night 250 watts day; Provo Broadcastin Co. for a 1,210-kilocycle station a Provo with 100 watts night, 250 watt day; Timpanogos Broadcasting Co for a 1,210-kilocycle station at Provo with 100 watts night, 250 watts day Midwest Broadcasting Co. for a 1,210-kilocycle, 100-watt station at Provo and Warner Bros. for a 1,280-kilocycle, 500-watt station at Oakland, Cal

Vici Chase Stays on Job

CINCINNATI, July 12.—In spite o body bruises and a gash over he right eye, sustained when she fell i a local bus, Vici Chase, WLW prim donna, featured in "Memory Bouquet," is appearing regularly in her program

Miller at Commencement

WASHINGTON, July 12.—Neville Miller, president of the Nationa Association of Broadcasters, wil speak at commencement exercises a Peabody College for Teachers, Nashville, on Aug. 18.

DO NOT REMOV

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ndispensable
o the Motion
Picture
ndustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

44. NO. 9 NEW YORK, THURSDAY, JULY 14, 1938 TEN CENTS

0th-Fox Not To Go on Air, Says Schenck

enies Reports Current In Radio Circles

Twentieth Century-Fox has no ns to sponsor a radio program, it s said by Joseph M. Schenck, chair- n of the board, before sailing on *Normandie* yesterday for a Euro- n vacation.

Mr. Schenck's denial was in connec- n with reports in radio circles here t the company plans to enter the adcasting field in the fall with a gram similar to M-G-M's "Good ws" series in conjunction with a nmercial sponsor. Mr. Schenck s emphatic that there are no plans that direction.

Mr. Schenck ventured the estimate t 20th Century-Fox net earnings the first half of this year would proximate those of the same period t year, when the company showed net of $3,755,483.

Among those seeing him off were cholas M. Schenck, president of -G-M; A. C. Blumenthal, Broadway omoter; Spyros Skouras, head of

(*Continued on page 7*)

loss to Address Ampa Lunch Today

License Commissioner Paul Moss ll bring a message from Mayor F. LaGuardia as his personal spokes- an to the industry at the Ampa vertising awards luncheon in the rt Room of the Waldorf-Astoria lay.

Otherwise, there will be little speak- g, as the luncheon will be devoted announcement of the winning 1937 vertising, publicity and exploitation

(*Continued on page 5*)

uaker Oats Closes For 3 NBC Programs

The Quaker Oats Co. has contracted th NBC for three new programs ich will start late in September d early in October. Another new ntract was closed with the Vick emical Co. for a program, as yet planned, to start on the Blue Oct. 2. e Welch Grapejuice Co. renewed

(*Continued on page 8*)

More Radio—P. 8

Chaplin Stand Delays U.A.'s Profit Split

Schwartz, Silverstone to Confer with Him

United Artists' new profit-sharing plan for company producers is meeting opposition from Charles Chaplin. This has delayed formal ratification by the company's directors, it was learned here yesterday on good authority.

In an effort to overcome Mr. Chaplin's objections, Charles Schwartz, attorney, who recently was designated a member of the United Artists board of directors by Mr. Chaplin, will leave for Hollywood tonight with Maurice Silverstone, chairman of the executive committee, to go over the plan in detail with the United Artists' partner. Mr. Chaplin, it was reported here, was absent from Hollywood and "incommunicado" for more than a month while the other United Artists' partners and officers developed and approved the plan informally. The objections were not advanced until after public announcement of the plan had been made.

Under the proposed profit-sharing arrangement, which is credited with having played a part in attracting Hal

(*Continued on page 7*)

Industry to Make Fair "Cavalcade"

The industry's participation in the World's Fair which will open here next year will be the production of a feature titled "Cavalcade of America," depicting the history of the United States to the present, it is understood. The film will be shown without charge in a 500-seat theatre in the main building of the Federal area at the exposition grounds.

While the major companies have come to no definite decision, the United States New York World's Fair Commission says that "virtually

(*Continued on page 5*)

Malcolm Low Gross In Score Club's Golf

About 80 golfers competed yesterday at the first annual golf tournament and outing of the Score Club, held at the Fenway Country Club, White Plains. So numerous were the prizes donated for the events that most of the contestants received

(*Continued on page 5*)

British Invited

London, July 13.—The Cinematograph Exhibitors' Association has received an invitation from Ed Kuykendall, president of the M.P.T.O.A. in the United States, inviting visiting British exhibitors to attend the American theatre organization's annual convention, which is scheduled for Oklahoma City in late September or early October.

It is expected that the C.E.A. will send a delegation to visit the United States, as was done last year.

Cullen Named Loew Chief for Midwest

Michael Cullen yesterday was named district manager for Loew's in the midwest area, succeeding W. A. Finney, who held the position with headquarters in Columbus many years.

Mr. Cullen until recently was for many years manager of Loew's Penn, Pittsburgh. He will take over the district on Monday. Mr. Finney will handle special assignments from the home office.

The district includes theatres in Columbus, Evansville, Dayton, Indianapolis, Pittsburgh, Kansas City and St. Louis. Joseph R. Vogel, Loew executive, announced the appointment.

ITOA Urges Speed In Industry Moves

The industry's proposed program of self-regulation should be in operation before Congress convenes next January in order to circumvent inimical legislation, say I. T. O. A. leaders.

Commenting on the formation of a distributor committee to formulate a trade practice program, the *Independent*, publication of the organization, declares that "if the distributors are so short-sighted that they refuse to give the relief to theatre operators that they are rightfully entitled to, then they will be the cause of bringing

(*Continued on page 8*)

Papal Honor Given To Joseph I. Breen

Rome, July 13.—Announcement has been made that Joseph I. Breen, production code administrator in Hollywood, has been created a knight commander of the Order of St. Gregory. This is an honorary recognition, to which Catholics and non-Catholics alike are eligible, for meritorious service to the cause of religion.

Name Industry Critic to Aid Trust Probers

Bertrand Urged Federal Action During NRA

Washington, July 13.—Announcement by the Administration monopoly investigating committee last night that Daniel Bertrand of Barre, Vt., had been appointed administrative assistant to Leon Henderson, executive secretary of the committee, today aroused much interest in film circles.

To those in the industry, Mr. Bertrand is best known as the author of the report on the motion picture code issued in February, 1936, by the Division of Review of the NRA, in which he suggested a thorough study of monopoly in the industry "by a Federal agency with adequate facilities and authority to examine books and other records," holding that such an inquiry would undoubtedly consume a considerable time "but the results possible would justify the cost and time."

The report also suggested the possibility of legislation outlawing block booking and prohibiting exhibitors from over-buying.

"Such monopolistic tendencies as are inherent in operation under the copyright laws do exist in the motion picture industry," Bertrand held.

"The growth of trade practices such as block booking, forcing of short subjects and designation of playdates,

(*Continued on page 5*)

Florida May Drop Ascap Law Appeal

Florida may withdraw its appeal to the U. S. Supreme Court on the order holding its anti-Ascap law unconstitutional and enjoining the state from enforcing the measure, it was indicated yesterday.

George Cooper Gibbs, Florida attorney general, during a hearing in the U. S. Circuit Court of Appeals at

(*Continued on page 8*)

GB Shows Increase In Profit for Year

London, July 13.—Gaumont British Pictures Corp. increased its profit balance from £26,844 to £58,798, according to the company's financial statement for the fiscal year ending March 31, 1938, made public today. No common dividend was declared but the

(*Continued on page 7*)

RKO Asserts Music Hall Shelved Films

The $72,374 damage suit filed against the Music Hall and Rockefeller Center by RKO Radio Pictures on Tuesday is based on charges that the shelving by the theatre of a number of RKO pictures breached an agreement entered into in 1934 under which the Music Hall agreed to play a minimum number of RKO pictures annually, it was learned yesterday.

Particulars of the suit were not contained in the papers filed with the court. The action was brought by Irving Trust Co., reorganization trustee for RKO. The damages sought are based on the returns which it is estimated RKO would have received from the Music Hall had the theatre played the full number of RKO pictures specified in the franchise.

Rockefeller Center was made a defendant in the action as a guarantor of the contract. Attorneys for the Center could not be reached for comment yesterday.

"Wonderful" Closes Week with $77,000

"Having Wonderful Time" grossed $77,000 in the week ended last night at the Music Hall. The week was marked by the hottest weather of the year.

"Shopworn Angel" netted $24,000 at the Capitol.

Monogram's "Romance of the Limberlost" will have its first run in the metropolitan area at the Brooklyn Fox, starting today.

20th-Fox Files Denial

Twentieth Century-Fox Film Corp. and Twentieth Century-Fox Music Corp. filed a general denial yesterday in the U. S. District Court to the suit of F. Gilbert Pollay, doing business as 20th Century Music Publishers. The answer asserts that the defendants will rely on the legal right deriving out of their trade mark "20th Century" registered in June, 1936. They ask for dismissal of the suit, which seeks an injunction against use of the name 20th Century by the defendants and for an accounting.

Sentence 2 in Tax Fraud

Philip Guryan, president of the Newman Theatre Ticket Agency, and Samuel Bloom, secretary and treasurer, were sentenced to four months in prison and fined a total of $4,500 for evasion of Federal amusement tax payments by Judge John C. Knox yesterday. The two, whom a jury found guilty last week, were charged specifically with filing a return of $624 for the period from November, 1936, to March, 1937, when the agency's tax should have been $2,474.

Gallo Shows Closing

The Fortune Gallo-Shubert company staging outdoor musicals at the Municipal Auditorium on Randall's Island posted closing notices yesterday because, it was stated, Actors' Equity Association declined to make concessions in connection with players' salaries when performances are cancelled because of unfavorable weather conditions. An Equity spokesman indicated, however, that the matter might be reconsidered within a few days.

Dietz Has New Technique in Astor 'Antoinette' Museum

Howard Dietz hasn't been M-G-M's praise agent for two decades without learning what exploitation means to the box-office. In opening the "Marie Antoinette" museum in the Astor Theatre yesterday at a press preview, prior to a month's free-to-the-public show before the picture release, he demonstrated a new technique.

For this collection of costumes, objets d'art, furniture of the period of the picture, and the photographic exhibit illustrating all phases of production has been set up at a cost of approximately $30,000. The rental of the Astor for a month will make the total pre-release exploitation cost for New York about $75,000. As a rule, M-G-M spends $40,000 to $45,000 launching a picture.

A moving electric sign is up over the Astor, and a lobby display is in. Dietz believes this strong pre-release campaign will have a marked effect on the box office.

Incidentally, when the museum opens tomorrow, there will be a microphone set up in the lobby for interviewing the viewers for an hour daily over WHN. In August, the museum will travel to key cities.

"It occurred to me when I had the idea for the museum," said Dietz, "that this picture, because of its production values, the amount of time and money spent to make it historically perfect should not be given any blatant ballyhoo. The picture calls for something a little more dignified than a guy climbing up a building.

"In short, the ballyhoo had to be in harmony. Since the picture has historical weight I feel that a visit to the museum will create an atmosphere for the potential audience.

"Films, being such casual entertainment, something to go into for a few hours, often something for the transient to pick up when he has a few hours to kill, some method must be devised to give event value to those pictures which are outstanding. The museum exploitation prepares audiences for the proper reception of a picture which has taken four year[illegible] make. Pictures often suffer from the fact that they're here today and gone tomorrow, like newspapers and magazines. When an attraction like 'Marie Antoinette' comes along it is desirable to focus public attention on the fact that there is more to such a production than its mere story."

Lauds Assistants

This is the most important exploitation stunt he has ever devised, Dietz said. He had invaluable assistance, he added, from William Ferguson and Si Seadler, in New York, and Howard Strickling and Frank Whitbeck on the coast.

Special "days" are being arranged for special groups to visit the museum before it "travels"—French officials, teachers, historians, etc. Doors open today at 11 A. M. and remain open until midnight. "Marie Antoinette" will come in Aug. 16.

From Omsk

When Michael D. Clofine, managing editor of News of the Day, boarded the *Normandie* en route to Europe yesterday, a bellboy handed him a telegram.

It read: "Hope you don't do much grumbling on your way over. The moaning on the ocean disturbs my compass." The signature was "Howard Hughes, Omsk."

◂ Purely Personal ▸

KENNETH O'BRIEN, former member of the United Artists publicity staff and son of Capt. Dennis F. O'Brien, prominent film attorney, became a father early yesterday. The child, a daughter, was born to Mrs. O'Brien in Bridgeport, Conn., where they now reside.

•

Mrs. Florence Marston, eastern head of the Screen Actors Guild, will arrive in New York today following a series of negotiations with commercial film studios in Chicago.

•

Jimmie Lunceford and his orchestra are booked into Loew's State the week of July 21. Deal was set by Harold F. Oxley, Lunceford's manager.

•

Albert N. Chaperau, French producer who distributes through Pax Films, has postponed his return to Paris. He may sail in a week or two.

•

Norman Elson of the Brandt Theatres will be married Aug. 10 and will leave on a four-week trip to Murray Bay, Canada.

•

Victor Cockle, G. B. export manager, plans to leave today for Montreal from where he will sail for London.

•

Dorothy Haas of the F. & M. office, left last night via American Airlines for the coast. Vacation stuff.

•

Morton Kressner, manager of the RKO Park Hill in Yonkers, starts on a two-week vacation tomorrow.

•

Irving Windisch, Strand Theatre publicity director, is vacationing at Greenwood Lake.

•

Herb Berg's golf handicap has been reduced to 22.

RUD LOHRENZ, acting district manager for Warners in the midwest with headquarters in Chicago, is in town for talks with Ben Kalmenson, southern and western sales manager.

•

Fayette Allport, representative of the M. P. P. D. A. in London, will arrive on the *Queen Mary* next Monday for a vacation and conferences here. He left England yesterday.

•

Robert A. Kreier, assistant to Ben F. Miggins, 20th Century-Fox Continental manager at Paris, sailed with his wife after home office conferences and a vacation here.

•

Mort Blumenstock, eastern advertising director for Warners, left for the coast last night to confer with Jack L. Warner and S. Charles Einfeld.

•

Leonard Lyons, *Post* columnist, sailed with Mrs. Lyons on the *Normandie* yesterday for a four-week vacation. Theodore Dreiser also was a passenger.

•

Jay Allen of the *Chicago Tribune*, well known lecturer, will speak at the premiere of "Return to Life" at the Waldorf-Astoria next Wednesday.

•

Mary Pickford left New York last night for Oakland, Cal., where she will meet Buddy Rogers and accompany him to Hollywood.

•

Lou and Bernard Brandt, brothers of Harry, are due from Europe Aug. 1.

•

Chick Webb and his orchestra will play the Paramount the week of Aug. 10.

Gold Wins Fishing Prize

The prowess of Harry L. Gold, U. A. eastern division manager, as a fisherman, has brought him the sailfish championship in a contest sponsored by the Eastern Air Lines' Flying Fisherman Club. For catching a fish weighing 77 pounds, 10 ounces, he was awarded a round trip to Miami. To be eligible for the prize, fishermen have to fly to Florida via Eastern.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Banner, Al Finestone, Thomas Fitzsimmons, Sherwin A. Kane, Irene Kuhn, Joseph Priore.

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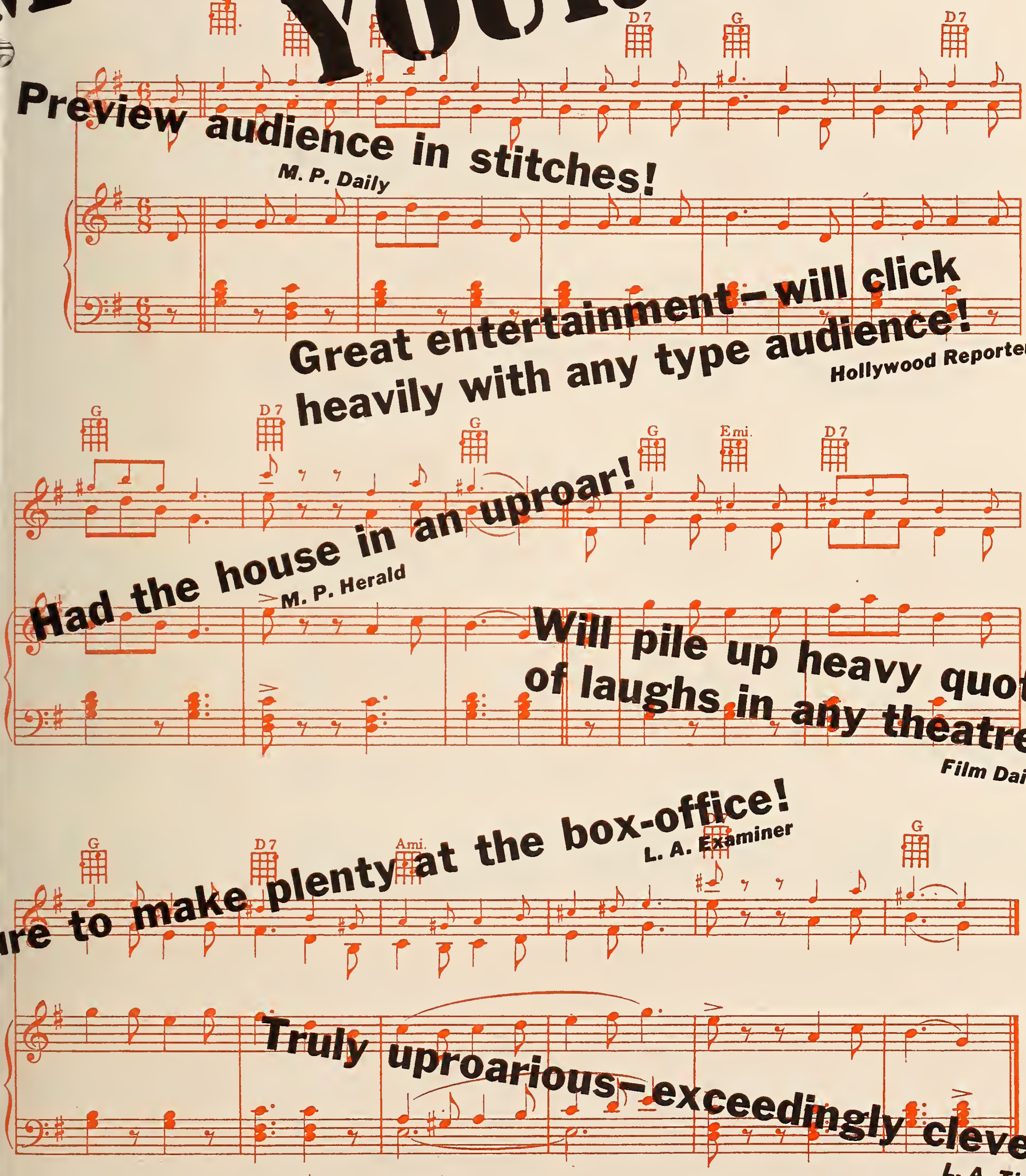
MUSIC TO YOUR EARS!



Preview audience in stitches!
M. P. Daily

Great entertainment—will click heavily with any type audience!
Hollywood Reporter

Had the house in an uproar!
M. P. Herald

Will pile up heavy quota of laughs in any theatre!
Film Daily

ure to make plenty at the box-office!
L. A. Examiner

Truly uproarious—exceedingly clever!
L. A. Times

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A COSMOPOLITAN PROD'N that comes to you with a ton of national newspaper publicity and a *9-Day Day-Date Ad Campaign*

Name Industry Critic to Aid Trust Probers

(*Continued from page* 1)

ve tended to create a protected mar- r the large companies.

the absence of proven combina- n, the methods of negotiation as acticed by the individual companies ay hinder independent interests, but ese methods have not been consid- ed illegal because no one company en approaches monopoly in any vision of the industry. However, e collective effect of these practices nds to establish restraints on free mpetition."

Only a Federal commission, he said, ould seem versatile enough to cope ith these various situations.

Malcolm Low Gross In Score Club's Golf

(*Continued from page* 1)

wards. The winner of the low gross nors was Joe Malcolm.

The match play prize was taken by W. Conrow and S. Smolen and e foursome award went to the quar- tte consisting of Tom Connors, Max . Cohen, Ted O'Shea and Jack owan. Bert Sanford was adjudged e best putter.

The two prizes donated by Quigley ublications were taken by Harry uxbaum and Jack Bowan while ving Wormser was winner in a spe- al drawing.

Other recipients of a variety of wards were John J. O'Connor, Sam embow, Jr., Morris Kutinsky, arry Schiffman, Morris Jacks, Sam inzler, Louis Frisch and Leo Justin.

Entry List Impressive

Listed on the entry roster is- ed by the Score Club were Leo brams, Jack Bowen, Jack Brown, arry Buxbaum, Charles L. Casa- ave, Jr., Charles L. Casanave, r., Max A. Cohen, Nat Cohn, T. J. onnors, L. W. Conrow, Harry Deck- , George Dembow, Frank Drumm, rank H. Eldredge, Joe Felder, Ar- ur Fisher, Louis Frisch, J. Louis eller, Edward Ginsberg, Herman luckman, Harry Gold, Edward Gold- , Milton Goldstein, William Good- an, Roy Haines, Jack Hammond, ee Hazen, Al Herman, Phil Hodes, orris Jacks, Leo Justin, Irving aplan, Solomon Kohen and Harry . Kosch.

Also, Oscar Lager, Joe Leo, Sam efkowitz, Charles Lewis, J. R. Mal- lm, Al Mannheimer, Moe Morris, Villiam Moses, Elias Moses, Louis oses, Charles Moses, L. Olmsted, harles L. O'Reilly, Ted O'Shea, A. ademacher, Henry Randel, Paul eis, Harold Rinzler, Sam Rinzler, harles A. Rogers, Moe Sanders, ert Sanford, Ed Schnitzer, Benjamin herman, Jack Sichelman, Harold ilverman, S. Smolen, Charles Stern, oe Streimer, William Sussman, arry Shiffman, Robert Wolff, Al Villiford and Irving Wormser.

'Blockheads" Final Title

Hollywood, July 13.—"Blockheads" ill be the final title for the Laurel nd Hardy feature called "Just a iffy." Hal Roach is producing it.

Moss to Address Ampa Lunch Today

(*Continued from page* 1)

campaigns and presentation of the plaques.

Out-of-town exhibitors have been invited to attend. Virtually every film company has taken blocks of tickets and a turnout of about 150 is anticipated. Ralph Rolan, president, will make the presentations. The luncheon is scheduled to start at 12:30 o'clock.

The 50 judges who comprised the awards jury, representing all types of exhibition in various sections of the country, are as follows:

Ted Schlanger and Julian Seltzer, Warner Bros., Philadelphia; John Nolan, Comerford-Publix Theatres, Scranton; Meyer Schine and George Lynch, Schine Enterprises, Gloversville; Vincent R. McFaul, Buffalo Theatres, Inc., Buffalo; George and Charles Skouras, National Theatre Agency, New York; Harry Brandt, Brandt Theatres, New York; Sidney Samuelson, Allied Theatre Owners of New Jersey; William K. Hollander and John Balaban, Balaban & Katz, Chicago; Jules Rubens, Great States Theatres, Chicago; Sid Dannenberg, Warner Bros., Cleveland; E. V. Dinerman, RKO Albee Theatre, Cincinnati; Earl Hudson, United Detroit Theatre Circuit, Detroit; E. C. Beatty, Butterfield Circuit, Detroit; John L. Friedl and Charles Winchell, Minnesota Amusement Co., Minneapolis.

Elmer Rhoden a Judge

Also Elmer Rhoden, Fox Midwest Theatres, Inc., Kansas City; Dean Hyskell, Fox West Coast, Los Angeles; M. A. Lightman, Malco Theatres, Memphis; Sonny Shepherd, Wometco Theatres, Miami; W. R. Lynch, Paramount Enterprises, Miami; Frank Rogers, United Theatres, Miami; R. J. O'Donnell and Frank Starz, Interstate Circuit, Dallas; William K. Jenkins, Lucas & Jenkins, Atlanta; I. M. Rappaport, Hippodrome Theatre, Baltimore; Carl Bamford, Publix-Bamford Theatres, Asheville; J. Arthur Hirsch, Consolidated Theatres, Montreal; J. J. Fitzgibbons, Famous Players, Toronto; Walter Coulter, Byrd Theatre, Richmond; John Trewhela, Fox Theatre, Billings, Mont.; C. D. Beale, Capitol Theatre, Juneau, Alaska; Ralph Talbot, Tulsa; R. E. Griffith, Griffith Theatres, Dallas.

Edward Rowley Listed

Edward H. Rowley, Robb & Rowley, Dallas; Sam Sosna, Manhattan, Kansas; W. T. Studebaker, Logan Theatre, Logansport, Ind.; W. L. Nicholas, Nicholas Theatre, Fairmount, Minn.; Morgan Walsh. Midland Theatre, San Francisco; Ted Gamble, Broadway Theatre, Portland, Ore.; Charles Middlesburg, Capitol Theatre, Charleston, W. Va.; Charles Bordonaro, Palace Theatre, Olean, N. Y.; Riggeo Brothers, Grand Theatre, Steubenville, O.; William P. Wilson, Rialto Theatre, Williamsport, Pa.; Harold Reskin, Weiss Amusement Co., Stamford; Harry Seitz, New Bedford Theatre, New Bedford; A. J. Kearney, Feiber & Shea, New York.

Flora Exhibitor Better

Flora, Ind., July 13.—J. M. Dixon, operator of the Flora here, is much improved following a severe illness.

Industry to Make Fair "Cavalcade"

(*Continued from page* 1)

every important film company has pledged assistance to the Government in making the "Cavalcade" picture a patriotic enterprise."

Theodore T. Hayes, executive assistant commissioner of the Federal Commission, is en route to Hollywood to put the film in production, according to a statement by his office. The film will be made up of excerpts from historical pictures now in the vaults of the companies, with new material bridging the gaps, presenting a continuous story from the inauguration of President Washington to the present Roosevelt regime.

With running time limited to one hour, and with exhibition continuous throughout the day for the duration of the Fair, the Federal Commission estimates this will be "the longest single run of any film in history."

Mr. Hayes has discussed the film with Will H. Hays and other industry executives. While several problems are still to be ironed out in connection with the plan, and nothing definite has as yet been decided, indications point to the "Cavalcade" feature as the form the industry's participation will take, an industry executive said. The companies will work cooperatively in the project.

The proposal was presented by the Federal Commission, of which Edward J. Flynn, New York Secretary of State and Bronx Democratic leader, is Commissioner General.

Miss Royer's Film Starts Buffalo Stir

Buffalo, July 13.—When Fanchon Royer, independent producer, selected the Shea Century here for the premiere of "Religious Racketeer," which purports to expose "fake mediums who claim to be able to communicate with the dead" (to use her own words), she didn't know what she was walking into. Or did she?

With Madame Houdini listed as star, the film was set for a dual bill at the first run Century, when Ralph G. Pressing came bouncing into town from nearby Lilydale, modestly calling itself the "largest spiritualist colony in the world." Mr. Pressing edits a paper there and acts as publicity man for the town. He called the picture "an outrage" and "untruthful" and a few other things.

Mr. Pressing and Miss Royer exchanged a number of rather pointed remarks on the general subject, all duly recorded in the daily press. He produced a facsimile of what he claimed to be an affidavit to the effect that Madame Houdini received a message from her husband after he had died. Miss Royer challenged that with a wired denial of its authenticity from Madame Houdini on the coast. Mr. Pressing protested to Vincent R. McFaul, head of Shea Theatres. Meanwhile, the general film-going public of Buffalo has become interested in the situation, and is attending the Century in goodly numbers to see for themselves.

John Fox to Springfield

Boston, July 13.—John Fox is now assistant manager at Loew's Poli, Springfield.

New Williamson Firm Formed in Australia

By CLIFF HOLT

Sydney, June 21 (*By Air Mail via London*).—J. C. Williamson Theatres, Ltd., operated by Australian and New Zealand Theatres, Ltd., was recently formed to acquire by lease the theatres, copyrights, scenery, costumes and stage properties of J. C. Williamson, Ltd., which for the past 60 years have been a leading factor in Australian stage production.

In a recent statement, John H. Tait, chairman of the board of directors, stated that Sir George Tallis and Arthur W. Allen were disposing of their holdings to a group of investors. New managing directors of the company will be Frank S. Tait, Stanley S. Crick and George B. Dean.

Comprehensive plans are in a formulative stage for the development of a concert business, a legitimate circuit and the erection of a new theatre. Subscribed capital has been underwritten by a group of Sydney and Melbourne investors. A committee formed on behalf of the underwriters of the new company consists of Frederick J. Daniell, Stanley S. Crick and George B. Dean.

Dunlap East Saturday

Hollywood, July 13.—Following conferences with William Jaffe, his legal counsel, Scott R. Dunlap, Monogram production head, will leave by train on Saturday for New York where he will attend meetings of the directorate at which increases in the budgets for the new season will be discussed. Mr. Dunlap will be in New York about a week.

Cleveland Golfers Ready

Cleveland, July 13.—The local Variety Club will hold its annual golf tournament and dinner party on Friday at the Beechmont Country Club. Jack Shulman is chairman of the tournament, assisted by M. B. Horwitz, Henry Greenberger, Perc Essick and Jerry Friedlander.

Ontario Censor Resigns

Toronto, July 13.—Wihart Campbell, tenor soloist of the Canadian Broadcasting Corp., who was appointed a member of the Ontario Board of Moving Picture Censors only three months ago by Premier M. F. Hepburn, has resigned. According to Mr. Campbell, the viewing of pictures conflicted with his singing over the air.

Para. Signs A. L. Mascot

Hollywood, July 13.—Keith MacKenzie, six-year-old national mascot of the American Legion, has been signed by Paramount for a role in "Sons of the Legion."

Scott to "Texans" Debut

Hollywood, July 13. — Randolph Scott, Lucien Hubbard and Raymond Hatton left by train tonight for San Antonio, where they will attend the premiere of "The Texans."

Wurtzel Home Robbed

Hollywood, July 13.—The home of Sol Wurtzel was robbed early today by burglars who escaped with jewelry valued at $50,000.

"Snow White" Second Week Coast Smash

Los Angeles, July 13.—"Snow White and the Seven Dwarfs" continued to demonstrate its extraordinary drawing powers in its second week at the Hillstreet and Pantages. At the former the $13,000 take was exactly double par and at the latter the $10,000 gross was $3,000 over the line.

"Marie Antoinette" had a big first week at $1.50 top, the $17,000 take being $7,000 over normal at the Carthay Circle.

"White Banners" made a good second week showing with $13,600 at Warners' Downtown, but slipped to $12,870 at Warners' Hollywood.

Total first run business was $112,770. Average is $100,950.

Estimated takings for the week ending July 13:

"MARIE ANTOINETTE" (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, 6 days. **Gross:** $17,000. (Average, $10,000)

"ALWAYS GOODBYE" (20th-Fox)
"FAST COMPANY" (M-G-M)
CHINESE—(2,500), 30c-75c, 7 days. **Gross:** $11,500. (Average, $12,500)

"MOONLIGHT SONATA" (Pall Mall-U.A.)
ESQUIRE—(900), 40c-55c, 7 days, 3rd week. **Gross:** $1,600. (Average, $2,500)

"WE'RE GOING TO BE RICH" (20th-Fox)
"GAIETY GIRLS" (U. A.)
4 STAR—(900), 40c-55c, 5 days, 3rd week. **Gross:** $1,800. (Average, $3,250)

"THE CANTOR'S SON" (Eron)
GRAND—(750), 35c-40c, 6 days. **Gross:** $900. (Average, $1,200)

"SNOW WHITE AND THE SEVEN DWARFS" (RKO)
HILLSTREET—(2,700), 30c-65c, 7 days, 2nd week. **Gross:** $13,000. (Average, $6,500)

"ALWAYS GOODBYE" (20th-Fox)
"FAST COMPANY" (M-G-M)
LOEW'S STATE—(2,500), 30c-75c, 7 days. **Gross:** $12,500. (Average, $14,000)

"SNOW WHITE AND THE SEVEN DWARFS" (RKO)
PANTAGES—(3,000), 30c-65c, 7 days, 2nd week. **Gross:** $10,000. (Average, $7,000)

"PRISON FARM" (Para.)
PARAMOUNT—(3,595), 30c-65c, 7 days. Stage: Sally Rand, Joe Venuti and orchestra, Morey Amsterdam, F. & M. Revue. **Gross:** $18,000. (Average, $18,000)

"WHITE BANNERS" (W. B.)
"TORCHY BLANE IN PANAMA" (F.N.)
(Matinees only)
WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days, 2nd week. **Gross:** $12,870. (Average, $14,000)

"WHITE BANNERS" (W. B.)
"TORCHY BLANE IN PANAMA" (F.B.)
(Matinees only)
WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days, 2nd week. **Gross:** $13,600. (Average, $12,000)

Jewish Film About Ready

A Jewish film, being shot in the Catholic monastery of the Little Flower at Newton, N. J., is nearly finished. Six or eight more shooting days will see "Jacob the Blacksmith" in the cans for Collective Film Producers, Inc., Roman Rebush and L. Landy.

Moyshe Oysher, the well known Jewish singer, is in the picture, Edgar G. Ulmer is directing and the leading feminine role is being played by Miriam Riselle.

New Star Films, Inc., a subsidiary company, will distribute the picture for fall release and sell it abroad.

Shearer, Gable Rehearse

Hollywood, July 13.—Norma Shearer and Clark Gable have started rehearsals for "Idiot's Delight," which will go into production Aug. 15.

New York Preview

"Love Finds Andy Hardy"

(M-G-M)

Warmly appealing, amusing and human, "Love Finds Andy Hardy" should be as valuable to the regular run of exhibitors as have been any previous pictures centering about the affairs of the neighborly family of Judge James Hardy.

This time the "romantic" affairs of young Andy Hardy, son, heir and pal of the judge, are the cause of it all, and young Mickey Rooney plays Andy. His performance is a delight, as he portrays the adolescent in his 'teens, terribly disturbed by romance, and big business deals involving an effort to purchase a car, and the predicament of having two girls to take to one dance.

Lewis Stone is well-nigh perfect as the understanding husband and father. Cecilia Parker, Ann Rutherford, Lana Turner, Gene Reynolds and Fay Holden are particularly good in support, but Judy Garland comes close to taking the honors out of young Rooney's capable hands. She plays the too-young girl next door, who develops a loyal "crush" on Rooney, who thinks her much too young, comes to his moral support when he is overwhelmed by problems, cleverly extracts him from the two-date predicament, herself comes forth in a "sensational" evening gown, and saves the day for Andy by her voice and her presence.

Highlights of William Ludwig's screenplay, which George B. Seitz directed, are Judy's singing of a trio of catchy numbers, and a throat-catching scene when a young friend, by amateur radio, gets a message through to Mrs. Hardy, away at the bedside of the children's grandmother. The picture—the stuff of which popular entertainment is made—family entertainment, and the exhibitor should be guided accordingly. It is unpretentious, but it has what it takes.

Running time, 92 minutes. "G." Charles S. Aaronson

Hollywood Preview

"Professor, Beware"

(Lloyd-Paramount)

Hollywood, July 13.—Gag tumbles over gag in this uproarious Harold Lloyd comedy. There is a story, of course, which follows the girl is bound to get her man idea. But it is only a skeleton on which hang 95 minutes of exciting, merry and mirthful fun. Harold Lloyd has lost none of that comedy mastery as a provider of clean, wholesome amusement. He has slackened the reins a bit here and there, but never so far as to be in the slightest bit objectionable. Continually he is the spark firing Phyllis Welch, Raymond Walburn and Lionel Stander to commendable attainments, and William Frawley, Thurston Hall, Cora Witherspoon, Etienne Girardot, Sterling Holloway, Mary Lou Lender, Spencer Charters, Christian Rub, Guinn Williams and Ward Bacon to grand work in episodic sequences.

The picture idea follows silent day technique with flamboyant action serving as chief interpretative medium, but it is modern in conception.

Circumstances cause Lloyd to believe that he and Miss Welch are repeating the life story of two long dead Egyptians. Wanting to serve on an archaeological expedition and rid himself of the girl at all costs, the hero sets out on a journey that results in a hurly-burly cross-country chase from Los Angeles to New York. Jailed after a hilarious interlude with the drunken Frawley, Lloyd is freed by Miss Welch and forced to spend the night with her on the desert after evading the cops. He escapes again only to run into Frawley and Stander and be trampled by steers in a cattle car. Later he indulges in some of those "Safety Last" thrills atop a freight train that is roaring into a tunnel. Pursued again by the police, Miss Welch, Bacon and Williams, he is again jailed not, however, until he has been frozen in a refrigerator car. Girardot, spurred on by Miss Witherspoon, his wife, marries the couple. Miss Welch deserts prior to arrival in New York. Lloyd learns that the story of the dead Egyptians did not end as fatally as he believed and he sets out to reclaim his bride who is now secreted on her father's yacht. Lloyd besieges the wrong boat in a sequence packed with wild action. His efforts so please his father-in-law that he is made welcome by the family and the Egyptian expedition is forgotten for love.

What of the Crampton Harris story was retained other than the thematic idea was used merely as a basis upon which Delmar Daves, Clyde Bruckman, Jack Cunningham and Lloyd himself built the structure of a story. Elliott Nugent directed to emphasize the gag spirit.

Showmen who know how and like to merchandise their wares may consider it an occasion for an exploitation carnival.

Running time, 95 minutes. "G."

"Josette" and Duchin's Ban Lead Chicag

Chicago, July 13.—"Josette" on screen, Eddy Duchin and his ban the stage, gave the Chicago th profitable business in the Loo week. The gross was $37,000 w was $5,000 over average. Duchin been held over for a second wee

Other Loop theatres failed to tract much attention. The start of the free concerts in Grant P hurt.

Total first run business was $94, Average is $102,000.

Estimated takings:

Week Ending July 7:

"BLOCKADE" (U. A.)
APOLLO—(1,400). 35c-55c-65c, 7 d **Gross:** $6,200. (Average, $6,500)

"JOSETTE" (20th-Fox)
CHICAGO—(4,000), 35c-55c-75c, 7 d. Stage: Eddy Duchin & Band. **Gross:** 000. (Average, $32,000)

"THREE BLIND MICE" (20th-Fox
GARRICK—(900), 35c-55c-75c, 7 d **Gross:** $5,800. (Average, $6,500)

"WOMEN ARE LIKE THAT" (W.
PALACE—(2,509), 35c-55c-75c, 7 d Stage: Maxine Sullivan and Revue. Gr $12,000. (Average, $19,000)

"LOVE, HONOR AND BEHAVE" (W. B.)
STATE-LAKE—(2,776), 20c-40c-55c, days. Stage: Verne Buck and Re **Gross:** $10,000. (Average, $13,000)

Week Ending July 8:

"WHITE BANNERS" (W. B.)
ROOSEVELT—(1,300), 35c-55c-75c, 7 d **Gross:** $9,500. (Average, $11,000)

"LORD JEFF" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c- 7 days. **Gross:** $13,500. (Average, $15,0

Picks Two for Ritter

Hollywood, July 13. — The f two of Tex Ritter's vehicles Monogram release picked by P ducer Ed Finney are "Starlight o Texas," by John Rathmell, "Where the Buffalo Roam," by R ert Emmett.

Wall Street

Keith Rises 19¾ Points

	Open	High	Low	Close	N Cha
Col.	14⅛	15¼	14⅛	15¼	+
Col. pfd.	34	34	34	34	+
Cons. pfd.	7	7⅛	6¾	7	..
E. K.	171	175	169	169⅛	—
G. T. E.	14½	14⅞	14½	14½	..
K.A.O. pfd.	85	85	85	85	+
Loew	52	53¼	51¾	51¾	+
Para.	11⅝	12	11½	11½	+
Para. 1	95	95	95	95	—
Para. 2	11⅞	12¼	11¾	11¾	+
Pathe	6¼	7¼	6¼	6⅞	+
RKO	2¾	2¾	2⅝	2¾	..
20th Fox	25¼	25⅞	25	25⅜	+
20th pfd.	34¾	34¾	34¾	34¾	+
Univ. pfd.	38½	40	38½	40	+
W. B.	6¾	7¼	6¾	6⅞	+
W. B. pfd.	35	36	35	36	+

Curb Maintains Levels

	Open	High	Low	Close	N Cha
Monogram	2⅞	2⅞	2⅞	2⅞	..
Sonotone	1¾	1¾	1¾	1¾	..
Tech.	23	23⅛	22⅜	22¾	+
Univ. Corp.	2½	2½	2⅜	2⅜	—

Warner Bonds Increase

	High	Low	Close	N Cha
Loew 3½s '46	100	100	100	..
Para. B'way 3 '55	61⅛	61⅛	61⅛	—
Para. Pict. 6s '55	95½	95½	95½	..
RKO 6s '41	70½	70	70	..
W. B. 6s '39	79	79	79	+

(Quotations at close of July 13)

0th-Fox Not To Go on Air, Says Schenck

(Continued from page 1)

ional Theatres, and a group from Century-Fox including W. C. el, Herman Wobber and Charles McCarthy. Mr. Schenck is due k Sept. 12.

lfred Crown, assistant to Jack nstyn, Grand National foreign s manager, sailed to take over Paris office, succeeding Bernard Gottlieb, who has been abroad a r. Mr Crown said he would make ndon his first stop for conferences h Ben Henry, general manager of ociated British Film Distributors. ch handles G. N. films in the United gdom. The releasing deal between 3.F.D. and G. N. will expire in gust and Mr. Crown said it would renewed. He expects to be in Paris ut a year.

dwin H. Morris, head of the War- music companies grouped in the sic Publishers Holding Corp., ed with Mrs. Morris for conferes with agents in London, Paris other capitals on renewals and reons of contract arrangements. He l also look for new songs. They accompanied by Harry Warren, gwriter, and his wife. The return will be made in six weeks.

Walter Reade Sails

Valter Reade, circuit operator, was ther passenger. He went into a ldle with Mr. Schenck as the boat the dock. He will meet his wife l daughter, Suzanne, at Venice, l return with them early next nth.

lfred Hitchcock, British director, is returning to London with his e, Alma Reville, said he might ke a picture for G. B. after he npletes "Jamaica Inn" for Mayver Pictures in the fall and prior his leaving for Hollywood to direct tanic" for Selznick International January. If the G. B. film is made will be "Perjury," with Nova Pilm, on which he started prepara- some time ago. His G. B. cont was completed before he arrived e several weeks ago and further nmitments will be on a single pice basis.

zell May Put New ame on the Market

laude C. Ezell of Dallas, who was eral sales manager of Bank Night ce its inception about four years , will shortly place a new theatre ience game on the market. It may Buck Night, although he has aner game under consideration.

le said here yesterday that he withw from Bank Night two months and turned his interest back to liated Enterprises of Denver, which ns the copyright. Edward Goldn, local Bank Night distributor, has n handling Buck Night.

he appointment of a new sales nager for Bank Night and distribu- activity are being held in abeye by Affiliated until the determina- of its forthcoming appeal from the st Office Department's refusal of mails to Affiliated on the ground nk Night is a lottery.

Hollywood Preview

"Army Girl"

(Republic)

Hollywood, July 13.—The romances, dramas, jealousies and loves of army life are given new significance in this uniquely entertaining Republic feature. It is not a war story. "Army Girl" doesn't lack for thrills, nor is there want of sound showmanship potentialities in the story quality, production details or the work of the featured and supporting players.

As there is a sentimental quality attached to the love theme, there is also a sentimental quality in its background. In the latter case the film marks the passing of mounted cavalry in favor of mechanized equipment. Republic recognizes this by dedicating the film to the men and mounts who have often been glorified in song, story and pictures.

The story is told in a convincing way. Human temperaments, loves and ideals clash as an old order passes into oblivion. Capt. Preston Foster and Sergeant James Gleason come to a desert cavalry post with their tanks to be regarded by the officers and troopers as jockeys of a beer can. Just as his tank proves itself superior to horses, Foster proves himself a better man in the competition for the affections of Col. H. B. Warner's daughter, Madge Evans, than the other officers, particularly Neil Hamilton. When Miss Evans and Foster find they love each other an order comes abolishing horses for tanks, retiring Warner from his command and promoting Foster to his post. Traditional loyalties collide with modernization, love blows up and the story takes on a gripping twist when a tank gets out of control and Warner and Gleason are killed. Foster, despised by Miss Evans, is courtmartialed and his conviction on the charge of negligence seems certain until Hamilton, remembering his oath as an officer and a gentleman, forces Guinn Williams, an old line sergeant, to confess he tampered with the tank. Exonerated, Foster is recognized as the forerunner of a day of new glories for the cavalry. Miss Evans sees him as the only man she can love as much as her deceased father.

The combination of the various aspects of the scenario gives Foster, Miss Evans, Warner, Hamilton, Ruth Donnelly, Gleason, Williams and Ralph Morgan opportunities to turn in highly commendable performances.

The screenplay was written by Barry Trivers and Samuel Ornitz from an original story by Charles Clifford. Armand Schaeffer produced and George Nichols, Jr., directed.

"Army Girl" tends to make good Republic's promise that it intends to step into big league production.

Running time, 85 minutes. "G." Gus McCarthy.

Kent Drive Meeting Set for Coast Today

Los Angeles, July 13.—James P. O'Loghlin, S. R. Kent Drive leader for 20th Century-Fox, will hold the first of a series of drive meetings at the Los Angeles branch here tomorrow.

Branch meetings are scheduled daily until Aug. 8, when Mr. O'Loghlin's itinerary winds up in New York. From here he will go to San Francisco for a meeting tomorrow. Similar sessions will follow in Seattle, Portland, Salt Lake City, Denver, Omaha, Des Moines, Minneapolis, Milwaukee, Chicago and Kansas City. He will then tour the south and central section before heading east.

Roger Ferri of the home office is accompanying Mr. O'Loghlin.

Col. Closes Fabian Deal

A deal by which all of Columbia's new season product will play the 14 Fabian Theatres' upstate houses was closed yesterday by Lou Weinberg, circuit sales executive, and Phil Cox, Columbia Albany manager, with Si Fabian.

Newsreels for Terminal

Plans for the Union Airway Terminal which will be built at 42nd St. and Park Ave. call for the inclusion of a 596-seat newsreel theatre.

Widow Starts Suit Over "Test Pilot"

Claiming damages exceeding $1,000,000, Delores Lacy Collins, individually and as administratrix of the estate of James H. Collins, widely known as a test pilot, filed suit yesterday in the U. S. District Court against Metro-Goldwyn Pictures Corp., Metro-Goldwyn-Mayer Distributing Corp., Loew's, Inc., and Culver Export Corp., and charged plagiarism of the book, "Test Pilot," containing the collective stories and articles of Collins in the picture of the same name.

The plaintiff further asserted that scenes in the picture "closely conformed with actual events in the life of the author, James H. Collins," and that the defendants had taken advantage of the widespread publicity on the death of Collins in 1935, and of an article written by Collins predicting his own death.

In addition to damages, an injunction against further exhibition of the picture and an accounting are sought.

Delay UMPTO Meet

Philadelphia, July 13.—The first meeting of the United M. P. T. O. here, scheduled for tomorrow, has been postponed until next Monday, because of the absence of Lewen Pizor, president, who was called to New York on business.

Chaplin Stand Delays U.A.'s Profit Split

(Continued from page 1)

Roach and Edward Small to the United Artists banner this season, and with having contributed much to advancing the negotiations for a renewal of the Selznick International releasing deal to its current favorable status, all United Artists producers are to receive a proportionate share in 50 per cent of company earnings over a designated amount, their share of the profits to be determined by the earnings of their pictures. The remaining 50 per cent was to be distributed equally among the company's five owner-partners.

Mr. Silverstone will remain on the coast indefinitely for product and budget conferences with all of the United Artists producers, in addition to his scheduled conferences with Mr. Chaplin and negotiations with John Hay Whitney and David O. Selznick on a renewal of the Selznick International releasing agreement.

Queried yesterday on the report of Mr. Chaplin's objections to the profit-sharing plan, Mr. Silverstone said, "There is no more cordial and friendly a member of the company than Mr. Chaplin. I wonder where such stories originate."

Mr. Silverstone's contract with the company is understood to have been formally approved and signed recently. It is said to be for a five-year period at $2,500 per week. An early provision of the contract that he was not to become a member of the board, which would have prevented his election to the presidency of United Artists, is said to have been eliminated following the recent resignation of Dr. A. H. Giannini. As a result of this, Mr. Silverstone's election to the presidency of the company at a future date is being accepted as a foregone conclusion in the trade.

G. B. Shows Increase On Profit for Year

(Continued from page 1)

debenture and preference dividends were maintained.

The company's reserve was increased from £85,000 to £100,000, the bank overdraft reduced from £819,778 to £373,990. The report noted a decline in the combined theatre profits but the corporation as a whole showed an increase in profits through an increase in the Provincial Circuit Theatres' dividend and that from Bush Radio.

Leads Baseball League

The team of Consolidated Film Industries is leading the Motion Picture Baseball League of seven teams as the season nears its close. The leaders thus far have an unblemished record of nine victories and no defeats. Following, in the order of ranking, are: RKO, NBC, Skouras, M-G-M, Columbia, International Projector.

"Hood" Big in Far East

Advices to the Warner home office reveal that "The Adventures of Robin Hood" has played to record breaking business in both Shanghai and Manila.

Canadians Ask New Barriers For U. S. Sets

OTTAWA, July 13.—Demanding that royalty-free radio articles be kept out of Canada, that radio goods not complying with the Canadian electrical code also be kept out; that the sales tax on radio sets be cut, and that there be a downward revision of duties on radio parts and materials, the Radio Manufacturers Association of Canada opened their case yesterday before the Tariff Board at the beginning of its inquiry into the cost of radio sets, methods of manufacture and distribution.

The price spread between American and Canadian-made sets is one of the central questions of the probe. A flurry developed when W. D. Herridge, former Canadian Minister to Washington, insisted his clients, the Philco Company of Philadelphia, were de facto complainants in this probe, and they had a right to present their case before Canadian makers. After a lively exchange Chairman George Sedgwick declared the probe was the result of a reference to the board direct from the Government, and he ruled the Canadian manufacturers should be heard first.

Claims Bad Service

Throughout sittings, however, there were frequent questions asked of witnesses by Mr. Herridge, who declared the price spread ranged from 50 to 90 per cent, that Canadian users were badly served; that their sets cost too much, and that with lower prices there would be many more users.

Canadian manufacturers declared that while they had tried to reduce the cost of sets a drastic reduction in prices would not materially increase the use of radio sets in Canada, chiefly because of wide areas and relatively sparse population.

Television Unit of Manufacturers Meet

The television committee of the Radio Manufacturers' Association held a brief meeting at the Hotel New Yorker yesterday morning. Approximately 15 members were in attendance.

The chief purpose of the session was to revise transmission standards for eventual submission to the Federal Communications Commission. The group went over various papers.

To Air London Bands

As a feature of an international dance exchange two popular orchestras in London will be heard on a special NBC broadcast from London on July 16 and 23 over the Blue network at 8 P. M., E.D.S.T. The first spot will offer Joe Loss of the Cricklewood Palace of the Dance and Carroll Gibbons of the Astoria Dance Salon, both in London.

Has Swing Music Show

Ann Marie Hewing of the CBS publicity staff has her own program on WEVD, titled "Dr. Jazz," consisting of the playing of swing recordings.

▸ *Radio Personals* ◂

FAY WRAY will be the guest of Radie Harris on the latter's program over WOR and the Mutual network tonight at 6:45 . . . Art Van Harvey, the "Vic" of "Vic and Sade," will leave on a fishing trip to the Wisconsin woods following tomorrow's broadcast . . . Alton Cook, radio editor of the *World-Telegram,* will begin his vacation Saturday. Charles Sievert will take over the column during Cook's absence.

Johnny Messner and his band have been signed for the Hotel New Yorker Roof for three programs weekly over the NBC Red . . . Francesco X. Sauckelli, advocate of better English on the air, has taken over the "Professor" role on WHN's "Give Me a Sentence" program.

+

Retta Revell, daughter of Nellie Revell of NBC will take over her mother's show while the latter is on vacation, from July 24 to Aug. 19. . . . Jerry Danzig of the WOR commercial program department is off for a vacation of three weeks in the Maine woods. . . . G. W. Johnstone, head of the WOR press and special features division, will leave Friday on his vacation. . . . Dick Dorrance of the same station returns from his on the same day. . . . Al Josephy of WOR special events tomorrow will marry Rosamunde Eddy in St. Thomas' Church. . . . Theodore Streibert, vice-president and general manager of WOR, will leave tomorrow on a cruise to Panama and South America.

+

Hollywood

"American Love Stories" has replaced "Reunion of the States" as Forest Lawn Memorial Park's program on KHJ. A. C. Shank, master of ceremonies on the "States" program, will be on the new show, which will dramatize romances of famous characters in American history. . . . Lewis Allen Weiss, general manager of the Don Lee System and former Army captain, has arranged with Bruce Merman of the local American Legion staff to place a series of programs on KHJ exploiting the forthcoming national Legion convention in September. . . . Milton Berle and the Raymond Scott Quintet are auditioning, through Columbia Management, for a new program for an eastern sponsor.

Quaker Oats Closes For 3 NBC Programs

(*Continued from page* 1)

its program featuring Irene Rich for another year beginning Aug. 14.

The Quaker programs include Tommy Riggs and Betty Lou from Hollywood over 60 Red stations, starting Oct. 1 from 8 to 8:30 P.M. The agency placing the program was Ruthrauff & Ryan. The same agency also placed "Girl Alone" for Quaker, starting Sept. 26 over 37 Red stations. Sherman K. Ellis & Co. placed "Dick Tracy" for Quaker on 16 Red stations beginning Sept. 26. H. W. Kastor & Son handled the Welch account.

AFRA—Mutual Deal Is Expected Shortly

An agreement between the Mutual network and other companies and the American Federation of Radio Artists is expected in the near future, following the conclusion Tuesday of a wage-hour agreement on talent with NBC and CBS, an official of the A.F.R.A. indicated yesterday. Negotiations have been continuing over a long period between the union and various networks, and the NBC and CBS deals were the first to be concluded.

Ratification of the working agreement with the two major networks is anticipated at the ratification meetings scheduled in the several cities involved in the deal. The New York members of the talent organization will gather at the Hotel Astor tomorrow, those in Chicago on Sunday and the coast members will meet next week.

To Resume Mill Program

The Wheeling Steel Mill, which last season sponsored the "Musical Steel Makers" over Mutual, has signed to return the program over the same network in the fall. The contract is for 26 weeks and starting Sept. 11 the program will be broadcast Sundays from 5 to 5:30 P.M. It will originate from the studios of WWVA in Wheeling, W. Pa., and will be carried by 17 stations of the network. Critchfield & Co., Chicago, is the agency.

New Alsop Firm Name

Alsop Radio Recording recently changed its corporate name to Allan-Alsop-Eddy Radio Recording Corp. The new executive setup lists James Allan as president; Ezra B. Eddy, vice-president; Carlton W. Alsop, executive vice-president; Rayburn Burgess, sales manager; J. Ernest Cutting, program director, and J. F. Sponseller, chief engineer.

Title New CBS Program

"Get Together" is the title of a new CBS sustaining show which will start July 19. Jack Berch is handling the broadcast and will be assisted on the initial airing by Lee Stern, Lou Babin, Lillian Morton and John Brown. Program will be heard on Thursdays from 8:30 to 9 P. M., E.D.S.T.

New WMCA Period Set

"The Radio Column of the Air," new WMCA period, will start tomorrow at 2:15 P.M., E.D.S.T. Howard Chandler will be in charge. Initial guests are Al Garry and Will Glickman, radio script writers.

Chevalier on Air Tonight

Maurice Chevalier will be heard tonight in an exclusive NBC broadcast over the Red network at the conclusion of Bastille Day festivities in Paris. The feature will begin at 5 P. M., E.D.S.T.

To Air "Green Pastures"

"The Green Pastures" has been added to the schedule of the Pulitzer Prize plays to be presented over the NBC-Blue network every Thursday at 9 P. M., E. D. S. T.

Program Back on CBS

"Music for Fun" will return to the CBS network on Sunday at 6 P. M., E. D. S. T.

Florida May Drop Ascap Law Appe

(*Continued from page* 1)

Pensacola this week, refused to s stitute himself for the former inc bent, Cary D. Landis, against wl Ascap's injunction was obtained winter and who subsequently brou the state's appeal to the Sup Court where it is now pending. Florida court this week ruled Ascap's injunction remains in ef against the state attorneys, who thus prevented from enforcing anti-Ascap measure. Mr. Gibbs' fusal to permit himself to be sub tuted for his predecessor in of however, indicates that the state not press the Supreme Court ap inasmuch as the substitution wo have to be made before further ac on the appeal could be taken in high court.

Louis D. Frohlich and Herr Finkelstein, attorneys for Ascap, turned to New York yesterday.

ITOA Urges Speed In Industry Mov

(*Continued from page* 1)

legislation, threatening for m months, into full bloom."

The I. T. O. A. calls on exhibit exhibitor organizations, distribut and producers to join in forging a p gram that will remove all cause legislation.

"The distributors' plans call for setting up of a program, after wh negotiations with exhibitors or th representatives will take place," c tinues the statement. "That is agr able to us. We are not interested the procedure; we are interested the results."

"Blockade" Showin Is Delayed at Omal

OMAHA, July 13.—Showing "Blockade," scheduled at the Om tomorrow, has been shelved by T States Theatre Corp. following p tests by Omaha Council, No. Knights of Columbus, and *The Vo* a Catholic newspaper.

Evert R. Cummings, district T States manager, said he would l into objections.

New Orleans Council Objects

NEW ORLEANS, July 13.—A t gram condemning "Blockade" "leftist propaganda" has been sent Will H. Hays, by New Orleans Co cil No. 714 of the Knights Columbus.

Kansas City Group Acts

KANSAS CITY, July 13.—The H Name Society of Kansas City adopted a resolution protesting the hibition of "Blockade," asserting picture is Communistic propagand

Regents Ruling Due So

ALBANY, July 13.—Decision of Board of Regents on the pict "Human Wreckage," denied a lice by the New York censor board screened by the sub-committee of Board of Regents on appeal l month, is expected soon following recent meeting of the 12 Regents, M TION PICTURE DAILY has learned.

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OL. 44. NO. 10 NEW YORK, FRIDAY, JULY 15, 1938 TEN CENTS

enies Trust Probers Seek Prosecutions

imed at Remedial Laws, Declares Arnold

WASHINGTON, July 14.—Denying at the Administration's monopoly obe will be a "fishing expedition," ssistant Attorney General Thurman rnold tonight reassured members of e motion picture and other indusies that may be investigated that no formation developed by the inquiry ill be used as a basis for possible iminal action.

"The monopoly investigation," he id, "is intended to gain information oking toward remedial legislation. here is absolutely no thought in the nti-Trust Division of ferreting out formation at hearings conducted by e monopoly committee and using ch information for possible crimial prosecutions under the anti-trust atutes at a later date."

As a matter of fact, he added, it is ssible for the department to secure

(Contiinued on page 13)

ees Great Value In Kennedy Speech

LONDON, July 14.—Theodore Fligelone, member of the negotiation comittee of the Cinematograph Exhibirs' Association in talks with Kineatograph Renters' Society, declared the biannual meeting of the London anch of the C.E.A. today that the cent plea of American Ambassador seph P. Kennedy for cooperation tween American and British indusies will have a far reaching effect. The address of Mr. Kennedy was livered at the recent testimonial ncheon for Maurice Silverstone, ad of United Artists. The C.E.A.

(Contiinued on page 13)

. W. C. Investigation Continues, Says Law

HOLLYWOOD, July 14.—J. Law, of the ttorney General's office, today denied ports that he has been ordered to scontinue his probe of the books of ajor studios as part of a Department Justice investigation of charges gainst Fox West Coast. Mr. Law ated the probe is continuing in status o and a report is expected shortly.

Radio News—Pp. 12-13

Board Votes Reorganizing For Academy

Radio Program Included Among Changes

HOLLYWOOD, July 14.—Sweeping reorganization of the Academy of Motion Picture Arts and Sciences, calling for complete revision of by-laws, economic and political activity and the setting up of an important program of activity designed to benefit the entire industry, was announced today by the Academy board of governors.

Among the projects announced are the acquiring of a new Academy building which will serve as offices, club house and central gathering place of the industry, equipped with meeting rooms, facilities for projection and for catering to dinners and luncheons; the inception of an educational radio program, which is designed to bring the public and the industry closer together; the study of project to set up talent scholarships for a limited number of university graduates who have shown ability worthy of encouragement, and the holding of previews of especially outstanding films, American and foreign, long before they are

(Continued on page 11)

FOUR COMPANIES WIN AMPA HONORS

Big Ad Campaign Is Urged by Hays

An advertising campaign to create consumer demand for increased production was urged by Will H. Hays yesterday at the third annual Ampa awards luncheon held in the Sert Room of the Waldorf-Astoria.

"I earnestly and formally lay on the table a recommendation for a great new campaign of intensive advertising. I urge it upon you and through you to your companies, because all this stepping up of production through Government spending and otherwise will be useless without it," Mr. Hays said in ending a short talk during which he congratulated the Ampa members on the progress they have made in improving advertising.

"Business is like a wheelbarrow," he went on; "it must be pushed. All producing is futile unless the public is told the product exists. I think it is No. 1 in essentiability at this time."

M-G-M Gets 6, Warners 4, Paramount 2 and Columbia One

M-G-M won six, Warners four, Paramount two, and Columbia one among the first, seconds and thirds of the five principal divisions of the third annual Ampa awards made public yesterday at the Awards Luncheon in the Sert Room of the Waldorf Astoria.

It was the biggest gathering of the kind so far held by Ampa, about 250 members and industry leaders attending.

The awards were based on 1937 releases and the method of making the awards were new in that they went to companies instead of individuals. This was on the theory that each campaign was the result of teamwork rather than individual effort.

Exhibitors throughout the country, including Alaska, voted on a list of 34 releases presented for their consideration. The balloting was from major circuit heads, independent circuits, and independents, manv of whom had only

(Continued on page 6)

Hughes Back and It Rained Newsreel Men at Airfield

It rained newsreel camera crews at Floyd Bennett Field yesterday.

Howard Hughes came back to town from a little three-and-one-half-day jaunt around the world, and the newsreel editors all sent their men out to meet him. They went out with every intention of making a job of pictorial reporting on one of the biggest aviation stories since Colonel Lindbergh made his little trip, and they succeeded.

The camera crews, representing all the reels, were in airplanes, on the ground, in the airport control tower, in the upper part of the hangar and generally all over the place. They even went out to meet the big ship winging its way home with a new world-girdling record tucked under its wing. The rain poured down, but the film was safe in the labs by then.

The schedule looked something like this yesterday afternoon before the plane settled into the airport about 2:30.

Movietone News had four crews at the field, three on the ground and one in a plane; News of the Day had one in a plane, ready for landing shots or a flight to any nearby spot if an emergency landing should have been necessary, and four crews on the ground; Paramount had two in the air and nine men on the ground, well scattered to cover every possible part of the field; RKO Pathe had three crews and Rudy Arnold in a plane to take air shots of the crowd and the like; Universal had five camera crews on deck, two in the air and three on the ground. One of the Universal planes went out to meet the Hughes plane winging in from the west, but the ship flew as far as Scranton and missed its quarry, despite following the Hughes beam. It kited back and caught air shots at the field.

The weather could have been better, but apparently the results were uniformly good. All the reels had their

(Continued on page 13)

Myers Asks Cut on Short Deliveries

Film rental adjustments to compensate exhibitors for undelivered pictures, the promise of which influenced product deals, are suggested by Abram F. Myers, general counsel of Allied States, in an organization bulletin. It is alleged that "86 pictures were not made or are being withheld" by the major companies on 1937-38 pacts.

The bulletin states: "Recently executives of the Big Eight, hearing disturbing rumors, rushed to Wash-

(Contiinued on page 13)

SWG Vote Protested By All 18 Studios

HOLLYWOOD, July 14.—Dr. Towne Nylander, chairman of the N.L.R.B., today stated that all 18 studios affected by the recent election that named the Screen Writers' Guild its sole bargaining agent, had filed protests, all based on the claim that the studios have been allowed no opportunity to verify the employment of the voters as of June 4, the date required for eligibility.

Dr. Nylander said he was forwarding a report to Washington headquar-

(Continued on page 11)

◂ Purely Personal ▸

HAROLD ORLOB and Dudley Murphy left New York yesterday for Dennis, Mass., to confer there with Sylvia Sidney on production plans for ". . . one-third of a nation . . .," work on which is scheduled to start at Eastern Service Studio, Aug. 29. Miss Sidney plans a trip to London in the interim.

•

Thomas Orchard, associate producer of "March of Time," and his father, Charles, will leave today on the *Santa Rosa* for a 16-day Central American cruise.

•

Les Whalen, 20th Century-Fox foreign publicity director, lunched yesterday with Jack Murphy, production manager for Harold Lloyd, an old friend.

•

Capt. John W. Mauss, known in vaudeville as Willie Mauss, is returning to Europe aboard the *Deutschland,* which left New York Wednesday night.

•

John J. Friedl of Minnesota Amusement Co., is here from Minneapolis for conferences with Y. Frank Freeman, Paramount theatre head.

•

Dan Doherty of Movietone News will return Monday from his vacation. He recently moved his family to their new home in Long Beach.

•

Ralph Branton and Joseph Dietch of the A. H. Blank circuit are in New York from Des Moines for a short stay.

•

Rutgers Neilson, RKO publicity manager, and Mrs. Neilson will leave Monday for a Nova Scotia cruise.

•

Victor Cockle, G.B. Export manager, left yesterday for Montreal. He may sail for London from there.

•

George Black, director for March of Time, has returned from a camera expedition to Nova Scotia.

•

Ted Richmond is in town from the coast on Allied Pictures business.

"Paris" at $30,000 In 2nd Roxy Stanza

"The Rage of Paris" came through with $30,000 for a second week at the Roxy, compared with $48,000 for the first stanza.

The Criterion's business fell to $6,500 with "Rose of the Rio Grande." "Man's Paradise," Modern Films' three-reeler, bolstered the feature.

"There Goes My Heart," first Hal Roach release through United Artists, will play the Music Hall in October, following Alexander Korda's "Drums."

Paramount's "Prison Farm" is being first run at Loew's State.

Loew's to Show "Pearls"

"Pearls of the Crown" is the second foreign film to be shown in Loew's metropolitan circuit with a Hollywood companion feature, the booking being inspired by the success of "Mayerling." The film will go into circuit houses Tuesday.

The Newsreel Parade

Movietone News

Vol. 20. No. 88

(*20th Century-Fox*)

This issue is noteworthy for skillful handling of the China floods which impeded the Japanese advance near Hankow. It's a slice of "The Good Earth" and a great human document.

Of domestic interest is the visit of Shirley Temple in the east, showing her cruising the New York waterfront and at a Hyde Park picnic with Mrs. F. D. Roosevelt.

The balance includes the moving of the Government's silver treasure to the vaults at West Point; the wonder of snow on California's Mt. Lassen; Lew Lehr kidding a "beautiful leg" contest; Ed Thorgersen energetically describing the Goshen, N. Y., trotting races; stunning models displaying ritzy footwear, and furious aquaplaning in the Pacific. Reviewed without the clip on Howard Hughes. Running time, 9½ mins. F.

News of the Day

Vol. 9, No. 286

(*M-G-M*)

The excellent scenes of the North China floods which stopped the Japanese war machine near Hankow are duplicates of the Movietone News story but have their own narration.

Spectacular night skiing on Mt. Lassen in California, where the snow rarely falls deep, makes a good shot, and a grandmothers' bathing beauty contest at Coney Island is a good novelty. The reel also has the climax of the Sokol gymnastic meet at Prague, showing 32,000 women in mass drills; the harness races at Goshen, N. Y., and demonstrations of fancy diving at Jones Beach. Reviewed without the Howard Hughes story. Running time, 8 mins. F.

Paramount News

No. 99

(*Paramount*)

Shots of the Floyd Bennet field arrival of Howard Hughes and his crew of four at 2:37 P. M., from their speed flight around the world give this release exceptional news value.

Anything after that is anti-climax, but there is interest in the trotting races at Goshen, N. Y., and in the closeup of principals in the conviction of U. S. Nazi leaders in Riverhead, L. I.

Canton displays ingenuity in the bomb-deflecting bamboo roofs erected over buildings. Drills of the uniformed "Amazon Battalion," young Chinese girls, also are included.

Discovery of gold in their backyard in Lakeside, Cal., rewards patient efforts of Mrs. Guy Kimball, wife of a disabled war veteran.

On the lighter side are the hot weather shots in the Detroit Zoo, where even the tigers went in swimming when the thermometer shot up. From the West come pictures of the President in Pueblo, Col., where he heard miners ask him to run for a third term; and other shots showing the chief executive enjoying the scenery at Royal Gorge. I.K.

RKO Pathe News

Vol. 9. No. 103

(*RKO*)

Shipped without the footage on the arrival in New York of Howard Hughes, which will be added as soon as available, this issue of the reel features a spectacularly shocking crash on an auto race track in Australia. Not necessarily gruesome, it is startling, and probably will long remain as one of the most sensational of all newsreel shots. The camera was full on the car as its wheels locked, it went into a spin, plunged straight into a crowd of spectators lining the side of the track, and driving at full tilt, literally mowed them down and tossed them aside like pins in a bowling alley. It is an exclusive for RKO Pathe.

The rest of the reel features a college tennis victory in Pennsylvania, a Long Island prosecutor commenting on the conviction of members of the German Bund, good shots of trotting races at Goshen, N. Y., a Congressional committee visiting a unit of the T.V.A., an interesting fish run which results in a pool jammed with fish, and pictures of President Roosevelt in Colorado on his westward tour. It is an interesting reel, and with the race track sequence, a spectacular one. Running time (without Hughes' footage), 6½ mins. A.

Universal Newsreel

Vol. 10, No. 684

(*Universal*)

Sufficient advance footage to cover the arrival of Howard Hughes at Floyd Bennett Field was prepared and sent out with this regular release of the reel. There are approximately 50 feet of this material. Actual shots of the round-the-world plane's return will follow the regular release into the theatres.

The subjects comprising the regular release achieve a good standard for news, topical and novelty material. They consist of shots of the President at Pueblo, Colo.; the effects of Japanese bombing in Canton; flight tests of the new 47-passenger, four-motored Douglas commercial ship; George French, former millionaire, working on a golf range at Allston, Mass.; Capt. George Eyston, British speed champion, preparing for new record trials on the Utah salt flats; a working model of the U.S.S. Texas under full steam in an indoor swimming pool; a beauty contest for grandmothers; a "blindfold" bathing beauty contest; July snow scenes at Mt. Lassen, Cal.; Philadelphia's welcome to its homecoming rowing champion; the start of a homing pigeons' race; trotting races at Goshen, N. Y., and aquaplaning at Hermosa Beach, Cal.

Running time, (without Hughes footage) 9 mins. K.

Columbia Sets Dividend

Columbia has declared a quarterly dividend of 68¾ cents per share on the $2.75 convertible preferred stock, payable Aug. 15 to stockholders of record Aug. 1.

"Sister Act" Retitled

Hollywood, July 14.—"Daughters Courageous" has been chosen by Columbia as the release title for "Sister Act," based on the Fannie Hurst novel. The Lanes are featured.

"Antoinette" Scale Fixed at $2.20 To

M-G-M's two-a-day showing
"Marie Antoinette" at the Astc
opening Aug. 16 for an indefinite ru
will be at $2.20 top nights, with mat
nees at $1.10 top. Three shows w
be given Saturday and Sunday.

The opening of the "Marie Antoi
ette" museum at the theatre yesterda
drew crowds, 338 persons viewing th
antiques and props in the first hou
By 4 o'clock 2,056 visitors w
clocked. If the opening day's pac
sustained, M-G-M estimates 200,0
persons will view the collection in th
next month.

The film is now being roadshow
at the Carthay Circle in Hollywoo
Additional roadshow dates are und
consideration.

RKO Hearing Adjourne

Federal Judge William Bondy a
journed the RKO reorganization hea
ing scheduled for yesterday to Ju
21 at 2:30 P. M. The hearing w
adjourned to allow Special Mast
Alger time to render his report on th
amended plan of reorganization
a scheduled hearing on July 18, at th
request of Col. Hamilton C. Rickab
attorney for the proponents of the pla
which stated that the report wou
probably be filed in the U. S. Distri
Court on that day.

Set Fabian Golf Progra

Sam Rosen of the Fabian circuit h
lined up a program of golf, swimmin
tennis and other amusements for th
first Fabian Theatres golf tourname
to be held next Thursday at Prea
ness Hills Country Club, Paterson,
minutes from George Washingt
Bridge. Tickets are available fro
Mr. Rosen in the Paramount Buil
ing.

MOTION PICTURE
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Shirley TEMPLE

in

LITTLE MISS BROADWAY

with

GEORGE MURPHY • JIMMY DURANTE
PHYLLIS BROOKS • EDNA MAE OLIVER
GEORGE BARBIER • EDWARD ELLIS • JANE DARWELL • EL BRENDEL • DONALD MEEK
PATRICIA WILDER • CLAUDE GILLINGWATER, Sr.

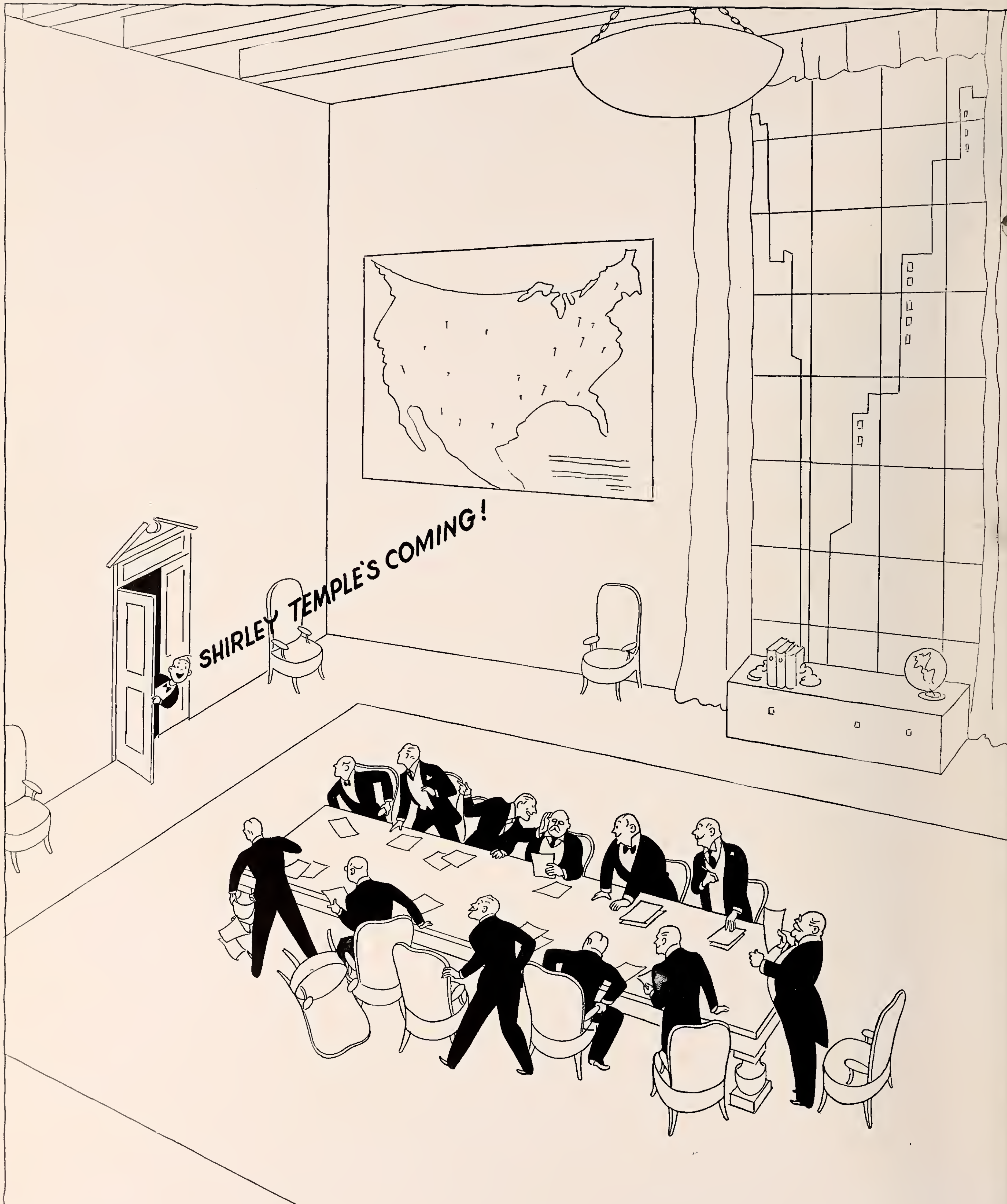
Directed by Irving Cummings
Associate Producer David Hempstead. Original screen play by Harry Tugend and Jack Yellen.
Dances staged by Nick Castle & Geneva Sawyer
Darryl F. Zanuck in Charge of Production

Bullock & Spina hits to hit the "most-played" heights:

"Be Optimistic" • "We Should Be Together" • "If All the World Were Paper" • "Swing Me an Old-Fashioned Song" "How Can I Thank You" "Little Miss Broadway"

20th CENTURY FOX
THE KEYSTONE OF YOUR FUTURE

PRINTED IN U.S.A.


SHIRLEY TEMPLE'S COMING!

New Zealand Theatre Units Are Realigned

By CLIFF HOLT

Sydney, June 21 (*By Airmail via London*)—The acquisition of 25 per cent of the stock of J. C. Williamson Picture Corp., (New Zealand) Ltd. by Theatre Holdings, Ltd., has an important bearing on the theatre situation in New Zealand.

Hitherto the circuits have waged a triangular fight for business, with J. C. Williamson Films, the John H. Mason group and the Hoyts-Fox-Moodabe combination each occupying a corner. The amalgamation of the J. C. W. and Mason interests reduces the circuit situation to two rival camps.

Theatre Holdings, Ltd., is the new company formed by the financial group represented by John H. Mason, and it is stated that the operation of John Fuller and Sons, Fuller-Hayward, Ltd., J. C. W. Picture Group, New Zealand Theatres, Ltd., and Christchurch Cinemas, Ltd., will engage its attention. Beaumont Smith, who founded J. C. W. Picture Corp. in 1925, has disposed of 25 per cent of his stock to Theatre Holdings and resigned as managing director. He has retained his debentures, which amount to the largest individually-owned on the company's lists, and has been invited to act in an advisory capacity for a specified minimum of two years.

Tapernoux Files Report

John S. Tapernoux, as president of French Motion Picture Corp., now in the process of reorganization, filed a monthly report of the company for the period June 13 to July 12 in the U. S. District Court here yesterday. The report revealed receipts for that period of $1,326 and expenditures of $1,157.

Change Columbia Title

Hollywood, July 14.—"The Lady Objects" will be the release title of the first Lanny Ross starring film for Columbia, which went into work as "Lady Lawyer."

Wall Street

Mixed Activity Marks Board

	Open	High	Low	Close	Net Change
Col.	14¾	15¾	14¾	14¾	— ½
Cons. pfd. .	7⅛	7⅛	7⅛	7⅛	+ ⅛
E. K.	168½	172	168½	170	+ ⅞
E. K. pfd..	171	171	171	171	+3
G. T. E...	14¼	14¼	14	14	— ½
Loew	50⅝	52¼	50⅝	51¼	— ½
Para.	11⅛	11⅝	11⅛	11⅜	— ⅛
Para. 2.....	11⅜	11¾	11⅜	11¾	.....
Pathe	6¾	7⅝	6¾	7½	+ ⅝
RKO	2⅝	2⅝	2⅝	2⅝	— ⅛
20th Fox ..	25	25¼	24⅝	24⅝	— ¾
Univ. pfd.	39⅛	39⅛	39⅛	39⅛	— ⅞
W. B.	6¾	7¼	6¾	7	+ ⅛

Short Curb Gains

	Open	High	Low	Close	Net Change
G. N.	⅜	⅜	⅜	⅜	.....
Monogram	2¾	2¾	2¾	2¾	.....
Sentry	¼	¼	¼	¼	.....
Sonotone ..	1⅝	1¾	1⅝	1¾	+ ⅛
Tech.	22⅛	22⅞	22⅛	22½	.....
Trans-Lux	2⅛	2⅛	2⅛	2⅛	— ½
Univ. Pict.	4⅝	4⅝	4⅝	4⅝	+ ⅛

Keith Bonds Rise 4 Points

	High	Low	Close	Net Change
Keith 6s '46......	90	90	90	+4
Para. Pict. '47....	82	82	82	— ¾
RKO 6s '41.......	70	69⅝	69⅜	— ⅜
W. B. 6s '39.....	80	79	79	—1

(Quotations at close of July 14)

Hollywood Previews

"The Texans"

(*Paramount*)

Hollywood, July 14.—One way to notify the clients definitely as to the scale, tone and general character of this major western is by mentioning that the story, like that of "The Covered Wagon" of immortal memory, is from the pen of the late Emerson Hough.

This film has the same broad sweep, the same tang of historical veracity and tells its story as that one did, most impressively, in terms of cattle drive, stampede, Indian fight and cavalry rescue. It is native American melodrama produced in vast dimension.

Mr. Hough's story is of the period immediately following the Civil War when carpetbaggers exploited the South, specifically Texas. The cruelty and injustice inflicted by avaricious reconstructionists are depicted in early sequences reminiscent of "The Birth of a Nation" and the picture ends with the formation of the Ku Klux Klan in prospect. The prime incident to which the story narrows down is the driving of a herd of 10,000 cattle from a Texas ranch into Mexico and thence back across the Rio Grande to Abilene, Kan., when greedy local agents of the Union attempt to seize a ranch by means of extortionate taxation.

The major episode in the long cattle drive are a grass fire, an Indian raid, a dust storm, a headlong crossing of a roaring stream by horse and covered wagon, and various stampedes. All of these are filmed on a gigantic scale and with extraordinary realism. The effectiveness of these scenes is a tribute to Producer Lucien Hubbard.

Joan Bennett and Randolph Scott are co-starred, she playing the rebellious ranch owner and he the heroic American who ultimately convinces her the Union is entitled to her loyalty. May Robson gives the most memorable performance, as her grandmother, with Robert Barrat, Walter Brennan, Francis Ford and Raymond Hatton supplying strong characterizations.

Running time, 90 minutes. "G." William R. Weaver

"Danger on the Air"

(*Universal*)

Hollywood, July 14.—Growing curiosity of the American public concerning behind the scenes activities of radio broadcasting may rank "Danger on the Air" for exploitation purposes above the other three of the series of Four Crime Club productions Universal has on the 1937-'38 program. Virtually all of the action takes place in a radio center, and the film is timely in that it has as part of its story the current warfare between newspapers and radio stations because of advertising.

A sponsor, hated by everyone, is murdered in a mysterious manner and Donald Woods, as a sound engineer, sets out to solve the murder at great personal danger. The denouement comes in the final reel, as all the characters are gathered in the office of the head of the broadcasting company. The screenplay of Betty Laidlaw and Robert Lively, who adapted the Xantippe novel "Death Catches Up with Mr. Kluck," is interspersed with comedy which met apparent approbation of the preview audience. Otis Garrett directed the Irving Starr production.

Supporting Woods are Nan Grey, Jed Prouty, Berton Churchill, William Lundigan, Skeets Gallagher, Edward Van Sloan, George Meeker, Frank Milan, Lee J. Cobb, Johnny Arthur, Lind Hayes, Louise Stanley, Eloise Rawitzer and Joseph Downing.

Running time, 67 minutes. "G." Vance King

"Young Fugitives"

(*Universal*)

Hollywood, July 14.—"Young Fugitives" has much human interest appeal. It is a philosophic homily and contains two plots, welded together in the climax. The locale is a small town. The story concerns the experiences of a Civil War veteran, Harry Davenport, in preserving a $50,000 windfall and putting his wealth-worshipping townsmen in their places, his relationship with Dorothea Kent, wild girl of the road, and an old friend's son, Robert Wilcox, a bad boy, whom both reform.

As dialogue is the main medium of interpretation, the action punch of the story is reserved for the finale. When crook pals of Wilcox plan to rob Davenport of his fortune, the young fellow rushes to the old soldier's defense, and with the aid of Legionnaires, who have been waiting to fete Davenport, put the would-be robbers to rout. Satisfied that the youth has been reformed and happy in the knowledge that he is in love with Miss Kent, Davenport settles down to a life of ease with his old cronie, Clem Bevans.

Davenport and Bevans are the outstanding characters in the show. The story is an original by Edward James. It was adapted by Ben Grauman Kohn and Charles Grayson and was directed by John Rawlins.

Running time, 65 minutes. "G."

Short Subjects

"Joaquin Murrieta"

(*M-G-M*)

The man of the title, the famous California outlaw, reputedly lost his head, physically speaking, when rangers caught up with him. The gruesome relic was exhibited for a number of years but there was some doubt as to its authenticity. This "Historical Mystery" covers that story with brief reenactments of incidents in the career of Murrieta. At the conclusion the audience is gracefully left out on a questioning limb. Interestingly done and attention-holding. Running time, 11 mins. "G."

"Window Shopping"

(*Columbia*)

This is a good cartoon idea cleverly and entertainingly worked out. In interesting Technicolor the plot concerns mice who, during the night, invade various stores, and have a comic and hilarious time among the merchandise and food. Dawn comes and they troop back to their holes carrying a good supply of various items along. The animation is novel and the idea a new twist to a standard form. Running time, 7½ mins. "G."

"Find What's Wrong"

(*Paramount*)

The exhibitor can tie in the pastime of finding production boners with the selling of this short, which concerns just what the title indicates. A short film is presented and the audience asked to find 10 errors. The film is repeated and a bell rung when each mistake occurs. It's different, which every audience should relish. Running time, 10 mins. "G."

"Tail End"

(*Universal*)

A cartoon that undertakes to burlesque a film story usually is quite funny and the audience quickly catches on. That is the case here. The characters are dogs and the setting is a dead end street on the waterfront. The action follows the lines of the feature only with humorous exaggeration. Good. Running time, 7 mins. "G."

Warners 2-Day Meet At Frisco Tomorrow

San Francisco, July 14.—Warner bookers and ad salesmen will meet Saturday and Sunday at the Empire Hotel, San Francisco, for the second of the company's four such conferences. The sessions will be conducted by A. W. Schwalberg, supervisor of exchanges. He will be assisted by Stanley Hatch, advertising accessories sales manager, and I. F. Dolid, assistant to Norman H. Moray, Vitaphone sales manager. Among those who will attend the meeting are:

Denver: L. E. Hobson, M. E. Austin and P. Gundy; Los Angeles: W. R. Walsh, H. Slater, B. H. Sexton, J. Pierce, M. Shipp and P. Webster; Portland: H. P. McNary, C. W. Hudson, and R. Hopfel; Salt Lake City: C. Saphro, J. Griffin and M. Wood; San Francisco: J. Hanley, V. Preston, H. Wisnia and N. Laurice; Seattle: G. G. Maxey, J. W. Parry and D. Weston; Calgary: S. Pearlman; Vancouver: H. Dalgleish.

Silverstone Leaves For Talks on Coast

Maurice Silverstone, chairman of the United Artists executive committee, and Charles Schwartz, film attorney and member of the United Artists board of directors, left New York yesterday on the Century for Hollywood. James Mulvey, eastern representative for Samuel Goldwyn, who is also a board member, will meet them in Chicago today and accompany them to the coast.

The objectives of the trip include, in addition to production conferences with United Artists producers, the resumption of negotiations with John Hay Whitney and David O. Selznick for an extension of the distribution deal with Selznick International and conferences with Charles Chaplin over the latter's objections to the proposed plan for producers' participation in company profits.

Hutchinson to Make Long Southern Trip

Walter J. Hutchinson, 20th Century-Fox director of foreign distribution, will leave July 29 for a survey of South America and South Africa, to be gone until December.

Irvin Maas, foreign manager, will leave Aug. 20 for his first visit in Europe. He will confer with Ben F. Miggins, managing director for the Continent, on service prints.

Charles Mayer, Dutch East Indies manager, will leave today for the coast and will sail Aug. 8 for Shanghai, where he will confer with Dell Goodman, Far East manager, before proceeding to Batavia. This was his first visit here in three years.

New 3-Dimension Is Claimed in "U" Film

Hollywood, July 14.—A third-dimensional effect in films is claimed to have been achieved through affixing a specially treated glass prism to the camera lens in a method developed by Joseph Valentine, Universal cameraman. The studio asserts the development will be employed in filming the new Deanna Durbin picture.

The mechanism consists of a prism one-hundredth of an inch thick and slightly less than an inch in length and width, made of two pieces of glass fitted together at an angle of 45 degrees. One surface is covered with mercury. The prism is installed in the camera between the lens and the aperture, where the film is exposed.

Beery to Pay Deficiency

Washington, July 14.—The Internal Revenue Bureau today reported that Wallace Beery and his wife have agreed to pay a 1934 income tax deficiency of $6,601. The deficiency, it was explained, resulted from the disallowance by the commissioner of deductions amounting to $19,854 for expenses, included in which were $4,040 for cost of a European trip by Beery's manager, $5,848 for cost of operating an airplane and $3,397 for publicity and entertainment.

W.B. to Commonwealth

The Commonwealth circuit of Missouri has signed for the entire 1938-'39 product of Warners, including Vitaphone shorts and trailers, it was stated yesterday by Gradwell L. Sears, Warner general sales manager.

Four Companies Win AMPA Annual Advertising Awards

(*Continued from page 1*)

one house. It cost Ampa over $1,000 to conduct the campaign and the prizes were valued at $500.

The divisions were: Best all-around campaign, best campaign aimed at the public, best trade campaign, best publicity campaign and best display campaign, with three awards in each. Firsts received plaques, second and third scrolls.

The results:

All-Around

First — "The Good Earth" (M-G-M)
Second—"Hurricane" (U.A.)
Third—"Wells Fargo" (Para.) and "Life of Emile Zola" (W.B.)

Others voted on were: "Alcatraz" (W.B.), "The Awful Truth" (Col.), "Dick Tracy" (Republic), "Lost Horizon" (Col.), "The Plainsman" (Para.), "Saratoga" (M-G-M), "Shall We Dance?" (RKO), "Souls at Sea" (M-G-M), "Stage Door" (RKO), "A Star Is Born" (U.A.), "Stella Dallas" (U.A.).

Public

First — "The Good Earth" (M-G-M)
Second—"The Life of Emile Zola" (W.B.)
Third—"Wells Fargo" (Para.)

Others voted on were: "The Awful Truth" (Col.), "Broadway Melody of 1938" (M-G-M), "A Day at the Races" (M-G-M), "Hurricane" (U.A.), "Lost Horizon" (Col.), "100 Men and a Girl" (Univ.), "The Plainsman" (Para.), "Saratoga" (M-G-M), "A Star Is Born" (U.A.), "Stella Dallas" (U.A.).

Trade

First — "The Good Earth" (M-G-M)
Second — "Alcatraz" (W.B.)
Third—"Lost Horizon" (Col.)

Others voted on were: "The Awful Truth" (Col.), "Boy of the Streets" (Monogram), "Broadway Melody of 1938" (M-G-M), "Hurricane" (U.A.), "The Life of Emile Zola" (W.B.), "Merry-Go-Round of 1938" (Univ.), "100 Men and a Girl" (Univ.), "The Plainsman" (Para.), "Prisoner of Zenda" (U.A.), "Saratoga" (M-G-M), "Souls at Sea" (M-G-M), "Shall We Dance?" (RKO), "Stage Door" (RKO), "A Star Is Born" (U.A.), "Stella Dallas" (U.A.), "Wells Fargo" (Para.).

Publicity

First—"Saratoga" (M-G-M)
Second—"The Good Earth" (M-G-M)
Third—"The Life of Emile Zola" (W.B.)

Others voted on were "Alcatraz" (W.B.), "Artists and Models" (Para.), Disney Series (RKO), "Hurricane" (U.A.), "Lost Horizon" (Col.), "100 Men and a Girl" (Univ.), "The Plainsman" (Para.), "Shall We Dance?" (RKO), "Stage Door" (RKO), "A Star Is Born" (U.A.), "Wells Fargo" (Para.).

Display

First — "Hurricane" (U.A.)
Second—"Wells Fargo" (Paramount)
Third—"The Good Earth" (M-G-M)

Others voted on were: "Alcatraz" (W.B.), "Artists and Models" (Para.), "Broadway Melody of 1938" (M-G-M), "A Day at the Races" (M-G-M), "The Life of Emile Zola" (W.B.), "Lost Horizon" (Col.), "Marked Woman" (W.B.), "The Plainsman" (Paramount), "Saratoga" (M-G-M), "Shall We Dance?" (RKO), "Stage Door" (RKO), "A Star Is Born" (U.A.), "Submarine D-1" (W.B.).

Best 10

"The Good Earth" (M-G-M)
"Saratoga" (M-G-M)
"Wells Fargo" (Para.)
"The Plainsman" (Para.)
"Alcatraz" (W.B.)
"The Life of Emile Zola" (W.B.)
"Hurricane" (U.A.)
"A Star Is Born" (U.A.)
"Shall We Dance?" (RKO)
"Lost Horizon" (Col.)

Ralph Rolan, Ampa president, made the presentations. Seated on the dais with him were: Mort Blumenstock, Edward L. McAvoy, S. Barret McCormick, Colvin Brown, Red Kann, License Commissioner Paul Moss, Will H. Hays, Judge Favese, Maurice Bergman, Howard Dietz and Monroe Greenthal.

Commissioner Moss, who represented Mayor LaGuardia, praised the general improvement of theatre advertising. He said two or three theatres were still attempting to base their appeal entirely on sex, but expressed the opinion that 95 per cent of theatre patrons would respond to something different.

Will Hays Speaks

Mr. Hays was the second speaker. After discussing briefly the "planned improvement" in film advertising under self-regulation, he made his dramatic plea for a big industry advertising campaign.

The Ampa committee which conducted the detailed campaign on the voting was headed by Vincent Trotta. Other members were Martin Starr, Hap Hadley, James P. Cunningham and Rutgers Neilson.

Among those present were: Fred Antenucci, Harry Blair, Hetty Gray Baker, Chester Bahn, Paul Benjamin, Charles Cohen, Ken Clark, Charles Casanave, Ed Casanave, James A. Cron, Hal Danson, William Danziger, George Dubin, William Ferguson, Herb Fecke, Hazel Flynn, Joseph Fronder, Gerald Frank, Don Gibbs, Tom Gerety, Charles Glett, Ray Gallagher, Joe Gallagher, Ed Gaylor, Paul Gros, Charles Gartner, Mel Heymann, Morgan Hobart, Hap Hadley, Herb Haines, William Hanneman, Walter Hanneman, Gustave Hartman, Harry Kosiner, Moe Kallis, Paul Lazarus, James Loughborough, Ralph Lund, Lou Lifton, Henry Linet, Bob Moriarity, John McDermott, Don Mersereau, Ed McNamee, Frank McGrann, William McHale, H. R. Nardiello, Lou Nathan, Alec Orr, Nicholas Pisaro, Gene Pastoret, A. W. Smith, Si Seadler, Bernard Sobel, Joel Swensen, Jose Schorr, Al Sherman, Eli Sugarman, Charles Stark, Charles Stocker, Charles Strobel, Lillian Stevens, Lester Thompson, Bernard Waldman, Milton Weiss, Ruth Weisberg, Gordon White, Joseph Zimanich and Charles Zenker.

Grants Stockholder Plea in RKO Action

Federal Judge William Bondy yesterday granted the petition of Ernest W. Stirn of Milwaukee, holder of 1,234 shares of unconverted Class A stock of RKO, and ordered the Irving Trust Co., as trustee of RKO, to make available for inspection by Mr. Stirn the list of holders of Class A stock as of March 5 and Nov. 23, 1931, the list of the holders of proxies as of March 25 and Nov. 10, 1931, [illegible] the original proxies now kept in the Palace Theatre in New York. All expenses are to be borne by the petitioner, the order continued, and the granting of the petition is not in any way to delay proceedings before Special Master Alger.

Stirn seeks the examination, claiming that two extraordinary stockholders' meetings of RKO held in 1931, which approved the conversion of Class A stock to common, were lacking the necessary votes of two-thirds of the stockholders, and that he is therefore entitled to preferential treatment under the RKO plan of reorganization.

Equity Denies Move To End Shore Shows

The council of Actors Equity Association, following a special meeting yesterday, denied responsibility for the closing of the Fortune Gallo-Shubert productions at Randall's Island and Jones Beach, as of this weekend, in a statement in which it was asserted the producers had made no effort to petition the union for concessions relating to performers' pay. The closings were attributed by Equity to "the poor attendance to which the productions have been playing."

When closing notices were posted several days ago, it was reported and not denied by the producers that Equity's failure to grant concessions for nights on which weather conditions prevented the giving of performances was responsible.

Script Writer Is Sued

Walter O'Keefe and Hesse & McCaffery, as agent, yesterday filed individual suits for $100,000 and $50,000 damages, respectively, against Maxwell Hawkins, radio script writer, and Norman C. White, his agent, for alleged injury to their reputations by the defendants. The suits arose out of the action which Hawkins had previously filed against both plaintiffs and RKO Pictures, claiming that O'Keefe had plagiarized and sold to RKO the picture rights to the radio sketch, "The Rolling Stones," which Hawkins claimed he wrote. This suit had been dismissed some time ago in the N. Y. Supreme Court.

Here's the Camera Story of Ampa Awards

RALPH ROLAN telling License Commissioner Paul Moss a funny one. In the second photo below Maurice Bergman of Columbia (left) arguing with Vincent Trotta against sitting on the dais. Across the bottom of the page the winners line up. Left to right, they are: S. Barret McCormick, Mort Blumenstock, Al Wilkie, Howard Dietz and Monroe Greenthal.

Howard Dietz and trophies

Will Hays says advertise

● *Mort Blumenstock, Warners' director of advertising in the east, accepts the citation for his company from Ralph Rolan, president of the Ampa*

[*All Photos Cosmo-Sileo*]

ARMY
THE GRANDEST ENTERTAINMEN
Re

Starring **Preston FOSTER · Madge EVANS** *with* **JAMES GLEASON**

GIRL

OU WILL PLAY ALL SUMMER!

ublic

1,000 in cast!

Musical score by VICTOR YOUNG
Directed by George Nicholls, Jr.
Associate producer Armand Schaefer
Executive producer Sol C. Siegel

350 horses!

H. B. WARNER • RUTH DONNELLY • NEIL HAMILTON • HEATHER ANGEL
• BILLY GILBERT • RALPH MORGAN • BARBARA PEPPER
RALPH BYRD • GUINN ("Big Boy") WILLIAMS • ROBERT WARWICK

"Crime" Pulls Minneapolis' Top, $6,000

MINNEAPOLIS, July 14. — "Crime School" at the Orpheum led the box-office procession in Minneapolis at $6,000 against an average of $5,600. It was the only loop theatre to reach its average. In St. Paul "Yellow Jack" and "When Were You Born?" at the Riviera, and "The Devil's Party" and "Mr. Moto Takes a Chance" at the Tower were both well over average. The Riviera grossed $2,200 against $1,300 and the Tower grossed $1,800 against $1,100.

Total first run business in Minneapolis was $15,750. Average is $18,100. Total first run business in St. Paul was $12,300. Average is $11,250.

Estimated takings for the week ending July 7:

Minneapolis:

"CRIME SCHOOL" (F. N.)
ORPHEUM—(2,900), 25c-40c, 7 days. **Gross:** $6,000. (Average, $5,600)

"LORD JEFF" (M-G-M)
STATE—(2,300), 25c-40c, 7 days. **Gross:** $5,750. (Average, $7,500)

"WOMAN AGAINST WOMAN" (M-G-M)
CENTURY—(1,600), 25c-40c, 7 days. **Gross:** $3,000. (Average, $3,700)

"THE COUNT OF MONTE CRISTO" (U. A.)
WORLD—(400), 25c-55c, 7 days. **Gross:** $1,000. (Average, $1,300)

St. Paul:

"HOLIDAY" (Col.)
PARAMOUNT—(2,500), 25c-50c, 7 days. **Gross:** $4,000. (Average, $4,700)

"THE TOY WIFE" (M-G-M)
ORPHEUM—(2,000), 25c-40c, 7 days. **Gross:** $3,300. (Average, $3,300)

"YELLOW JACK" (M-G-M)
"WHEN WERE YOU BORN" (F. N.)
RIVIERA—(1,000), 25c-40c, 7 days. **Gross:** $2,200. (Average, $1,300)

"THE DEVIL'S PARTY" (Univ.)
"MR. MOTO TAKES A CHANCE" (20th-Fox)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $1,800. (Average, $1,100)

"THE SHEIK" (Para.)
WORLD—(400), 25c-35c, 7 days. **Gross** $1,000. (Average, $850)

"You and Me," Show $11,500 Omaha Hit

OMAHA, July 14.—"You and Me" with Harry Blackstone, the magician, on the stage grossed $11,500 in seven days at the Orpheum to top weekly par by $4,300. Prices were tilted for the stage show.

"Having Wonderful Time" and "Blind Alibi" pulled $5,700 in seven days at the Brandeis for a neat profit of $1,700 over seven-day average. "Tropic Holiday" and "Tip-Off Girls" grossed $7,200 to beat the seven-day par by $1,700 at the Omaha. The Omaha held for a second week. It was the best week in some months.

Total first run business was $24,400. Average is $16,700.

Estimated takings:

Week Ending July 6:

"HAVING WONDERFUL TIME" (RKO)
"BLIND ALIBI" (RKO)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. **Gross:** $5,700. (Average, $4,000)

"TROPIC HOLIDAY" (Para.)
"TIP-OFF GIRLS" (Para.)
OMAHA—(2,200), 25c-40c, 7 days. **Gross:** $7,200. (Average, $5,500)

Week Ending July 7:

"YOU AND ME" (Para.)
ORPHEUM—(3,000), 35c-55c, 7 days. Stage: Blackstone the Magician. **Gross:** $11,500. (Average, $7,200)

"Goodbye" on Dual $15,000 Boston Draw

BOSTON, July 14.—"Always Goodbye" at the RKO Memorial, cofeatured with "Romance of the Limberlost," grossed $15,000, which was $2,000 in excess of average.

"Gold Diggers in Paris" and "Gangs of New York" took $13,000 at the Metropolitan, $2,000 over par. Loew's State and Loew's Orpheum, billing "Port of Seven Seas" and "Fast Company," fell under par, with $9,000 and $10,500, respectively.

Total first run business was $59,000. Average is $59,500.

Estimated takings for the week ending July 9:

"JOSETTE" (20th-Fox)
"YOU AND ME" (Para.)
FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $4,500. (Average, $4,500)

"PORT OF SEVEN SEAS" (M-G-M)
"FAST COMPANY" (M-G-M)
LOEW'S ORPHEUM—(2,970), 25c-35c-40c-55c, 7 days. **Gross:** $10,500. (Average, $12,000)

"PORT OF SEVEN SEAS" (M-G-M)
"FAST COMPANY" (M-G-M)
LOEW'S STATE—(3,337), 25c-30c-40c-55c, 7 days. **Gross:** $9,000. (Average, $11,000)

"GOLDDIGGERS IN PARIS" (W.B.)
"GANGS OF NEW YORK" (Republic)
METROPOLITAN—(4,332), 25c-35c-55c, 7 days. **Gross:** $13,000. (Average, $11,000)

"JOSETTE" (20th-Fox)
"YOU AND ME" (Para.)
PARAMOUNT — (1,793), 30c-40c-55c, 7 days. **Gross:** $7,000. (Average. $8,000)

"ALWAYS GOODBYE" (20th-Fox)
"ROMANCE OF THE LIMBERLOST" (Monogram)
RKO MEMORIAL—(2,907), 30c-40c-65c, 7 days. **Gross:** $15,000. (Average, $13,000)

"Holiday" Grosses $6,000, Montreal

MONTREAL, July 14.—"Holiday" at the Palace was the best box-office bet during a week in which nobody cared much about anything, but getting to the country spots. The take for this single attraction was $8,000 against par of $11,000.

"Kidnapped," on a double bill at the Capitol, brought $6,000, as compared with $9,500 average, while "You and Me," with a second feature, accounted for $4,500 at the Princess where average is $7,000.

Total first run business was $20,000. Average is $32,500.

Estimated takings for the week ending July 9:

"KIDNAPPED" (20th-Fox)
"WALKING DOWN BROADWAY" (20th-Fox)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $6,000. (Average, $9,500)

"MADEMOISELLE DOCTEUR" (British)
"LET'S MAKE A NIGHT OF IT" (British)
ORPHEUM—(919), 25c-35c-50c, 7 days. **Gross:** $1,500. (Average, $5,000)

"HOLIDAY" (Col.)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. **Gross:** $8,000. (Average, $11,000)

"YOU AND ME" (Para.)
"MAMA RUNS WILD" (Republic)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. **Gross:** $4,500. (Average, $7,000)

To Dub French Film

LONDON, July 14.—The French film, "Le Patriote," starring Harry Baur, and owned in Great Britain by European Film Distributors, Ltd., will be dubbed into English here.

"Time," "Born" Are Milwaukee Leaders

MILAWAUKEE, July 14.—Pace-setters in a week which saw thousands leaving the city for the Fourth of July holidays and as many more visiting parks and beaches, were "Having a Wonderful Time" and "When Were You Born?" which collected $7,000 at the Warner, just $2,000 above average.

All other business fizzled out like a wet firecracker.

Total first run business was $24,100. Average is $26,500.

Estimated takings:

Week Ending July 5:

"DAVID COPPERFIELD" (M-G-M)
"LOVE ON THE RUN" (M-G-M)
PALACE—(2,400), 35c-50c, 5 days. **Gross:** $3,000. (Average, $5,000)

Week Ending July 7:

"AIR DEVILS" (Univ.)
RIVERSIDE—(2,300), 25c-30c, 7 days. Stage: Royale Frolics Revue. **Gross:** $4,500. (Average, $5,000)

"THREE BLIND MICE" (20th-Fox)
"ONE WILD NIGHT" (20th-Fox)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $2,800. (Average, $4,500)

"HAVING WONDERFUL TIME" (RKO)
"WHEN WERE YOU BORN?" (F. N.)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $7,000. (Average, $5,000)

"PORT OF SEVEN SEAS" (M-G-M)
"THE SAINT IN NEW YORK" (RKO)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $6,800. (Average, $8,000)

"Robin Hood" Beats Oklahoma's Slump

OKLAHOMA CITY, July 14.—"Adventures of Robin Hood" beat out the heat wave and the general slump here by grossing $6,200 at the Criterion. This was $1,000 over normal.

"Swiss Miss," on a return engagement and played with "Law of the Underworld" at the Liberty for four days, turned in $1,200, up by $300.

Total first run business was $16,250. Average is $17,200.

Estimated takings:

Week Ending July 6:

"ROBIN HOOD" (F. N.)
CRITERION—(1,500), 25c-35c-40c, 7 days. **Gross:** $6,200. (Average, $5,200)

Week Ending July 7:

"LADY IN THE MORGUE" (Univ.)
LOUIS-SCHMELING FIGHT
LIBERTY—(1,200), 20c-25c, 3 days. **Gross:** $1,000. (Average, $1,600)

"SWISS MISS" (M-G-M)
(Return Engagement)
"LAW OF THE UNDERWORLD" (RKO)
LIBERTY—(1,200), 20c-25c, 4 days. **Gross:** $1,200. (Average, $900)

"LORD JEFF" (M-G-M)
MIDWEST—(1,500), 25c-35c-40c, 7 days. **Gross:** $3,500. (Average, $4,500)

"THE AWFUL TRUTH" (Col.)
(Return Engagement)
"COUNSEL FOR CRIME" (Col.)
STATE—(1,100), 20c-25c, 7 days. **Gross:** $1,650. (Average, $2,500)

"ALWAYS GOODBYE" (20th-Fox)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $2,700. (Average, $2,500)

Zaidins Made Union Head

CINCINNATI, July 14.—Maurice Zaidins, manager of the Gayety, has been elected chairman of the Theatrical Managers, Agents and Treasurers Union here. Charles Dale is vice-chairman, and Eddie Nordman is secretary and treasurer.

M-G-M Starts 3 More

HOLLYWOOD, July 14.—M-G-M has just started three new pictures—"Three Loves Has Nancy," "Listen, Darling" and "Stablemates."

"Rage" Pulls Kansas City's Only Big Take

KANSAS CITY, July 14.—First runs wilted under the heat and the double holiday and made one of the worst collective showings in weeks at the box offices. However, "The Rage of Paris" and stage show at the Fox Tower managed to squeeze $400 over average for a gross of $7,400, the only house to make the grade. The same picture did $3,700 at the Uptown, where $4,000 is par.

"Tropic Holiday" was worth $6,800, $200 shy of the mark, at the Newman, where it paired with "Farewell to Arms" for the house's first double in many weeks.

Total first run business was $33,400. Average is $38,100.

Estimated takings:

Week Ending July 7:

"HAVING WONDERFUL TIME" (RKO)
"TORCHY BLANE IN PANAMA" (W. B.)
MAINSTREET—(3,100), 25c-40c, 8 days. **Gross:** $7,300. (Average, 8 days, $8,600)

"PORT OF SEVEN SEAS" (M-G-M)
"FAST COMPANY" (M-G-M)
MIDLAND—(4,000), 25c-40c, 7 days. **Gross:** $8,300. (Average, $11,500)

"TROPIC HOLIDAY" (Para.)
"FAREWELL TO ARMS" (Para)
NEWMAN—(1,900), 25c-40c, 7 days. **Gross:** $6,800. (Average, $7,000)

"THE RAGE OF PARIS" (Univ.)
FOX TOWER—(2,200), 25c-40c, 7 days. Stage: Milton Douglas with Priscilla & Perry Mayo; Frank Payne; Lee & O'Neal; Ugo Martinelli; Betty & Harry McCabe. **Gross:** $7,400. (Average, $7,000)

"THE RAGE OF PARIS" (Univ.)
UPTOWN—(2,000), 25c-40c, 7 days. **Gross:** $3,700. (Average, $4,000)

Denver Party Set Aug. 18

DENVER, July 14. — The Rocky Mountain Screen Club will hold its annual picnic at the Cherry Hills Country Club, scene of the 1938 National Open Golf tournament, Aug. 18. Besides golf the usual distributor-exhibitor baseball game will be held. A bridge tournament will run in the afternoon, with dancing and a banquet in the evening.

Tentative plans are being made to hold the annual convention of the Rocky Mountain Theatre Owners and Managers on Aug. 17. President A. P. Archer expects to call a board meeting within a few weeks to map plans for the convention.

Takes Tulare Postoffice

SAN FRANCISCO, July 14.—Clarence Wasserman, veteran bay area theatre man, has taken over the old Tulare Postoffice, which he will convert into a theatre.

Approximately $5,000 is being spent to remodel the El Camino Theatre at San Bruno, in the suburbs, by Golden State Theatres. The Temple Theatre here, a small house, is also undergoing remodelling.

Steve Choriak is the new owner of the Lincoln Theatre in Oakland. Moderate alterations and remodelling are planned.

Kansas City Gets Vallee

KANSAS CITY, July 14.—Rudy Vallee and his company have been signed to appear in the Jubilesta, eight-day municipal show to be held here Sept 17 to 25, in the Municipal Auditorium. Lincoln G. Dickey is managing.

Board Votes Reorganizing For Academy

(*Continued from page 1*)

generally seen in the United States.

Old Academy dues varied from $42 a year for some classes to as low as [illegible] a year for others. New dues will be $24 per year for every member of the Academy. A new election is planned for the entire new board of governors and officers.

A special committee, headed by W. S. Van Dyke, has worked for weeks drafting a solid platform of principles and recommendations. On these the revised by-laws will be based. The board is now at work on this by-law revision, and the new setup will probably be announced within the next two weeks.

Harvard, Dartmouth Late, Says Kleinsmid

Hollywood, July 14.—The decisions of Harvard and Dartmouth colleges to inaugurate films in their curricula are 11 years tardy, Dr. Rufus B. Von Kleinsmid, president of the University of Southern California, declared in a statement issued today.

Dr. Kleinsmid said: "Our courses began in 1927 with such men as Douglas Fairbanks, Ernst Lubitsch and Milton Sills as members of the faculty. Our 22 courses now feature such subjects as television, film distribution, continuity writing and the problems of the director and art technician."

"Wonderful Time" Indianapolis Best

Indianapolis, July 14.—"Having Wonderful Time," which was dualed with "The Saint in New York," did well at the Circle, where $6,000 was taken, over par by $1,500. 'Man's Castle" and "Woman Against Woman" did $6,500 at Loew's, $500 under.

The town was pretty well deserted over Independence Day, and a fireworks display staged by Sahara Grotto skimmed a good many thousands away from exhibitors' doors.

Total first run business was $21,500. Average is $22,500.

Estimated takings for the week ending July 8:

"THE BIRTH OF A BABY" (G. N.)
APOLLO—(1,100), 25c-40c, 7 days, 2nd week. **Gross:** $2,000. (Average, $3,000)

"HAVING WONDERFUL TIME" (RKO)
"THE SAINT IN NEW YORK" (RKO)
CIRCLE—(2,800), 25c-40c, 7 days. **Gross:** $6,000. (Average, $4,500)

"MAN'S CASTLE" (Col.)
"WOMAN AGAINST WOMAN" (M-G-M)
LOEW'S—(2,800), 25c-40c, 7 days. **Gross:** $6,500. (Average, $7,000)

"WHITE BANNERS" (W. B.)
LYRIC—(2,000), 25c-40c, 7 days. Stage: Billy House; Diamond Brothers and other acts. **Gross:** $7,000. (Average, $8,000)

"Algiers" Benefit Set

"A Night in Algiers," suggested by the Walter Wanger film, has been arranged for the Club Versailles next Monday by Leon Leonidoff, director of the stage shows at the Music Hall. It is being sponsored by the New York Exchange for Women's Work for the benefit of its Vacation House Fund.

"Wonderful Time" Big in Cleveland

Cleveland, July 14. — "Having Wonderful Time" was tops here during a very hot week. The picture grossed $11,500 at Warners' Hippodrome where $10,000 is good business these days. It was moved to the Allen for a second week.

"White Banners," playing a moveover from the Hippodrome to the Allen, finished the run at $4,000 which was par. "Lord Jeff" at Loew's Stillman, playing a second week following Loew's State, grossed $3,500, which was par on a moveover run.

Total first run business was $36,000. Average is $35,500.

Estimated takings for the week ending July 8:

"WHITE BANNERS" (W. B.)
ALLEN—(3,000), 30c-35c-42c, 7 days, 2nd week. **Gross:** $4,000. (Average, $4,000)

"HAVING WONDERFUL TIME" (RKO)
WARNERS' HIPPODROME—(3,800), 30c-35c-42c, 7 days. **Gross:** $11,500. (Average, $10,000)

"ALWAYS GOODBYE" (20th-Fox)
RKO PALACE—(3,100), 30c-35c-42c, 7 days. **Gross:** $7,500. (Average, $8,000)

"PORT OF SEVEN SEAS" (M-G-M)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. **Gross:** $9,500. (Average, $10,000)

"LORD JEFF" (M-G-M)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days, 2nd week. **Gross:** $3,500. (Average, $3,500)

"Gun Law," "Farm" $6,100 at Buffalo

Buffalo, July 14.—First run takings were limp hereabouts over the holiday. "Gun Law" and "Prison Farm," the Century's dual, bucked up best under a broiling sun and grossed $6,100, better than par by $100.

"Having Wonderful Time" drew fairly vigorous support under trying weather circumstances. It worked up a gross of $11,500, off average figures bv $500, but one of the top house totals in recent discouraging weeks.

Total first run business was $32,400. Average is $38,600.

Estimated takings for the week ending July 9:

"HAVING WONDERFUL TIME" (RKO)
BUFFALO—(3,000), 30c-55c, 7 days. **Gross:** $11,500. (Average, $12,000)

"LORD JEFF" (M-G-M)
GREAT LAKES—(3,000), 30c-50c, 7 days. **Gross:** $6,200. (Average, $7,500)

"WOMAN AGAINST WOMAN" (M-G-M)
"BLIND ALLEY" (RKO)
HIPPODROME—(2,500), 25c-40c, 7 days. **Gross:** $5,300. (Average, $6,800)

"PRISON FARM" (Para.)
"GUN LAW" (RKO)
CENTURY—(3,000), 25c, 7 days. **Gross:** $6,100. (Average, $6,000)

"SAILING ALONG" (G.B.)
"THE CRIME OF DR. HALLETT" (Univ.)
LAFAYETTE—(3,300), 25c, 7 days. **Gross:** $3,300. (Average, $6,300)

"Holiday" on Dual $7,150 Seattle Lead

Seattle, July 14.—"Tropic Holiday," with "Saint in New York," made the best showing in a week affected by fleet activities and a double holiday. The gross at the Paramount was $7,150, over par by $1,150. The bill moved to the Music Box.

Total first run business was $32,900. Average is $36,500.

Estimated takings for the week ending July 8:

"CRIME SCHOOL" (F. N.)
"GOODBYE BROADWAY" (Univ.)
BLUE MOUSE—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Orpheum. **Gross:** $2,650. (Average, $4,000)

"HAVING WONDERFUL TIME" (RKO)
"WIVES UNDER SUSPICION" (Univ.)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. **Gross:** $6,400. (Average, $7,000)

"HOLIDAY" (Col.)
LIBERTY—(1,800), 20c-30c-40c-55c, 7 days, 6th week. **Gross:** $3,850. (Average, $5,000)

"THREE BLIND MICE" (20th-Fox)
"HUNTED MEN" (Para.)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 2nd week, extended run from Fifth Avenue. **Gross:** $2,850. (Average, $4,000)

"GOLD DIGGERS IN PARIS" (W. B.)
"THE LADY IN THE MORGUE" (Univ.)
ORPHEUM—(2,450), 30c-40c, 7 days. **Gross** $5,900. (Average, $6,000)

"TIP-OFF GIRLS" (Para.)
"THE MARINES ARE HERE" (Monogram)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Stage: "Hawaiian Follies." **Gross:** $4,100. (Average, $4,500)

"TROPIC HOLIDAY" (Para.)
"THE SAINT IN NEW YORK" (RKO)
PARAMOUNT—(3,050), 30c-40c, 7 days. **Gross:** $7,150. (Average, $6,000)

Retitle "Now or Never"

Hollywood, July 14.—The title of "It's Now or Never," M-G-M production featuring Robert Young, Ruth Hussey and Lew Ayres has been changed to "Rich Man, Poor Girl."

"Josette" Is Washington's Money-Maker

Washington, July 14.—"Josette" at Loew's Capitol with a take of $16,500, $1,575 under its average, made the best showing of the week. Another Loew theatre, the Palace, showing "Lord Jeff," had a gross of $10,000, $2,650 below par.

Total first run business was $52,000. Average is $66,580.

Estimated takings, exclusive of tax, for the week ending July 8:

"JOSETTE" (20th-Fox)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Major Bowes' Collegiate Revue. **Gross:** $16,500. (Average, $18,075)

"LORD JEFF" (M-G-M)
LOEW'S PALACE—(2,370), 25c-55c, 7 days. **Gross:** $10,000. (Average, $12,650)

"COCOANUT GROVE" (Para.)
EARLE—(2,218), 25c-66c, 7 days. Stage: July Jamboree, including Lucille Johnson, The Threee Biltmorettes, Will and Gladys Ahern, Max and His Gang and the 16 Dancing Debs. **Gross:** $14,000. (Average, $17,000)

"THE DIVORCE OF LADY X" (U. A.)
RKO-KEITH'S—(1,836), 25c-40c, 7 days. **Gross:** $4,000. (Average, $10,000)

"THREE COMRADES" (M-G-M)
(Return Engagement)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days. **Gross:** $4,000. (Average, $4,325)

"CRIME SCHOOL" (W. B.)
(3 days)
"WHITE BANNERS" (W. B.)
(4 days)
METROPOLITAN—(1,591), 25c-40c, 7 days. **Gross:** $3,500. (Average, $4,450)

Director Job to Cortez

Hollywood, July 14.—Sol Wurtzel has named Ricardo Cortez to direct "A Very Practical Joker," the third of the Roving Reporter series to be produced by the 20th Century-Fox studio. Mr. Cortez recently was signed to an actor-writer-director contract.

"Fools," Show Hit $19,000, Philadelphia

Philadelphia, July 14. — Heavy exodus over the holiday weekend and continued hot weather again took their toll of business. Again the only house to evade the curse was the Earle which grossed a topnotch $19,000 with "Men Are Such Fools" and a stage bill headed by Jan Savitt's Orchestra.

"Rage of Paris" just nicked the average with $14,000 at the Stanley, but everything else was off.

Total first run business was $68,900. Average is $73,800.

Estimated takings for the week ending July 8:

"YELLOW JACK" (M-G-M)
(2nd run)
ARCADIA—(600), 25c-40c-55c, 7 days. **Gross:** $2,100. (Average, $2,800)

"WHITE BANNERS" (W. B.)
BOYD—(2,400), 37c-55c-65c, 7 days. **Gross:** $12,500. (Average, $14,000)

"MEN ARE SUCH FOOLS" (W. B.)
EARLE—(2,000), 25c-40c-55c, 6 days. Stage: Jan Savitt orchestra, Andrews Sisters, Gil Lamb. **Gross:** $19,000. (Average, $14,000)

"ALWAYS GOODBYE" (20th-Fox)
FOX—(3,000), 37c-55c-65c, 7 days. **Gross:** $10,000. (Average, $14,000)

"BLOCKADE" (U. A.)
(2nd run)
KARLTON—(1,000), 25c-40c-55c, 7 days. **Gross:** $3,000. (Average, $4,000)

"HOLIDAY" (Col.)
(2nd run)
KEITH'S—(2,000), 30c-40c-55c, 7 days. **Gross:** $3,800. (Average, $4,000)

"RAGE OF PARIS" (Univ.)
STANLEY—(3,700), 37c-55c-65c, 7 days. **Gross:** $14,000. (Average, $14,000)

"PRISON FARM" (Para.)
STANTON—(1,700), 30c-40c-55c, 7 days. **Gross:** $4,500. (Average, $7,000)

Music Hall Refused Films as Unsuitable

RKO pictures which the Music Hall has declined to play during the past two years were rejected as "unsuitable for the theatre," spokesmen for Rockefeller Center said yesterday in commenting on the $72,374 damage suit filed in Federal court here this week by Irving Trust Co., RKO reorganization trustee.

The suit charges breach of the franchise agreement between the Music Hall and RKO for failure to play the minimum number of pictures annually specified by the contract. Rockefeller Center is named a defendant as guarantor of the Music Hall contract.

The officials of the Center said the agreement calls for the playing of 20 RKO pictures in the Music Hall annually, but that during the two-year period involved in the suit "four or five" pictures less than the minimum were played.

"The RKO trustee contends that the contract is a 'play or pay' one," a spokesman said. "We contend that quality and suitability must be taken into consideration."

SWG Vote Protested By All 18 Studios

(*Continued from page 1*)

ters of the N.L.R.B. and the studio appeal would be made necessarily at some later date in the Federal Court, Ninth District, San Francisco, following the certification of the guild as bargaining agent.

▸ Radio Personals ◂

CHESTER LAUCK, the "Lum" of "Lum and Abner," will make radio history when he engages in a two-way radio conversational broadcast from London with his partner, Norris Goff, in Chicago, next Thursday from 6:45 to 7 P.M. It will be heard over a coast-to-coast CBS hookup. . . . Hal Kemp has won in the swing division of the poll conducted by *Metronome*. He will receive his award on the Tuesday program. . . . Marion Claire, actress and radio star, and wife of Henry Weber, musical director of WGN, will appear at Jones Beach musicals.

+

Margery Mayer has been added to the vocal staff of WGN-Mutual. . . . Vincent Lopez will be guest artist on the Benay Venuta program over WOR on Sunday. . . . Gilbert McDonald, WOV-WBIL control engineer, was married to Beatrice Elberfeld the other day and the couple are touring New England.

Waring to Return to Air on Grove's Show

Fred Waring and his troupe will return to the air on Oct. 8 on a program sponsored by Grove Laboratories.

The program will be heard on Saturdays from 8:30 to 9 P.M. and will go out over the NBC-Red network. New additions to the Waring troupe inclule Donna Dae and Dude and Jack Skiles.

Radio Receptor Co. Sues

Radio Receptor Co., Inc., manufacturer of radio beacons, filed a $365,000 damage suit yesterday in the U. S. District Court against General Motors Corp., Bendix Radio Corp. and Bendix Aviation Corp. The plaintiff charged that a conspiracy took place among the defendants in 1936 and 1937 in the United States and Canada, to unlawfully ruin the plaintiff's business. As a result of which, the plaintiff continued, the plaintiff allegedly sustained damages of $365,000.

Plan Operatic Series

WOR will offer a new operatic program sponsored by V. La Rosa & Sons for 32 weeks beginning Oct. 12. Featured talent set to appear on the programs includes Bruna Castagna, Caro Morelli and Armand Tokatyan of the Metropolitan Opera Company. The sponsor recently finished a series with this station.

KSFO Gets "Mysteries"

SAN FRANCISCO, July 14.—Transcribed "True Detective Mysteries" have been placed on KSFO, local CBS outlet, for 52 weeks, by Lambert Pharmacal Co., for Listerine. Other new accounts include Chris Hanson Laboratories, for Junket; Santa Fe Railroad, for streamliner service, and Certified Auto Service, Inc.

Campana Show Over CBS

"First Nighter," series sponsored by Campana, will broadcast over the CBS network beginning Sept. 2.

CBC Gets Air Right To O. Henry, Kipling

MONTREAL, July 14.—The Canadian Broadcasting Corp., has cornered a valuable bit of entertainment—the first radio rights ever issued on some works of Rudyard Kipling and O. Henry. Peter Aylen, manager of the 500-kilowatt CBL at Toronto has announced that permission has been granted by the estate of Rudyard Kipling through English agents and by Doubleday Doran and Co., O. Henry's publishers, to adapt a series of the best known stories of each.

John Macdonell and James Harvey, dramatic producers of the CBC drama department have been assigned to the job, and the air shows, featuring well known Toronto actors, will go over the national network of the corporation this season.

"A Midsummer Knight's Dream," from the "Trimmed Lamp" cycle by O. Henry, will open the series when it is broadcast for the first time July 21 at 8:30 P.M., E.D.S.T. The first of Rudyard Kipling's stories ever to be presented over the air will be heard July 28 when James Harvey produces "Gloriana" on the CBC Summer Theatre. R. E. Sneyd is handling adaptation. Other plays from the stories of these two authors will be heard during CBC drama hours.

Hit U. S., Canadian Radio Price Spread

OTTAWA, July 14.—George Sedgewick, chairman of the Tariff Board now sitting on the radio industry probe, yesterday, along with Major W. D. Herridge, counsel for the Philco Co. of Philadelphia, leaned toward the belief that the spread between American and Canadian prices needed some explanation.

"I have great difficulty in persuading myself that the price spread on radio sets should be greater than the spread on automobile prices in the two countries," Mr. Sedgewick said. In the automobile field it is 25 per cent, he said, while in radio it is 30 to 70 per cent. "I mention the question in this extreme way because there are probably 10,000,000 people in this country who don't understand why these spreads should be."

President A. L. Brown of the Radio Manufacturers' Association of Canada declared that royalty paying firms in Canada were just as anxious as Philco to reduce costs to users. Mr. Brown called Mr. Herridge's suggestion to stimulate the Canadian radio business by drastic price reductions a "dream rainbow."

Streibert Cruise a Gift

The 16-day, South American cruise on which Theodore C. Streibert and Mrs. Streibert embark today was presented to the WOR sales manager at the Junior League "Ball of Tomorrow" held last April in the Administration Building on the grounds of the coming World's Fair. He is a Mutual executive.

Jack Foster Joins WCKY

CINCINNATI, July 14.—Jack Foster, who has been continuity director and chief announcer at WCHS, Charleston, W. Va., has joined the announcing staff of WCKY here. He formerly was at WJW, Akron and WSAZ, Huntington, W. Va.

CBS Claims Beat

CBS yesterday reported that it had a five-minute scoop on broadcasting the arrival of Howard Hughes at Floyd Bennett Airport. Observers at CBS's amateur station in Wayne, N. J., said to be the only transmitter in a direct line with St. Paul, heard the sound of the ship's motors and flashed word to the ground crew in Brooklyn.

Hughes' manager was being interviewed at the field when the ship came out of a cloud bank and almost immediately afterward the word of the landing was broadcast over a CBS coast-to-coast hookup.

Zenith Wins Permit For Television Work

WASHINGTON, July 14.—The Federal Communications Commission today granted the application of the Zenith Radio Corp., Chicago, for authority to construct a television broadcast station to operate in the 42,000-56,000 and 60,000-86,000-kilocycle channels with 1,000 watts power.

In its opinion, the commission held that the company had shown that it had a definite program of research and experimentation from which substantial contribution may be made to the development of television, which involves studies of television transmitters and antennas, the frequencies assigned to television, and television receivers and antennas.

Appoint Saudek as Nelson Aide at NBC

PITTSBURGH, July 14.—Robert Saudek has been named assistant to A. E. Nelson, KDKA manager, who was recently appointed sales manager of the NBC-Blue network in New York. Saudek was formerly continuity chief at KDKA.

Derby Sproul and Bill Beal, the latter an announcer, also will join Nelson in his new post. The pair will handle continuity. Nelson will leave for New York July 25. The KDKA staff recently gave a buffet supper party for the men and presented Nelson a set of golf clubs.

Two Join Transamerican

J. Wythe Walker and Harold A. Holman have been added to the Chicago sales staff of the Transamerican Broadcasting & Television Corp. Mr. Walker formerly was with WBBM and WIND, Chicago, while Mr. Holman comes from the newspaper and magazine field, where he was with Paul Block Associates, the *Farm Journal and Printers' Ink*.

Plan New WOV Program

Medaglia D'Oro Coffee Co. will sponsor a new variety show over WOV called "Stars in the Making," beginning this Sunday. It is a half-hour broadcast and will start at 1 P.M., E.D.S.T.

"Busters" Back Aug. 17

"Gang Busters," Phillips H. Lord's CBS program sponsored by Palmolive-Peet, will return Aug. 17 from an eight-week vacation on a new time schedule—from 8 to 8:30 P. M., E.D.S.T.

WOR Caught Hughes Ship at Minneapolis

WOR-Mutual claimed an exclusive broadcast yesterday morning, direct from Minneapolis, of an interview between a Mutual announcer and James Thurlow, a member of Howard Hughes' globe-circling crew. The program was heard locally at 9:47 A. M., E.D.S.T.

For this morning, the same network has made elaborate arrangements to cover the city's welcome to the [illegible]ers. Dave Driscoll, Tom Slater and Henry Morgan, who have been covering the Hughes flight since the take-off last Sunday, will be stationed at various vantage points to describe the parade from the Battery to City Hall.

Tonight, from 10:30 to 11 P. M., Mutual will broadcast a series of recorded excerpts of the flight's progress it has covered during the past four days.

Approve High Power Station for Canada

OTTAWA, July 14.—Approval has been given by the cabinet for the erection of a 50,000-watt radio station in Saskatchewan to serve the three prairie provinces. Three or four sites have been under discussion and though nothing has been definitely settled yet it is probable the town of Watrous will be selected.

This will be CBC's third move to improve Canadian radio by the building of high powered stations. One is already in operation at Toronto, another at Montreal next fall, and steps probably will be taken towards the establishment of a similar station for the Maritimes. The scheme is to give Canadians their own programs with less interference from strong American stations.

Manufacturer Group Concludes Meeting

A discussion of cross-modulation between stations in Seattle yesterday was the chief topic of the last of the sessions held this week at the Hotel New Yorker by a committee of the Radio Manufacturers Association.

Wednesday's session was given over to the revision of papers and material pertaining to standards in the manufacture of television equipment prior to submission to the Federal Communications Commission. Members of the committee left for their respective homes last night. No further meetings are scheduled for the near future.

Plan Lorillard Program

The P. Lorillard Co., beginning July 26, will sponsor a new program called "Don't You Believe It," over 19 stations of the Mutual network. The contract is for 52 weeks. Products involved are Sensation cigarettes and Muriel cigars. The program will be heard on Tuesdays and Thursdays from 7:45 to 8 P. M., E. D. S. T., with two repeat airings. The agency is Lennen and Mitchell.

Burns to Join KXOK

KANSAS CITY, July 14.—Jerry Burns, formerly sports announcer for KXBY (now KITE), will join KXOK, *Star-Times* station in St. Louis, in mid-August to handle sports and special events.

Around the Country

Pittsburgh

Doyle White, who is "em cee" for KDKA's "Round-Up" program, is [illegible]k from Noblesville, Ind., where he married Mary Ellen Young. . . . The Bernie Armstrongs and the Pat Haleys, all of KDKA, leave soon for a vacation in Denver. They'll do their weekly network broadcast from there. . . . The "Night at the Inn" show, sponsored by Old Shay Ale, has been dropped from WCAE after 70 straight weeks. . . . Charles Steinhauser, son of the *Press* radio editor, is home for the summer from Wichita University and is working at Warners' Ritz Theatre. . . . G. Dare Fleck has resumed his weekly book review program on KDKA after a six-week suspension.

+

San Francisco

San Francisco, July 14.—Bob Roberts, former KYA manager, is now account executive at KJBS. . . . Brown & Williamson Tobacco Corp. has placed "Avalon Party," transcribed half-hour variety, on KPO for 52 weeks. . . . Ed McCallum, onetime KYA manager, has returned from Hollywood to enter the radio agency business here. . . . Announcer Hal Gibney is subbing for Benny Walker as master of ceremonies on KPO's daily Women's Magazine, during Walker's vacation. . . . KSFO is plugging for sponsorship for Dick Aurandt's organ novelty, "Nickelodeon Nightmare," featuring a radio revival of early film music. . . . Lee Scott's band has been replaced at Sweet's Ballroom by Don Mulford's crew, with broadcasts over KYA. . . . Cranston Chamberlain, KFRC producer, is passing out cigars. It's a girl!

Les Malloy, KGGC press chief, has been advanced to assistant production boss. . . . Jack Lyman is back on KPO's production staff, after a month with the radio department of the 1939 exposition, laying groundwork for pickups from the fair next year. . . . Leon Mojica's band has returned to El Patio Ballroom (KPO), after six months in southern California spots. . . . Martha Demeter of the "Blossom Time" cast is now singing nightly over KSFO with Leighton Noble's orchestra, from the Palace Hotel. . . . Major Burdette Palmer, ex-war aviator, is conducting a weekly school on aviation on KYA.

Cheerio on for 10 Weeks

San Francisco, July 14.—Cheerio, NBC's inspirational philosopher, will broadcast from here for 10 consecutive weekends, starting next Sunday, over KPO and a nationwide red network, at 11 E.D.S.T. During the summer series Constance Cummings, formerly at KGQ, Portland, will be soloist.

Renew Grauer's Contract

Ben Grauer has been engaged for an additional 13 weeks as announcer of the Lucky Strike program on the NBC-Red network.

Hughes Back and It Rained Newsreel Men at Airfield

(*Continued from page* 1)

stuff in the can and en route by air express during last night, and it may be accepted as a fact that there was no loss of time between shooting and canning. It happened as fast as science and skill could possibly make it happen.

The newsreel editors dared not take a chance on the roads from the field to their laboratories. Paramount sent a last batch of film by motorcycle straight in from the field, but the early material was flown from Bennett to the Newark Airport, then came by motorcycle to the New York laboratory. Universal also flew the stuff to Newark, and from there to the lab at Fort Lee, N. J., by motorcycle. Movietone News, News of the Day and RKO Pathe flew their film from Bennett to Holmes Airport in Jackson Heights, Queens, and rushed it by motorcycle and automobile into town from there. The RKO Pathe material hit the office on 45th St. in town at 3:55 P.M.

Air Express Used

All of the reels followed the procedure of rushing the Hughes material out to all accounts by air express last night at the earliest possible moment, in most cases to be included in the regular issue which was shipped as usual on Wednesday night. In some cases, the regular issue went out short in length, to be filled in with the Hughes material to follow.

A peculiar situation resulted from the amazing speed maintained by the flyer. The reels received notice of pictures taken at various spots en route, but could use none of them, because before the films could be received in New York, Hughes himself had completed his flight, making way-station shots obsolete.

McConnell, Solomon Start New Company

Record Pictures Corp. has been formed with Fred McConnell, well known film executive, as president and Benjamin W. Solomon, secretary, to handle a limited number of releases.

The company will release "about four outstanding independently made productions each year," Mr. McConnell said. Physical distribution will be through Monogram exchanges.

Concentration Sought

Mr. McConnell said the reason for the limited number is to concentrate on individual films, "thereby assuring the maximum financial return to producer and exhibitor." The company's staff will consist of men experienced in sales and exploitation, he added.

The first release is Walter Futter's "Dark Sands," which will open at the Rialto in August. The second will be "The Gang Show," Herbert Wilcox production, being edited for fall release.

Mr. McConnell will handle the sales from his office in the Paramount building. Bruce Gallup has been named advertising and publicity director.

Cooperation

Attesting the cooperative spirit of Howard Hughes with the newsreel men, it was disclosed yesterday that Hughes last Friday made a special flight around New York for the benefit of the newsreel's foreign accounts.

The reels split the taking of the takeoff and short flight, consolidated the material into 1,000 feet, 200 per reel, and Hughes himself took the film to Paris on the first leg of his flight. He handed it to Major E. E. Aldrin in Paris, his agent, who distributed the films to the agent of each newsreel. Dupes were made and the foreign accounts serviced—with a picture account of the Hughes takeoff, delivered by Hughes himself.

Sees Great Value In Kennedy Speech

(*Continued from page* 1)

session today discussed the new rules for theatre operation of the London County Council and warned that they would mean fewer inexpensive seats. The session protested the interference with business and declared that a test case will be sought as soon as possible.

Mr. Fligelstone, reporting on the dual bill situation, said the problem could best be solved without the assistance of the distributors. Vague hints were given of a lack of unity in the C.E.A. committee negotiating with the K.R.S. group, but Mr. Fligelstone claimed the circuits are backing the independents in the effort to solve exhibitor problems. Thomas Frame, branch chairman, presided. The luncheon meeting was attended by Reginald Stamp of the London County Council.

Ezell to Distribute New 'Pay Day Night'

C. C. Ezell yesterday signed a contract for national distribution of "Pay Day Night," owned by Bill Rice Productions of Chicago. The deal starts today.

Mr. Ezell said that what makes this business stimulator attractive is that it is "clear of legal entanglements." It involves a tieup with stores. Mr. Ezell, who is an independent film distributor in Dallas and formerly was general sales manager for Bank Night, will handle sales on the new game on a territorial basis. Sales headquarters will be in Dallas.

Present 3,000 "Orchids"

About 3,000 "Algerian orchids" were distributed to New York women in leading restaurants and night clubs yesterday as an exploitation stunt for the Music Hall opening of "Algiers." A card reporting the picture's opening accompanied each flower. It was one of Monroe Greenthal's stunts.

Denies Trust Probers Seek Prosecutions

(*Continued from page* 1)

its information in a much easier manner by the methods it habitually follows.

It was made clear, however, that if in the course of the committee's investigation facts are unearthed which can later be used in cases, the department will not hold them inviolate, it being pointed out that under the law the Attorney General is required to use such information as may be laid before him.

Myers Asks Cut on Short Deliveries

(*Continued from page* 1)

ington to assure Government officials, including the President, that the motion picture business is capable of regulating itself.

"We suggest the performance would be more impressive if these executives stopped yelling at each other in the trade press and accounted to the exhibitors for the pictures they promised but did not and apparently will not deliver this season.

"It would be easier to believe that a new day is at hand if the major distributors, instead of relying on a technical provision of the standard exhibition contract, explained frankly to their customers why these 86 pictures were not made or are being withheld and made an adjustment of film rentals commensurate with the savings effected by the distributors by this juggling of product."

One of "Many Situations"

Mr. Myers further suggests that the matter be taken up by the distributors' trade practice committee which is formulating an industry program, as one of the causes of friction between exhibitors and distributors.

This is "just one of the many situations in the motion picture industry that is crying for correction," the bulletin declares. "It is emphasized now because it is pinching the exhibitors right now. We hope that it will receive the attention of Messrs. Hays, Schenck, Balaban, Warner, Spitz, Schaefer, Blumberg and Cohn."

Expect Guild Deal To Be Signed Soon

The closing of Screen Actors' Guild contracts with all commercial studios in Chicago and Detroit is expected within the next few weeks, according to Mrs. Florence Marston, eastern head of the guild, who returned to New York yesterday from meetings with producers in both cities.

Mrs. Marston said that all theatrical locals in Chicago and Detroit were cooperating with the guild in its effort to obtain recognition. Lee Curley was designated Chicago representative of the guild and at the present time is conducting the organizing drive in the city.

NATIONAL MAGAZINES RADIO FILM CRITICS *Applau*

MONOGRAM'S

"ROSE OF THE RIO GRANDE

TIME
The Weekly Newsmagazine

Frank melodrama based on the Mexican border legend of a rough-riding Robin Hood of the last century. Its tall, broad, swashbuckling hero is John Carroll . . . who resembles Ronald Colman, has a hint of Douglas Fairbanks' agility, and sings in a rich concert baritone.

If I could see movies as good as this one, once or twice a week—I'd be a picture fan year in and year out . . . The picture has some delightful songs —but it's not a musical comedy. For the entire family, I promise a pleasant hour in—"Rose of the Rio Grande."

JIMMY FIDLER

Liberty

★★½ (Good to Excellent)
They've got something here. His name is John Carroll. He is tall, dark, handsome, young and the happy possessor of one of those at-last-we-are-alone-darling voices. Considering the pulling power of Messrs. Eddy, Crosby, and Powell when they begin giving out their dulcet tones, we feel this newcomer can walk right into the boys' club.

CUE

Lively, Robin Hoodish, romantic adventure tale—reminiscent of present-day Westerns, but with considerably more color, vigor, and historic interest. The lovely Movita and the swashbuckling John Carroll, who sings as well as he fights, make an excellent romantic team.

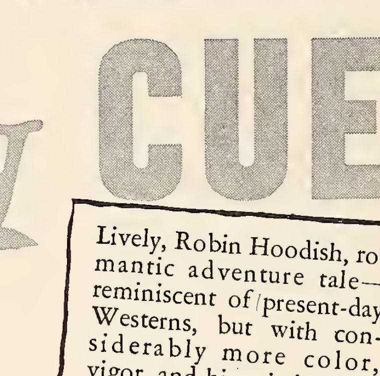
PHOTOPLA

You'll catch this someplace and you'll like i
Movita is really lovely, and John Carroll i
excellent as the hero in a story concerning th
brigandage in Mexico one hundred years ag

The Smart Screen Magazine
SCREENLAN

Brisk in its dramatic inventions, colorful with th
swashbuckling heroics of romantic melodram
here is enjoyable entertainment for the whole fam
ily. John Carroll is splendid as the singing her
and Movita is a most pleasing Mexican bell

Recommended Preview: Here is a picture in the current vogue for action films...Chief interest lies in the two co-stars, John Carroll and Movita. Carroll, tall, dark 'n' handsome, with a beautiful baritone voice, shows promise of being another reason why girls leave home.



RADIE HARRIS

New York Journal America

Colorful settings, a likeable cast and pleasant tunes highlight "Rose of the Rio Grande" . . . plenty of swashbuckling action.

DAILY MIRRO
Member of The Associated Press

Has excitement and charm, beautifully set . . . mo
elaborately mounted than the usual melodram
of its kind.

\lert.
ntelligent
nd
ndispensable
o the Motion
Picture
ndustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

ol. 44. NO. 11 NEW YORK, MONDAY, JULY 18, 1938 TEN CENTS

'ara. May Ask Rehearing in North Dakota

ederal Court Upholds "Divorce" Statute

Paramount may petition a rehearing its action attacking the constitu- nality of the North Dakota affili- d theatre "divorce" law before tak- ; an appeal direct to the U. S. Su- eme Court from the decision handed wn on Friday upholding the stat- :, officials of the company stated er the weekend.

A decision on whether a rehearing ll be sought or the appeal taken mediately will be made by the com- ny as soon as attorneys have com- ted their study of the court's opin- 1 and its findings of fact and con- isions at law.

The three-judge Federal statutory urt which early in June heard the guments on the constitutionality of North Dakota statute which re- ires producers and distributors to est themselves of theatre operating erests within the state was unani- ous in its decision upholding the

(Continued on page 4)

'apers in La Crosse Suit Are Sent Out

Madison, July 17.—Copies of the mplaint in the anti-trust suit filed Federal court here late last week the La Crosse Theatres Co., Inc., ainst three major distributors and innesota Amusement Co. were for- rded to the defendants over the ekend.

The suit seeks treble damages of ,050,000 and charges the defendants tered into a conspiracy to force it

(Continued on page 3)

TOA Delays Drive For Jersey Members

The I.T.O.A. has postponed in- finitely its intended membership ive in New Jersey in retaliation for e organization of an Allied unit in ew York state, which, according to arry Brandt, violated a long-stand- g agreement not to invade each her's territory.

It was said, however, that a mem- rship drive may be undertaken in ew Jersey in September.

Radio News—P. 34

Atlas Talking Deal for More RKO Stock

RCA's Desires for Voice In Control a Factor

Negotiations for acquisition by Atlas Corp. of additional RKO securities under the investment company's option with RCA were begun late last week by Floyd Odlum, Atlas president, and David Sarnoff, RCA head, and will probably be concluded this week.

An important factor in the negotiations, according to report, is RCA's insistence on having a voice in the designation of the reorganized company's new management, in addition to representation on the new board of directors, in the event that Atlas does not acquire at this time the $5,500,000 balance of RKO securities still held by RCA. Under the option, Atlas may either acquire the entire RCA holdings this month or obtain an extension of the option to Dec. 31 by the purchase of one-twelfth of the holdings for $500,000 cash. Atlas was reported to favor the latter course until it was confronted with RCA's

(Continued on page 33)

U. S. to Intervene In RKO Proceedings

Federal Judge William Bondy has signed an order permitting the United States of America, on application of Lamar Hardy, U. S. Attorney, to intervene in RKO's reorganization proceedings and to become a party to the presentation of evidence and argument upon the question of the constitutionality of Section 77B of the Bankruptcy Act.

The Government's petition stated that on June 3, 1938, H. Cassel & Co., Copia Realty Corp. and Fabian Operating Corp. of New York, as creditors of RKO, filed objections to the

(Continued on page 33)

Kansas City Unions Refuse to Take Cut

Kansas City, July 17.—The I.A.T.S.E. stagehands' and operators' unions here have turned down a request for a 25 per cent reduction made by the Mainstreet, Midland and Newman theatres, downtown first runs. The unions will insist on the five per cent increase called for by the two-year contracts signed with the theatres last year and effective Sept. 1.

Bad business was the basis of the theatres' request for a reduction.

DIETZ HEADS UNIT FOR TRADE DRIVE

Meets Today with Gillham And McCarthy to Set Advertising Plans

Howard Dietz, advertising and publicity director of Loew's, Inc., has been chosen to head the working committee which will conduct the industry's cooperative national advertising campaign this fall. He will meet today with Charles E. McCarthy of 20th Century-Fox and Robert Gillham of Paramount—his colleagues on the working committee—to formulate plans for the launching of the campaign which has for its purpose the focusing of the public's attention on the new season's films. The advertising and publicity directors of other major companies comprise a committee of the whole which will supplement the work of the Dietz-Gillham-McCarthy unit.

An agreement to proceed with the campaign was reached on Friday at a meeting at M. P. P. D. A. headquarters attended by major company presidents, sales managers, directors of advertising and publicity and heads of the major circuits. The meeting followed closely on Will H. Hays' advocacy of increased industry advertising in an address last Thursday

(Continued on page 3)

Warners' 39-Week Net Is $3,282,765

A net operating profit of $3,282,765.03 for the 39 weeks ending May 28 is reported by Warners and subsidiaries. This compares with a net of $5,561,032.16 for the corresponding 1937 period. Both figures are after all charges, including amotization and depreciation and normal Federal income taxes but without Federal surtaxes.

The income from operations before deducting these charges was $8,432,787.64. The net profit, after charges, is equal to $31.83 a share on 103,107 shares of preferred stock and, after allowing for current dividend requirements on the preferred, to 80 cents a share on the 3,701,090 shares of common stock outstanding on May 28. Dividends in arrears on the preferred stock on June 1 amounted to $24.06¼ per share, the total amounting to $2,481,012.19.

The consolidated balance sheet shows a cash balance of $3,850,844.47 and total assets of $175,610,673.56. The total amount of six per cent convertible debentures, due in 1939, out-

(Continued on page 33)

Safier May Get Post As G.N. Sales Head

Morris Safier, one-time general sales manager for Warners, may be appointed general distribution head for Grand National. His appointment will be decided in conferences on the coast late this week with Edward Alperson, president.

Mr. Alperson has been in charge of distribution since the recent resignation of Edward Peskay as sales head. Mr. Safier joined the company several weeks ago to assist Mr. Alperson in the reorganization and

(Continued on page 33)

Eastern Service Has Big Production Gain

Business at the Eastern Service Studios in Astoria has shown such a marked upturn since early spring that officials there report they will have more than $1,000,000 in new production this year.

Production activities last week included short film releases for Paramount, Universal and RKO, as well

(Continued on page 33)

Cinecolor Starts New Burbank Plant

Hollywood, July 17.—Cinecolor has started construction on its new $250,000 plant near the Warner studio. Ground was broken over the week-end by A. J. McCormick, president, with Mayor Frank Tillson of Burbank among the speakers.

The two-story building will have 24,000 sq. ft. of floor space and facilities to handle a million feet of film weekly.

New Labor Outburst Upsets Mexico Trade

By JAMES LOCKHART

Mexico City, July 17.—The Mexican film trade is distinctly worried by the new ultimatum which has come as another outgrowth of the long drawn jurisdictional fight upsetting film labor.

This time the ultimatum of the Federation of Film Labor to producers and exhibitors threatens to halt

(Continued on page 33)

Purely Personal

WILLIAM WOBBER, brother of **Herman Wobber**, 20th Century-Fox distribution head, returned over the week-end with his wife to San Francisco via the Panama Canal, from an extended European trip. **R. A. McNeil**, San Francisco circuit head, and **Mrs. McNeil**, who accompanied the **Wobbers** to Europe, will return in a month.

•

Carl Leserman, assistant general sales manager for Warners; **Roy Haines**, eastern and Canadian sales manager, and **Norman H. Moray**, Vitaphone sales manager, returned over the weekend from a sales trip to Toronto.

•

William G. Van Schmus, managing director of the Music Hall, and **Mrs. Van Schmus** and **Bob Wilby**, Paramount theatre partner in Atlanta, and **Mrs. Wilby** sailed Saturday on the *Conte di Savoia* for vacations.

•

James R. Grainger, Republic president, will return today from Boston and other New England points where he set two circuit deals. **Jack Bellman**, eastern district manager, who accompanied him, returned Friday.

•

E. L. Rutledge,, 20th Century-Fox managing director in New Zealand, is expected here in two weeks from London en route to his headquarters in Wellington, via the coast. He left New York for London recently.

•

Gilbert Golden, Warners' ad production manager, has installed a red rain jacket on his new convertible Chrysler coupe. He prefers not to use the original top.

•

Gilbert Josephson, director of the World Theatre here and the Lincoln at New Haven, will handle a series of film presentations at the Woodstock Art Cinema, Woodstock, N. Y.

•

Lillian Fischer, former Paris representative for *Vogue*, who has been fashion consultant on "Artists and Models Abroad" for Paramount, will return today from the coast.

•

Roger Marchetti, Los Angeles film attorney, sailed on the *Conte di Savoia* Saturday for Italy where he will discuss his proposal for production there by Americans.

•

Nicholas M. Schenck, president of M-G-M, will arrive on the coast today for conferences with studio executives. He is expected to return in about 10 days.

•

Ed Harrison, former film trade paper reporter, is now associated with the American Federation of Actors as editor of *The A.F.A. Reporter*, the organization's official publication.

•

Mort Blumenstock left for the coast Friday instead of Thursday as originally planned. He will be gone about 10 days.

•

Harold Lloyd spent two days at Atlantic City at the Elks' convention.

•

Andrew Stone, Paramount director, is due in today with a production staff to get background material for "Say It in French."

•

Alan F. Cummings, in charge of M-G-M exchange operations, will return today from Boston and New Haven.

•

William A. Scully, Universal general sales manager, will return to New York today from a tour of the company's southern branches.

•

John Dowd, RKO Theatres advertising and publicity head, returns to his office today from a vacation in the Poconos.

•

Bernard J. Gottlieb, who is to be succeeded by **Al Crown** as Paris manager for Grand National, formerly was manager in Spain for Columbia.

•

Roy Rogers, Republic western star, has arrived on coast following an extended personal appearance tour.

•

Earle W. Hammons, Educational Pictures president, is expected back in New York today from the coast.

•

. . . Indianapolis

Marc J. Wolf of Theatrical Managers, Inc., was married recently to Bernice Dellinger in the Indianapolis Hebrew Congregation Temple here.

Joe Halloran, assistant manager of Loew's, is on a vacation trip through the East.

•

. . . Pittsburgh

Dean McCloskey is the new manager of the Beacon in Squirrel Hill.

Joe and **Mrs. Feldman** have left for Lake Baptiste in Canada for their vacation.

Dick Powell's fighter, **Billy Soose**, and **Paul Moss**, his manager, have arrived here from Hollywood for **Soose's** local ring debut.

Ted Tolley has been elected president of the M-G-M employes' Pep Club.

Joe Hiller's wife has gone back to the Johns Hopkins Hospital in Baltimore for observation.

Critics Like Lloyd's Film, Find "Algiers" Absorbing

New York's daily newspaper critics found Harold Lloyd's "Professor Beware" a funny and gag-studded show, and "Algiers" a stirring and absorbing film. Excerpts from their reviews follow.

"Professor Beware"

Herald Tribune—The great tradition of screen comedy is continued brilliantly. . . . An exceedingly funny blend of pantomime, farce and slapstick.

Journal American—. . . It's a diverting and speedy comedy, filled with an assortment of funny gags. . . . Up to his (Lloyd's) customary screen standard.

Mirror—The timeless Mr. Lloyd continues the master of gag comedy. . . . It's grand fun, a speedy unreeling of elaborate gags.

News—. . . ."Professor Beware" is worth waiting for. . . . He knows how to make people laugh . . . studded with gags.

Post— . . . Lovers of the movie past and those who are easily amused by traditional slapstick will be gratified.

Sun— . . . First rate slapstick comedy. . . . Mr. Lloyd has not neglected excitement. . . . Has more thrills than most melodramas.

Times— . . . A mildly amusing picture. . . . The comedian still holds the copyright on one of the most successful formula in the motion picture business.

World-Telegram— . . . A gently vigorous farce, it is full of gags. . . . The star and his expert cast will give you a jolly time.

"Algiers"

Herald-Tribune—A savage and absorbing story. . . . It has been handsomely treated. . . . Charles Boyer's portrayal magnificent.

Journal-Ameriacn—"Algiers" is a fascinating picture. . . . The film is decidedly superior entertainment . . . an exciting piece.

Mirror—Extravagantly produced, it stars Charles Boyer at the head of a fascinating cast . . . an extraordinarily pretentious melodrama.

News— . . . A unique picture, replete with charm and romance and as entertaining as it is different. . . ."Algiers" has unlimited appeal.

Post— . . . A handsomely produced romantic melodrama. . . . The performances are good. . . . Will be remembered because it introduces Hedy Lamarr to us.

Sun— . . .Picturesque . . . has occasional witty lines.

Times— . . . It is a fascinating drama of a manhunt. . . . There are terror and suspense in a chase. . . . Few films this season, or any other, have sustained their mood so brillliantly.

World-Telegram— . . . A tasty dish of melodramatics . . . a superior job. . . . The acting, too, is exceptional.

Hughes Shipments Heavy

The Air-Express Division of the Railway Express Agency handled 533 shipments of film and photos weighing 2,240 pounds, following the Howard Hughes reception here on Thursday and Friday. Three special clerks worked in eight-hour shifts in each of the five distribution agencies to handle the heavy traffic.

Students to Visit Astor

A total of 1,700 graduate summer school students at Columbia, New York University and Hunter College will visit the "Marie Antoinette" Museum at the Astor Theatre this afternoon. Other group invitations also have gone out.

"Algiers" Opens Strong

"Algiers" recorded the biggest opening day at the Music Hall since "Marco Polo" several weeks ago with a take of $12,500.

Alexander Toastmaster

Pittsburgh, July 17.—James Alexander, Republic manager here, will be toastmaster at the luncheon at the William Penn Hotel Tuesday in honor of James R. Grainger, Republic president. Members of the Variety Club will attend in a body.

Trade Ad Award Vote Led Ampa Divisions

Analysis of the voting on the Ampa awards shows that 19 pictures were voted on in the advertising directed to the trade. This was the leading division. Next in number was the display division, also a subject in which exhibitors are interested. There were 16 in this classification.

In the all-around division there were 15; in the publicity division 14; the campaigns directed to the [illegible] 13.

Monroe Greenthal received congratulations over the weekend for his work on "Hurricane." His work on this picture won a first in the display division, a second in the all-around division, and a spot among the first 10 of the year. Another United Artists picture, "A Star Is Born," also was among the first 10.

Jack Dunn Dead

Hollywood, July 17.—Jack Dunn, 21, Olympic skating champion, died Friday in Hollywood Hospital. He had been scheduled to play in Edward Small's "The Duke of West Point."

Jack Hulbert in U. S.

Quebec, July 17.—Jack Hulbert, British screen comedian, arrived here yesterday on the *Empress of Australia* en route to Hollywood, on what he says will be his first American-made film.

Dunlap, Carr in Today

Scott R. Dunlap, vice-president in charge of Monogram production, and Trem Carr are due here today from the coast to attend Monogram board meetings and conferences with W. Ray Johnston, president.

MOTION PICTURE DAILY

(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Banner, Al Finestone, Thomas Fitzsimmons, Sherwin A. Kane, Irene Kuhn, Joseph Priore.

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Big Industry Ad Campaign Is Discussed

(Continued from page 1)

during presentation of Ampa awards. It was preceded, also on Thursday, an informal meeting of advertising [illegible]tors and national circuit operators in the offices of Spyros Skouras, at which the specific idea of a concerted industry advertising campaign was discussed in detail.

Formal approval of such a campaign was obtained from the representatives of all major companies at the M. P. P. D. A. meeting the next day.

Schaefer Heads Distributors

The working committee, which will meet today for the first time, will prepare plans for the entire national campaign, in conjunction with a distributors' committee headed by George J. Schaefer of United Artists. A producers' committee will be designated in the near future to cooperate with the eastern committees on all phases of the campaign. Nicholas M. Schenck, president of Loew's, is en route to Hollywood where he will make preliminary arrangements for producer participation. Mr. Hays, who plans to leave New York for the coast today or tomorrow, will aid him in this work on his arrival in Hollywood.

Among the functions of the Hollywood committee will be the production of special short subjects and trailers calling attention to and supplementing the campaign.

Among the arrangements for the campaign to be completed by the committees will be the designation of a name for the national business drive. Opposition has been voiced to early plans for describing the campaign as "The Greater Movie Season," and a commemorative or anniversary designation may replace this. The committees will also determine the appropriation for the campaign and its apportionment among participating companies; they will decide the extent and type of advertising to be used, as well as its placement and distribution, its starting time and duration. It will probably begin in September. It appears certain that newspapers will be the principal media, with radio, billboards, magazines and trade papers used in supplemental capacities.

Plan Full-Time Director

Present plans provide for the designation of a full-time director to carry out the committees' plans and several industry names have been advanced in this connection. The selection will be made by the working committee. Each major company will lend a member of its advertising department to the campaign director to comprise a working staff. In addition, an outstanding advertising agency will be retained for general advisory service on copy and space buying.

Among those who attended the Friday meeting at M. P. P. D. A. headquarters were Neil F. Agnew and Y. Frank Freeman, vice-presidents of Paramount; Mr. Gillham; Mr. Schaefer; Lynn Farnol, United Artists' advertising and publicity director; Mr. Schenck, Mr. Dietz, Oscar Doob; Ned E. Depinet, J. J. O'Connor and S. Barret McCormick of RKO; Gradwell Sears and Mort Blumenstock of Warners; Jack Cohn and Maurice Bergman of Columbia; Nate Blumberg and Louis Pollock of Universal; Mr. McCarthy and Herman Wobber of 20th Century-Fox; Spyros Skouras, National Theatres, and Gordon White, Educational Pictures, in addition to Mr. Hays, who presided.

The official statement on the meeting issued by the M. P. P. D. A. said: "Discussed and formulated were preliminary plans for a concerted effort by the motion picture industry to bring to the public's attention the impressive array of important pictures being prepared for early showing. Forthcoming announcements will give in detail the various committees and the plans to that end."

Program Shaping Up On Trade Practices

A report of the progress made to date by the distributors' committee on trade practice regulation was made to the board of directors of the M. P. P. D. A. by Nicholas M. Schenck and Ned E. Depinet, alternate chairman and member of the committee, respectively, on Friday.

The substance of the report was said to have indicated that the distributors' working committee, of which William F. Rodgers and A. Montague are also members, is nearing a phase of its work at which it will be possible to call in exhibitor representatives for preliminary discussions of the plan of industry self-regulation. How soon this will be is still a matter of conjecture, it was said.

"It may be within a day or two and again it may be a week or more," one informed source declared.

The M. P. P. D. A. board formally approved the industry's participation in the N. Y. World's Fair with the production of a feature titled "Cavalcade of America," which will depict the history of the United States up to the present and will be shown free in a 500-seat theatre on the Fair grounds.

Chicago Stagehands Balking Over Cuts

CHICAGO, July 17.—Balaban & Katz and RKO so far haven't been able to get the stagehands' union to take cuts in spite of the fact that operators have already agreed to do so.

The janitors and engineers' union will meet tonight to discuss the circuit proposals.

Arthur Cole to Aid Drive

KANSAS CITY, July 17.—Arthur Cole of Paramount has been renamed to head the publicity committee of the Allied Charities Campaign for the film industry during the 1938-39 period.

Set Dates on Kent Drive

The overseas S. R. Kent Drive will be started Sept. 4 by 20th Century-Fox, continuing for 15 weeks to Dec. 17. The domestic drive will start Aug. 14, terminating the same time.

Papers in La Crosse Suit Are Sent Out

(Continued from page 1)

out of business. The complaint alleges that the La Crosse company had difficulty in obtaining sufficient pictures and was required to pay exorbitant prices for any available film since refusing to sell out to Minnesota in 1934. The defendants named in the action in addition to Minnesota Amusement are Wellworth Theatres of Wisconsin, Inc., a Minnesota subsidiary; Ed Ruben, Minneapolis, president of Wellworth; Paramount, 20th Century-Fox and United Artists.

Attorneys for the companies named defendants in the action withheld comment when queried on the La Crosse company's suit. They explained they had not seen copies of the complaint and were unfamiliar with the charges.

Court Orders Action On Midland's Setup

KANSAS CITY, July 17.—Judge Albert L. Reeves in U. S. District Court has instructed the Security Service Co. of Chicago to proceed with the reorganization of the Midland Investment Co., owner of the Midland Theatre. Judge Reeves approved the reorganization plan, which calls for payment by Loew's of $90,000 per year for 10 years.

Midland Investment asked for reorganization under 77-B early this year, but the plan submitted did not get the approval of some bondholders. It was revised to shift some of the control to bondholders away from common stockholders, to contain a more definite leasing arrangement with Loew's and to include some other changes asked by a bondholders' committee.

Denies Plea for Details

Federal Judge Murray Hulbert has denied the request of 20th Century-Fox for an order directing William L. Gross, as assignee of the Theatre Magazine Co., to file a bill of particulars of his claim against 20th Century-Fox. Mr. Gross's suit is based on a charge that 20th Century-Fox plagiarized the August, 1929 cover of the *Theatre Magazine* in the picture, "George White's 1935 Scandals," and asked for an injunction, accounting and damages.

Denies Writ Against Columbia

Application for a writ of mandamus against Columbia Pictures, Inc., to compel it to produce its books and records from 1934 to date, has been denied by Supreme Court Justice Samuel Rosenman without opinion. Betty Davis, alleged holder of 162 shares of voting trust certificates of Columbia, had made the application in conjunction with a stockholder's suit.

Time Signs Guild Pact

"March of Time" and affiliated *Time* enterprises have signed a contract with the New York Newspaper Guild covering 350 editorial employes of Time, Inc., throughout the country. Minimum wages established in the contract range from $25 a week for office boys to $75 a week after two years' experience for writers and photographers. A five-day 40-hour week is also provided.

To Ask Additional Defendants in Suit

George Picker, plaintiff in a $50,000 damage suit against Ben Bernie, will ask the N. Y. Supreme Court today to be permitted to add the U. S. Rubber Co. and Columbia Broadcasting System, Inc., as additional defendants. At the same time Mr. Bernie will make a cross application to dismiss Mr. Picker's suit on the ground that there is no valid cause of action against him.

Mr. Picker charged in his suit that in a broadcast on March 30, 1938, Mr. Bernie ridiculed his reputation in a sketch in which his name was allegedly used. He seeks to add U. S. Rubber as the sponsor of the broadcast, and Columbia as the station broadcasting the program.

Sets Lord Action Date

Federal Judge John C. Knox has ordered the trial of the suit of Phillips H. Lord against Pathe News, Inc., to proceed on Oct. 3. The order was in compliance with a decision of the Circuit Court of Appeals which reversed a decision of the District Court dismissing the suit after trial and ordered a new trial. Mr. Lord had brought suit seeking $50,000 damages and charged breach of a contract whereby he was to take pictures in conjunction with Pathe News on a projected trip around the world.

New M-G-M Division

Maurice Silverstein, formerly in charge of M-G-M offices in Latin America, will head the new Far Eastern division of the organization, with headquarters in Singapore. He is now conferring here and will visit the studios en route to his new headquarters.

Film Folk Due Today

Lafayette Allport, London representative for the Hays office; Leon S. Snider, Australian theatre operator, and Peggy Wood, Sheila Barrett and Jacqueline Paige, London actress, are due to arrive on the *Queen Mary* today.

Wall Street

Stocks Have Short Gains

	Open	High	Low	Close	Net Change
Col.	15⅛	15⅜	15	15⅜	+ ⅝
Col. pfd. ..	33⅛	33⅛	33⅛	33⅛	— ⅞
Cons.	1½	1½	1½	1½	.....
E. K.	170	173⅛	170	173⅛	+3⅛
E. K. pfd..	171	171	171	171	.....
G. T. E....	14	14¼	14	14¼	+ ¼
Loew	51¼	52⅜	51¼	52⅜	+1⅛
Para.	11⅜	11⅞	11¼	11⅝	+ ¼
Para. 2.....	11¾	11¾	11¾	11¾	.....
Pathe	7½	7⅝	7⅛	7½	.....
RKO	2¾	2¾	2⅝	2¾	+ ⅛
20th Fox ..	25¼	25½	25	25¼	+ ⅝
20th pfd. ..	36	36	36	36	+1¼
W. B.	7	7½	7	7¼	+ ¼

Trans-Lux Rises on Curb

	Open	High	Low	Close	Net Change
G. N.	⅜	⅜	⅜	⅜	.....
Sonotone ..	1⅝	1⅝	1⅝	1⅝	— ⅛
Tech.	22⅛	22½	22⅛	22½	.....
Trans-Lux	2⅛	2¼	2⅛	2¼	+ ⅛

Bonds Generally Increase

	High	Low	Close	Net Change
Loew 3½s '46.....	100¼	100	100¼	+ ¼
Para. Pict. 6s '55	96	96	96	+ ⅜
Para. Pict. '47....	81½	81½	81½	— ½
RKO 6s '41.......	70	70	70	.....
W. B. 6s '39......	79	79	79	.....

(Quotations at close of July 15)

Pittsburgh's Tops "Mice" And "Paris"

PITTSBURGH, July 17. — Neither "Three Blind Mice," which got $8,000 at the Alvin, or "The Rage of Paris," doing $5,300 at the Fulton, were very much above average, but they were both held over, the management figuring that without a holiday they stood a good chance of doing better on a second week.

The combination of "Cocoanut Grove" and Gene Krupa's at the Stanley took only $13,500.

Total first run business was $38,650. Average is $45,000.

Estimated takings for the week ending July 7:

"THREE BLIND MICE" (20th-Fox)

ALVIN—(2,000), 25c-50c, 7 days. **Gross:** $8,000. (Average, $6,500)

"RAGE OF PARIS" (Univ.)

FULTON—(1,750), 25c-40c, 7 days. **Gross:** $5,300. (Average, $4,500)

"WHITE BANNERS" (W. B.)

PENN—(3,300), 25c-50c, 7 days. **Gross:** $10,000. (Average, $11,000)

"COCOANUT GROVE" (Para.)

STANLEY—(3,600), 25c-60c, 7 days. Stage: Gene Krupa's band, Irene Daye, Leo Watson, Tommy Trent, Nichols and Roberts. **Gross:** $13,500. (Average, $18,000)

"STOLEN HEAVEN" (Para.)
"CRASHING HOLLYWOOD" (RKO)

WARNER—(2,000), 25c-40c, 7 days. **Gross:** $3,850. (Average, $5,000)

Foresee Union Pact For English Houses

By AUBREY FLANAGAN

LONDON, July 13.—The ultimate conclusion of a national agreement on wages and hours for employes in film houses in England is foreshadowed in an agreement between the Cinematograph Exhibitors' Association and the National Association of Theatrical Kine Employes to proceed with the formation of a national conciliation appeal board.

The N.A.T.K.E. had asked the C.E.A. to collaborate, and the latter organization had agreed in principle and instructed its officers to draw up a constitution for such a body for submission to the general council of the C.E.A. The board would have no legislative function, but would serve to hear appeals from local conciliation boards when disputes therein result in deadlock. Part of the agreement will be compulsory acceptance of the decision of the appeal board.

Johnston Again in Court

NEWKIRK, Okla., July 17.—A. M. Johnston's troubles as a result of a showing of a "Tiny Tot Revue" with four youngsters have become more complicated. After having charges against him dismissed in a justice of the peace court he now faces county court complaints of employing children under 14.

To Remodel Boston Hub

BOSTON, July 17.—Bids are out for the remodeling of the Hub. The house has been playing subsequents since it was taken over from Loew's, Inc., early this year by Trans Lux. Newsreels and shorts are scheduled for the fall.

Hollywood Previews

"Four's a Crowd"

(Warners)

HOLLYWOOD, July 17.—Showmen seeking breezy pictures to offset outdoor competition of the seasonal variety can stop worrying about the week of August 20. That is the release date of this headlong comedy constructed of new plot materials and festooned with as fine a roster of marquee names as the most exacting exhibitor can ask for at any time of year. Among those present are Errol Flynn, Olivia de Havilland, Rosalind Russell, Patric Knowles, Walter Connolly, Hugh Herbert, Franklin Pangborn, Melville Cooper and Herman Bing, to mention as many as the average cinema client can be expected to remember to mention in his word of mouth conveyance of the news to acquaintances. The picture is one to make him talk.

The hero of Wallace Sullivan's story, prepared for the screen by Casey Robinson and Sig Herzig, is a public relations counsel of the kind the late Ivy Lee was. In it he does for a millionaire the kind of things that genius did for a real one. The doing of these things is made difficult, but humorously so, by a newspaper reporter, a publisher, the millionaire's daughter and others. Through the skein of complications two romances are carried to satisfactory conclusion, although the treatment is unfailingly for laugh purposes.

Michael Curtiz displays again in his direction of this wholly different production the masterly talent so unforgettably exercised in behalf of "Gold Is Where You Find It" and "Robin Hood." Surely his has become a name to command emphasis in exhibitor exploitation. David Lewis is associate producer of the present work. The scene is New York, the time is now, the people are such as live and work out their destinies at this place and time and the action is swift, varied and of a kind completely appropriate for the period.

Running time, 85 minutes. "G" WILLIAM R. WEAVER

"Little Tough Guy"

(Universal)

HOLLYWOOD, July 17.—"Little Tough Guy" is a good melodramatic story idea. Thematically, it details in a manner, which in some parts is grim, the causes, circumstances and conditions of environment which lead youths into a career of petty, and occasionally dangerous, crime.

The "Dead End"—"Crime School" group of youngsters with Billy Halop elevated to a starring role are the centers of interest in the production and its story. Yet as they perform in that typical style which has become familiar to theatre-goers, Robert Wilcox, Helen Parrish, Marjorie Main, Jackie Searl, Peggy Stewart and Pat. C. Flick capably enact roles which enable them to be effective in the plot's delineation.

Hysterical justice, provoked by labor strife, sends Ed. Pawley, Halop's father, to the electric chair. Bereft of a breadwinner, the family, Mother Main, Sister Parrish and Halop, is forced to move into the slums. There, Halop, asserting his toughness, becomes leader of the juvenile hoodlums. Jackie Searl, rich boy, enters the story in search of thrill. Directing the boys from one lawbreaking escapade to another, Searl turns snitcher and Halop and Huntz Hall are beseiged by police. Following a tense struggle between the two youths, Hall is killed and Miss Parrish forces her brother to surrender. A tolerant judge sends the gang to reform school where the only indication that regeneration has been accomplished is shown as Halop leads the band in which all tyro-gangsters are musicians.

Brenda Wisberg wrote the original story and collaborated with Gilson Brown on the adaptation. Though Harold Young's direction is forceful and pointed in segregated instances, it is likely that Universal will return the film to further work for tightening-up purposes as well as to make for more clarity and coherence.

Running time, 85 minutes. "A." GUS MCCARTHY

M-G-M Buys Original

HOLLYWOOD, July 17.—M-G-M has purchased "Vacation from Love," an original by Harlan Ware and Patterson McNutt. No starting date has been set or assignments made.

Hamilton Scales Are Cut

HAMILTON, O., July 17.—Matinee prices at the Rialto, Southio unit, have been reduced from 15 to 10 cents, except Tuesdays, which is Bank Night, and on Sundays.

Will Remodel Carolina

CHARLOTTE, July 17.—The Carolina here, under the management of Emil Bernstecker, will close during September for redecoration and renovation. New seats, carpets and sound equipment will be installed.

Quits Akron Unit Post

AKRON, July 17.—J. G. Dietjen, secretary of the Akron Independent Exhibitors' Association for the past four years, has resigned. His successor is R. C. Wahl.

Para. May Ask Rehearing in North Dakota

(*Continued from page* 1)

right of the state to enact and enforce the legislation. The court ruled however, that pending final determination of the case the temporary [illegible] junction restraining the state from [illegible] forcing the statute should remain in effect.

"In the event of an appeal," th court said, in this respect, "we think the present status should be preserved until the ultimate decision o the case by the Supreme Court."

In its findings of facts and conclusions of law, the court held the theatre "divorcement" statute was enacted to prevent monopoly, restraint of trade and unfair competitive practices for films; that the act is "no arbitrary, capricious or palpably i excess of legislative power," as contended by counsel for Paramount. Th court added that it could see little if any, relation of the act to interstate commerce acts or copyright law and that it has no purport of licensin of films.

Calls Defense Case Weak

On the other hand, the court saw n merit in one of the defense's majo contentions, which was that the ac could be justified as a valid exercis of the police power of the state because it was a measure to safeguar "the public health, safety or morals."

The key to the court's findings therefore, would appear to be its declaration that "If a Legislature deem it necessary to mitigate the evils o competition between small chains an large chains, or to discourage the activities within the state by chain grown so large as to menace the public welfare, it may adopt measures t accomplish those ends."

The June hearing on the constitutionality of the act occupied nine days The plaintiffs, in addition to Paramount, are its theatre operating subsidiary, Minnesota Amusement Co. and American Amusement Co., a subsidiary of Minnesota which operate about 20 theatres in North Dakota the only affiliated theatres in the stat and, hence, the only ones affected b the statute. The defendants are th State of North Dakota, its Governor attorney general and other state officers.

Myers Issues Statement

Abram F. Myers, chairman of Allied States Exhibitors Association who was instrumental in the draftin of the "divorcement" legislation, it introduction in the North Dakota Legislature and its defense before th statutory court in Fargo last month issued the following statement on Friday: "The decision is a complete vindication of Allied's position that operation by distributors in competitio with independent theatres dependen on them for product is inherentl wrong. Naturally, I am gratified an will discuss the decision in detail whe the opinion and findings of fact ar received."

Paramount officials withheld comment on the decision pending the completion of their study of the opinio and findings of fact and conclusion of law.

TRUST
EVERY
BUT
THE
20th Century Fox
NEW FILMS
FROM
FROM ALEX
FROM EDWARD
FROM HA
and these additional
future
United Artists!
Congratulations!

ONE AFTER ANOTHER THE PICTURE COMPANIES HAVE COME UP WITH THEIR ANNOUNCEMENTS OF PRODUCT FOR THE NEW SEASON . . . And what power, what punch, what promise of big things, done in a big way, those announcements pack. Pictures planned to meet the demands of the most exacting market in screen history. Pictures with star value, production value, story value--pictures which must mean big business for the exhibitors of the nation. Pictures like M-G-M'S "Northwest Passage," 20th Century-Fox's "Alexander's Ragtime Band," Warner's "Desert Song," Sam Goldwyn's "Lady and the Cowboy." We here at Paramount who are exhibitors as well as producers wish to go on record as saying that never in our long experience in the business have we seen the industry present a more interesting series of potential hits than are right now starting before the cameras in Hollywood. We take our hats off to the vision, the enterprise, the fighting spirit of this great industry of ours and we say

GET ACTION FROM WARNER BROTHERS

CUT THE CARDS WITH M-G-M

SHOW SOME SHOWMANSHIP WITH 20TH CENTURY-FOX

and PLAY for PROFITS with PARAMOUNT!

THE Payoff ON PARAMOUNT'S PROFIT MAKERS OF 1938-'39

QUESTION... What is a picture company's duty to the theatre operator?

ANSWER... To hand him pictures that will make him a net profit, put more money in his pocket, give him a chance to be an active, thriving member of his profession.

ALL RIGHT!... In the past year Paramount, according to the figures (and figures don't lie), turned out more money makers than any other major company in the industry. In the next twelve months, the new season coming up the first of September, Paramount guarantees to top the record for 1937-'38.

NO FANCY TALK

NO TRICK ADJECTIVES

JUST FACTS

On the following pages you will find a business-like sales analysis of Paramount's PROFIT MAKERS for the first quarter of the new season. In addition, you will see what our district managers have to say about these pictures, not as highfalutin' fancy work dressed up to make a good looking trade advertisement, but as the actual, factual payoff on the box-office champions of the new year...

PARAMOUNT'S PROFIT MAKERS OF '38-'39

"'THE UNHOLY BEEBES

will be the smash surprise hit of the new season!"

George is in position to know what he's talking abou. He has read the script of "THE UNHOLY BEEBES," watched them shoot, seen the daily rushes. The other day he was present at a studio preview of the picture before a number of representative West Coast theatre showmen. The verdict was unanimous..."Crosby's greatest!"

G. A. SMITH
District Manager: Los Angeles,
San Francisco, Seattle, Portland, Denver,
Salt Lake City, Butte.

BING CROSBY · FRED MacMURRAY

"The UNHOLY BEEBES"

Ellen Drew, Elizabeth Patterson, Donald O'Connor
Original Story and Screen Play by Claude Binyon

Produced and Directed by WESLEY RUGGLES

We're not surprised at all, George!

We've been watching Bing in pictures for a long time. We've also been listening to him on the air. To our way of thinking, Bing is one of the cleverest "light comedians" before the public today... a lovable, tongue-in-cheek individual... lively, happy, witty... a star millions of listeners have come to adore as the genial host of the weekly Kraft Music Hall programs. Bing's air program is now rated No. 3 on the national Crossley reports. Only two other national programs top him for audience interest, and that by a small margin. Shows you how he rates with the public!

..."THE UNHOLY BEEBES," however, is more than a "Crosby" picture! In addition to the suave maestro, it boasts a top-flight co-star in the person of FRED MacMURRAY, who does his full share to add romance and gayety to the heart-warming screen play fashioned by CLAUDE BINYON. WESLEY RUGGLES, who produced and directed, is conceded to be one of the greatest comedy directors in the business. With its human theme, its two popular stars, its direction by a showman who knows what it's all about . . . how can "THE UNHOLY BEEBES" miss being a great money picture!

"THE UNHOLY BEEBES"

is principally comedy. It's got a great story . . . a little heartache. a little heartbreak. a fine romance. a lot of human appeal . . . and music. The songs are brought into the plot naturally and with reason. They belong!

"CROSSLEY RADIO REPORT
BING CROSBY RATING
NO. 3

An excitingly thrilling horse race figures as the turning point in the dramatic action, and there's a swell fight and some sweet tunes that are really honeys, sung as only Bing can sing them. *You'll get what we mean when we tell you that the picture has a sort of "Damon Runyonesque" flavor.*

THE CAST is one for the marquee. In addition to BING CROSBY and FRED MacMURRAY, in a role that will put him farther up in favor with the fans, there are two newcomers to the screen . . . ELLEN DREW and young DONALD O'CONNOR. Wesley Ruggles could have had anyone in Hollywood for the two roles filled by the newcomers. But he wanted "new and refreshing characters." Ellen Drew only a short time ago was a sales clerk in a Chicago department store. Young O'Connor, chosen from 350 youngsters, comes from a vaudeville family. Bing says about O'Connor: "He sings, dances, acts and plays the accordion—and what more can you expect from a 'punk' kid?" Wesley Ruggles says: "We think we've got two young stars here." Coming from Ruggles, that's worth listening to. For Ruggles is a gambler on stars. It was he who gave worthwhile opportunity to such now-greats as Bing Crosby, Clark Gable, Irene Dunne and Janet Gaynor, among others.

"THE UNHOLY BEEBES" to receive Showmanship Exploitation and Publicity Build-up!

RACE TRACK ANGLE will be heavily exploited. Picture will be previewed at Delmar race track with broadcast from track and wire stories to every city in the United States. Two new personalities . . . Ellen Drew and Donald O'Connor . . . have already started to reap benefits of tremendous newspaper and magazine campaign. They're NEWS! Ellen Drew . . . the Department Store Cinderella . . . has fired the imagination of every girl in the country who dreams of a similar experience. Young O'Connor will be taken on a personal appearance tour in conjunction with initial key run engagements. His personality will sell him and the picture all along the line.

MUSIC will be built up in public favor by strategic broadcasts over most important programs on coast-to-coast hookups. You'll be hearing and remembering "Pocketful of Dreams," "Small Fry" and "Laugh and Call It Love."

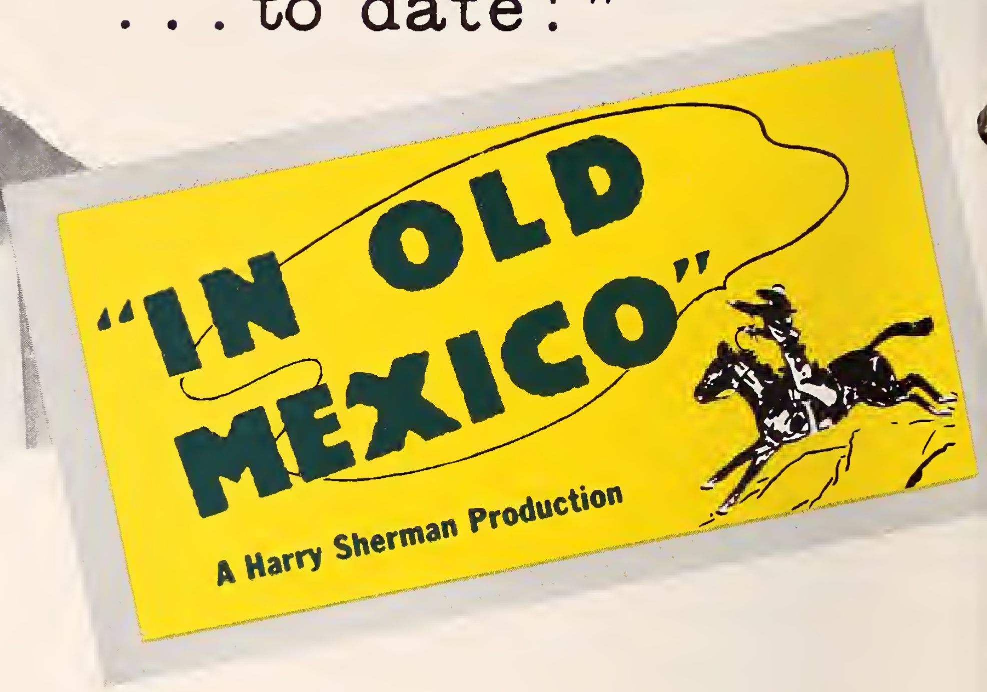
PRESS BOOK will be full of national tie-ups with suggestions for cashing in on the race track angle, newspaper contests for Cinderella, seat-selling newspaper advertisements.

"THE UNHOLY BEEBES" *can be chalked up as one of the most important money-makers on*

Paramount's PROFIT MAKERS for 1938-'39

"'IN OLD MEXICO' is the best Hopalong ... to date!"

HARRY "POP" SHERMAN
Producer, Hopalong Cassidy Series



"POP" SHERMAN, whose Hopalong Cassidys have made money for every exhibitor who's played 'em, has only one ambition — to make each succeeding release better than the one before! And he does it! By constantly adding new touches — new story treatment — new thrill angles — new entertainment values — to keep the series at the top of the list.

"IN OLD MEXICO," the second release on the new season's series of Hopalong pictures, sets a new standard of excellence in this already-"tops" series.

BILL BOYD
"Hopalong Cassidy"

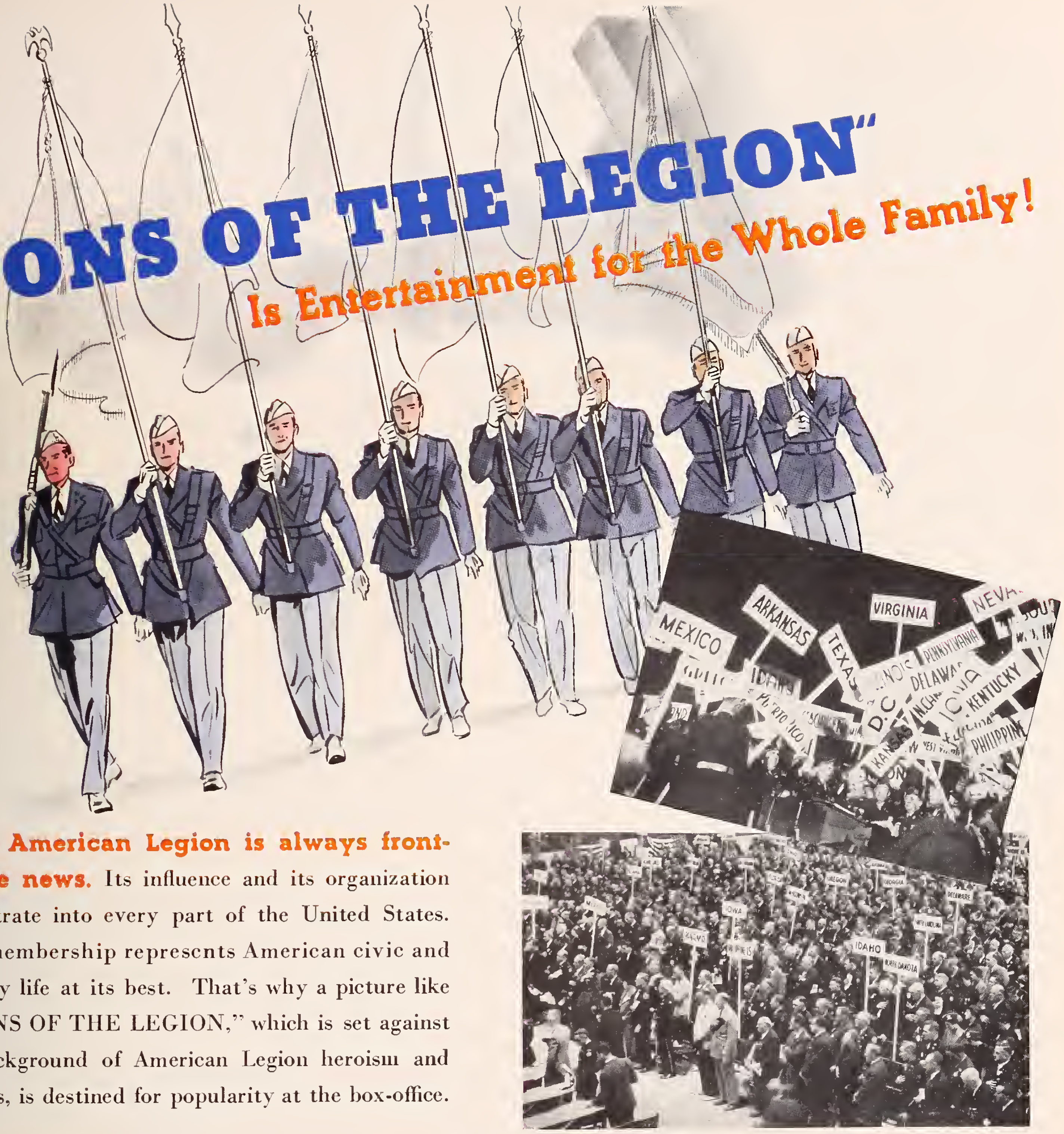
Of course, "Pop's" had a lot of grand help on this picture — a cast of surefire Hopalong Cassidy favorites headed by BILL BOYD, RUSSELL HAYDEN and GEORGE "WINDY" HAYES — a Clarence E. Mulford yarn that's action-packed from start to fadeout — scenery that's worth a feature story in itself — the brilliant direction of Ed Venturini, who's given "IN OLD MEXICO" the kind of treatment that makes it stand out like a Tiffany stone in Woolworth's — and photography by Russell Harlan, acknowledged one of the best outdoor action cameramen in Hollywood!

In the old days, all you had to give 'em was a hero on a white horse and plenty of the great outdoors—but today audiences want more! They want more story, more sense, more picture! And that's what "Pop" Sherman gives 'em in the Hopalong series—***voted the best in the industry in an exhibitors' poll conducted by "Showmen's Trade Review"!***

SHOWMEN'S
Review
Hopalongs Voted Industry's Best Action Dramas!

"SONS OF THE LEGION"

Is Entertainment for the Whole Family!



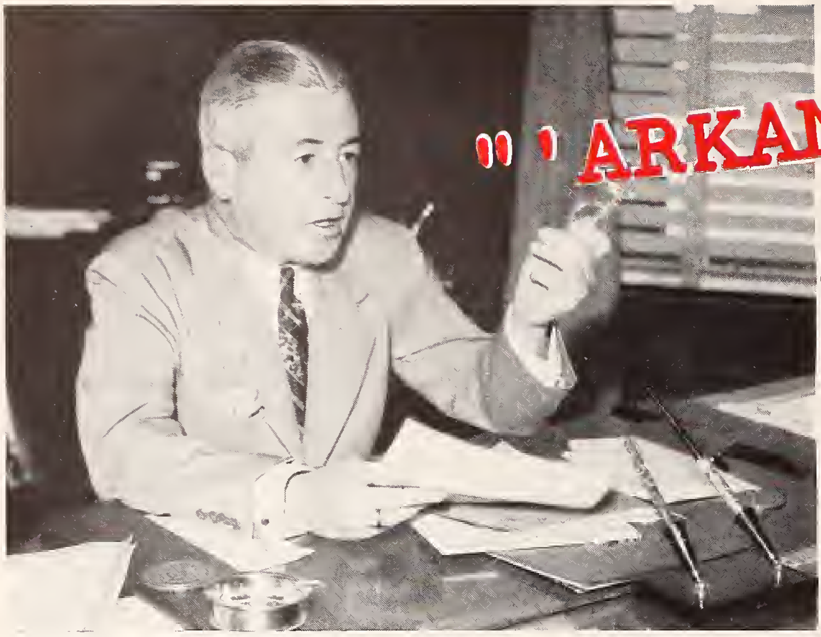
The American Legion is always front-page news. Its influence and its organization penetrate into every part of the United States. Its membership represents American civic and family life at its best. That's why a picture like "SONS OF THE LEGION," which is set against a background of American Legion heroism and ideals, is destined for popularity at the box-office.

"SONS OF THE LEGION" is the story of a father who loved his boy too much to hurt him, and of a son who loved his father so much that he couldn't bear the thought that his Dad wasn't all he ought to be! It's a story of bravery . . . of battles fought in peacetime to bring back the honor of a man whose name was under a cloud . . . of young romance that stood the test during a period of emotional stress.

DONALD O'CONNOR, the sensational kid discovery who almost stole "The Unholy Beebes" from Bing Crosby and Fred MacMurray, is given an important leading role in "SONS OF THE LEGION." BILLY LEE, popular youngster who scored in "Cocoanut Grove," is also importantly cast and lends another marquee name to the picture. The rest of the cast will feature performers of proven merit and pulling power.

JAMES HOGAN, whose "Last Train from Madrid," "Scandal Street" and "Ebb Tide" stamp him as an experienced box-office director, will handle "SONS OF THE LEGION" before the cameras.

EXPLOITATION . . . "SONS OF THE LEGION" will be pre-released on September 9th in Los Angeles, at the time the American Legion convention will hold its sessions there. Full advantage will be taken of the opportunities that this will afford for nation-wide publicity coverage. American Legion posts, women's clubs, schools, Boy and Girl scout organizations . . . every organized group devoted to the advancement of Americanism . . . will be enlisted in behalf of "SONS OF THE LEGION," because of its implications. The Press Book will contain full information of all arrangements so that theatres will be in position to take full advantage.



"'ARKANSAS TRAVELER' with BOB BURNS is what I call a natural!"

OSCAR MORGAN — District Manager: Atlanta, Memphis, Charlotte, Jacksonville, New Orleans.

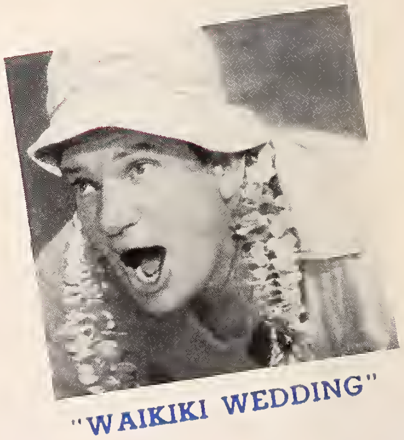
"'Natural' is the word for Burns, Oscar!"

BOB BURNS has a down-to-earth human quality. His following is tremendous. People like to see him, hear him, like to read his syndicated newspaper feature. The studio has long recognized, along with the theatres of the country, that Burns is a powerful potential draw at the box-office, and it has been on the lookout for a really great story to fit his personality. **"ARKANSAS TRAVELER"** fills all the requirements. It provides Burns with the best characterization he has ever had on the screen . . . one that is right down his alley. Picture a bashful, drawling straightforward sort of individual...an itinerant printer...with a strong sense of justice, a dryly humorous tongue, a twinkle in his eye and a homely philosophy...and you've some idea of Bob Burns' role in this picture. He strongly reminds us of the late Will Rogers.

You know how they went for Burns in . . .

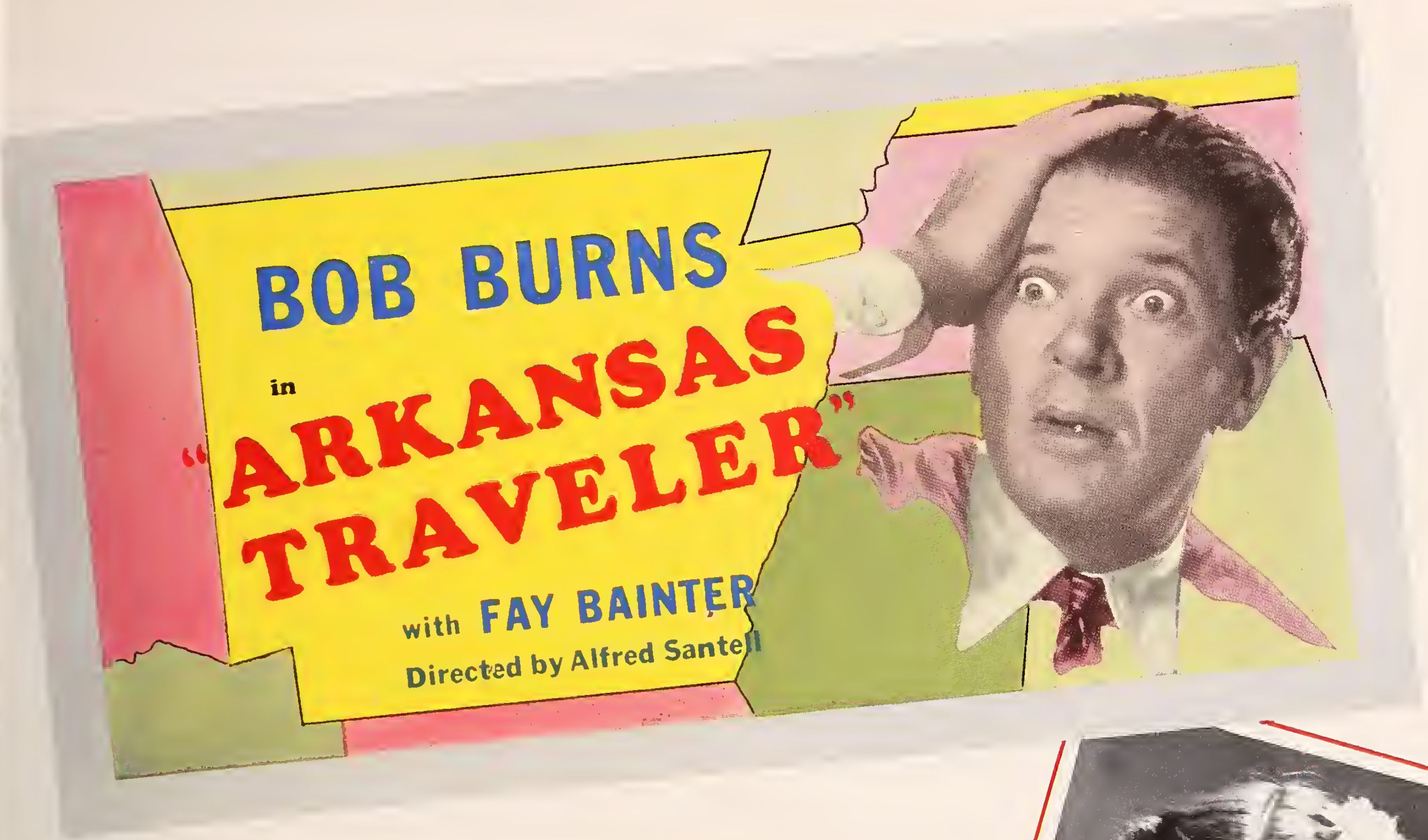
"WELLS FARGO"

"MOUNTAIN MUSIC"



"WAIKIKI WEDDING"

. . . they'll love him as the "ARKANSAS TRAVELER"



JEAN PARKER

JEAN PARKER will play the romantic feminine leading role in "ARKANSAS TRAVELER". She has been identified with a number of successful pictures and has recently scored in "Romance of the Limberlost"

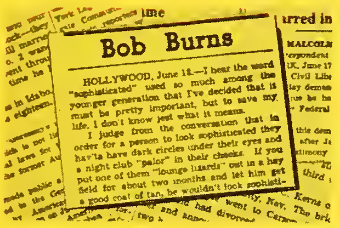
FAY BAINTER will play opposite Bob Burns, in the role of a small-town widow. Her recent memorable performance in "White Banners" brought forth enthusiastic praise from both critics and public.

AL SANTELL, who is guiding the destinies of "ARKANSAS TRAVELER". has a happy faculty for getting down to fundamentals. He has a strong sense of human values. It is this quality that was so evident in such of his recent pictures as "Breakfast for Two", "Having Wonderful Time" and "Cocoanut Grove". Certain types of pictures cry out for certain types of directors. AL SANTELL can be depended upon to get the most out of "ARKANSAS TRAVELER".

"ARKANSAS TRAVELER" *a Publicity and Exploitation "NATURAL"!*

KRAFT MUSIC HALL

RADIO . . . Bob Burns takes over the Kraft Music Hall program for the summer. We are assured of plenty of national plugs for the picture via this medium.



NEWSPAPERS . . . Throughout the country Bob Burns' syndicated humorous and philosophical feature is read and enjoyed by hundreds of thousands. A special plan has been worked out to concentrate special publicity on "ARKANSAS TRAVELER" in these newspapers.

International Typographical Union . . . the national printers' union . . . is one of the largest in the United States. Special screenings will be arranged for officials so that endorsement and sponsorship of the picture will permeate into every city and hamlet.

Put down

"ARKANSAS TRAVELER" *as a box-office* **NATURAL!**

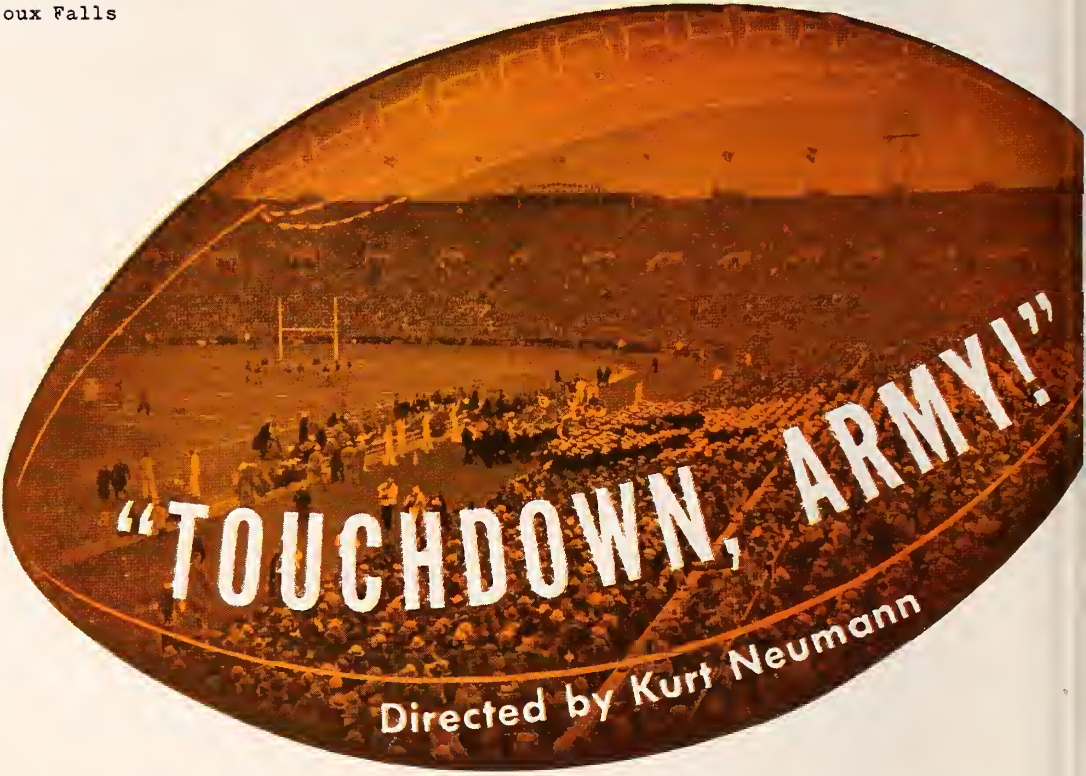
BEN BLOTCKY
District Manager: Minneapolis, Sioux Falls

"'TOUCHDOWN, ARMY!'
and
'KING OF ALCATRAZ

...Wheat in the bins!'

That's Ben's colloquial way of saying "They're in the bag!"

"TOUCHDOWN, ARMY!" is to be released in October, at the time when interest in college football is at its seething height! It will be found a more-than-worthy box-office follow-up to previous highly profitable Paramount football pictures!

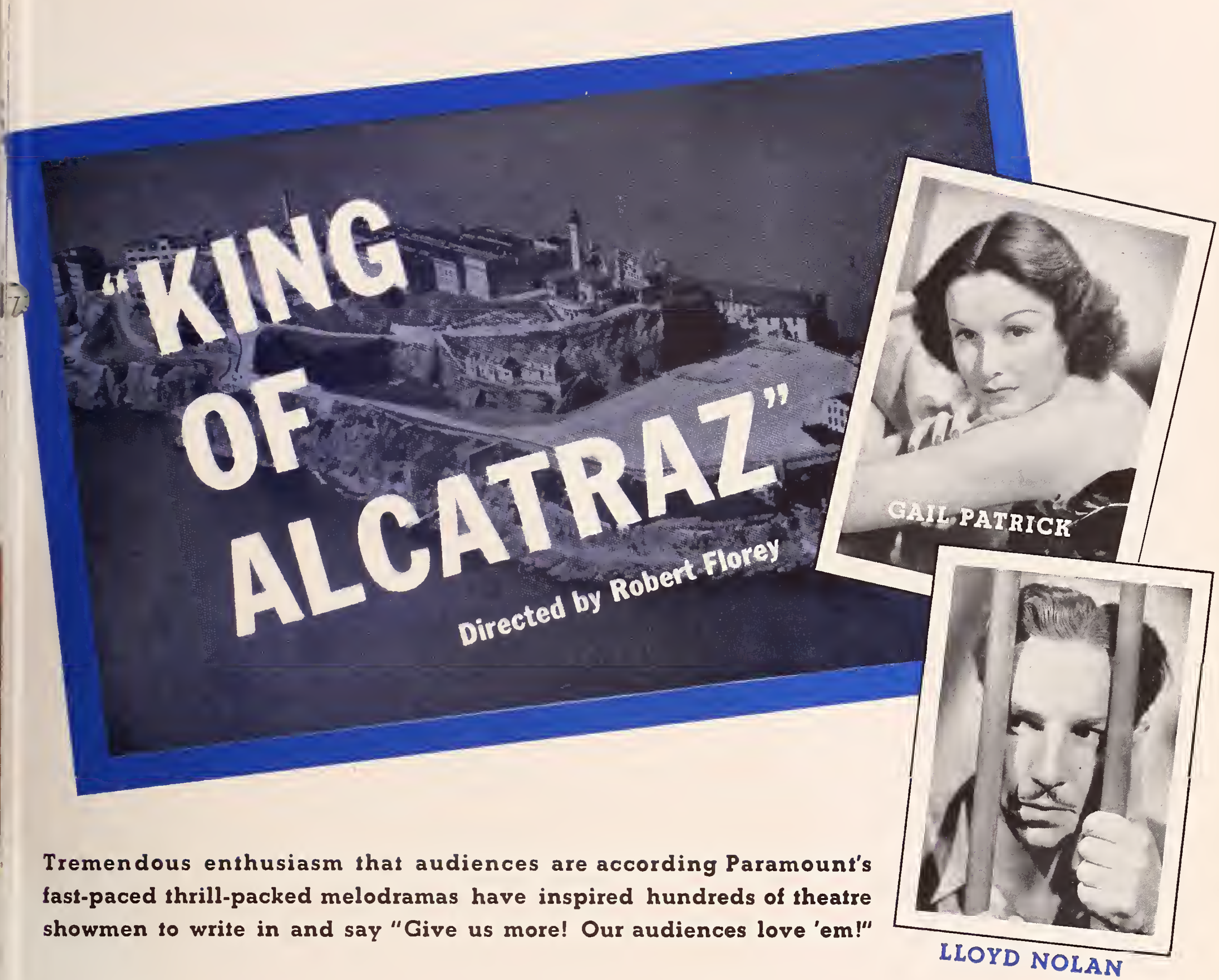


The story of "TOUCHDOWN, ARMY!" is more than the conventional "block-that-kick" type of yarn. It's a human tale of boys and girls whom college teaches to "live"...of a young cock-of-the-walk who decides to "honor" West Point with his presence, only to find that the spirit and loyalty of the Army have turned him into a man. The football episodes are the most thrilling and suspenseful that have yet been devised.

THE CAST includes such popular young stars as JOHN HOWARD, MARY CARLISLE, ROBERT CUMMINGS, WILLIAM FRAWLEY, BENNY BAKER. Direction has been placed in the hands of KURT NEUMANN, who has proved he has a decided flair for bringing a story like "TOUCHDOWN, ARMY!" to the screen so that it scores high in entertainment values.

SHOWMEN will know how to sell "TOUCHDOWN, ARMY!" to a fare-thee-well! Released during the peak of the football season, it will cash in on national interest in this most popular of all college sports. The Press Book contains a complete lineup of new ideas and sales material to help theatres get the public in!

"TOUCHDOWN, ARMY!"... *answers the demand for a successor to last season's popular "Hold 'em Navy!"*



Tremendous enthusiasm that audiences are according Paramount's fast-paced thrill-packed melodramas have inspired hundreds of theatre showmen to write in and say "Give us more! Our audiences love 'em!"

"KING OF ALCATRAZ" is a box-office follow-up of earlier Paramount smash "action" hits. It is a powerful story of what happens after the Government "puts the finger" on the racket kings. The plot is novel, fresh, up-to-the-minute! Some of the highlights are the capture of a passenger ship by escaping gangsters... an emergency operation on shipboard directed by radio instructions from a doctor hundreds of miles away . . . plus a romance that's tender and true.

THE CAST is headed by LLOYD NOLAN and J. CARROL NAISH, two male leads who are top marquee names because of the great way in which they registered with the fans in previous pictures of this type. GAIL PATRICK is the female lead. Another excellent name to grace the marquee!

ROBERT FLOREY is the director. Past success with pictures like "Dangerous to Know" and "Daughter of Shanghai" is proof conclusive that Florey can be relied upon to weave all the action, thrills, suspense and romance in "KING OF ALCATRAZ" into an outstanding production.

EXPLOITATION is a cinch on a picture with the action-appeal of "KING OF ALCATRAZ." Can be sold in advertising and out front on a "newsy" basis . . . with flash posters, action cut-outs, dramatic displays and punchy copy treatment. The Press Book will carry all the details.

"KING OF ALCATRAZ"... ***answers the demand for more smashing action melodramas like "Tip-Off Girls," "Hunted Men," "Prison Farm"***

"'IF I WERE KING'

will pack 'em in across the country!

The public has demonstrated that it is ready for a great picture of romantic adventure...a picture based on a great story...enacted by a great cast...produced by a great director! Paramount is ready to meet that demand with one of the biggest box-office pictures of this or any other year..."IF I WERE KING"!

W. H. ERBB
District Manager:
Boston, Maine, New Haven

RONALD COLMAN
in FRANK LLOYD'S
"IF I WERE KING"
with
FRANCES DEE, BASIL RATHBONE
Ellen Drew, Henry Wilcoxon, Colin Tapley,
John Miljan, Montagu Love, William Farnum
Produced and Directed by FRANK LLOYD

GREAT STORY!—"IF I WERE KING" is based on Justin Huntley McCarthy's immortal love story of swashbuckling Francois Villon, romantic poet-thief who rose to become the savior of France. A tale read, re-read and loved by millions. A tale of the type that made "Beau Geste" and "Lives of a Bengal Lancer" and "Robin Hood" the outstanding box-office pictures they turned out to be. A tale—exciting, glamorous, unforgettable—of a man lifted from the gutter to a throne by love, and of a girl who exchanged position and security for the thrill of her lover's arms. A tale—vivid, melodramatic! A tale that has now been turned into one of the great screen plays of all time!

GREAT STAR!—In the role of Villon is RONALD COLMAN, a part made to order for his gay, debonair, romantic personality. Preview reception of Colman's performance guarantees that Villon is his greatest role, the character for which he will be remembered long after his other roles have been forgotten! And that's saying plenty when one stops to remember that it was Colman who carried to success such pictures as "Lost Horizon" and "Prisoner of Zenda."

GREAT SUPPORTING CAST!—Lovely FRANCES DEE plays the role of the regal beauty who inspires the "king of ruffians" to scale the heights of romantic sublimity. Her last picture was "Wells Fargo." BASIL RATHBONE (the screen's most beloved aristocratic villain) portrays King Louis of France, who gives Villon his chance at immortality. ELLEN DREW (the "Cinderella Girl") does an outstanding job as "Huguette," Villon's first love. Other important names in the large and splendid cast are such favorites as Henry Wilcoxon, Colin Tapley, John Miljan, Montagu Love, William Farnum

"IF I WERE KING" Will Receive Royal Build-Up Campaign

Radio! Ronald Colman appears on a Lux coast-to-coast hookup on September 12th, in a dramatization of one of the gripping scenes in "If I Were King." An auspicious startoff for one of the most ambitious radio publicity campaigns ever placed behind a motion picture!

Fashions! Department stores will feature styles adapted from original garments introduced in the picture, with appropriate credits and displays. So planned as to dovetail activities of leading department stores with playdates of picture.

Schools, Libraries! Because of the nature of the story, advertising, publicity and kindred selling will be aimed at the schools, colleges, history societies, and so on. Special charts, study guides, and direct mailings to important educational bodies will be available.

Newspapers and Magazines! Elaborate art layouts, feature stories, and special "by-line" articles will appear in every newspaper and magazine read by the masses and the classes.

National Tie-Ups! Dozens of national manufacturers tied in for what it may be worth to theatres. Paramount has always had a great deal of success with these promotions, as theatres will testify. We are now working out the details of a number of worthwhile cooperative endeavors, and a full account of how these operate will be found in the Press Book.

All in all "IF I WERE KING" will receive the grandest promotion campaign of any picture of the year!

GREAT DIRECTOR! Production is in the hands of FRANK LLOYD, master producer-director of truly great pictures, his most recent being "Wells Fargo." He is the only director ever to win the Academy Award three times—for "Divine Lady," "Cavalcade," "Mutiny on the Bounty." Those who have seen rushes of "IF I WERE KING" unhesitantly rate it as FRANK LLOYD'S greatest achievement to date. In it he has recreated an entire city of the most glamorous period the world has ever known.

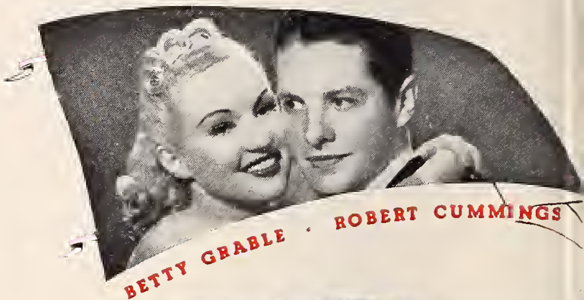
"'IF I WERE KING' is a GREAT box-office attraction for Canada!"

MORRIS A. MILLIGAN
Canadian General Manager: Toronto, Montreal, St. John, Vancouver, Winnipeg, Calgary

"'CAMPUS CONFESSIONS' is the kind of picture we root for!"

College students like these shown here constitute your typical audience — — there's millions of 'em!

College romance and college sports, always surefire at the box-office, take on added audience appeal and selling opportunities in "CAMPUS CONFESSIONS," the *first* motion picture to feature basketball—the game that's fast jumping to a high place in national favor! To cash in on this new angle, Paramount introduces, in a featured role in "CAMPUS CONFESSIONS," HANK LUISETTI, the personable, likeable Stamford basketball sensation, who has garnered more national publicity than many another college athlete of our generation!



ELEANORE WHITNEY · ROSCOE KARNS

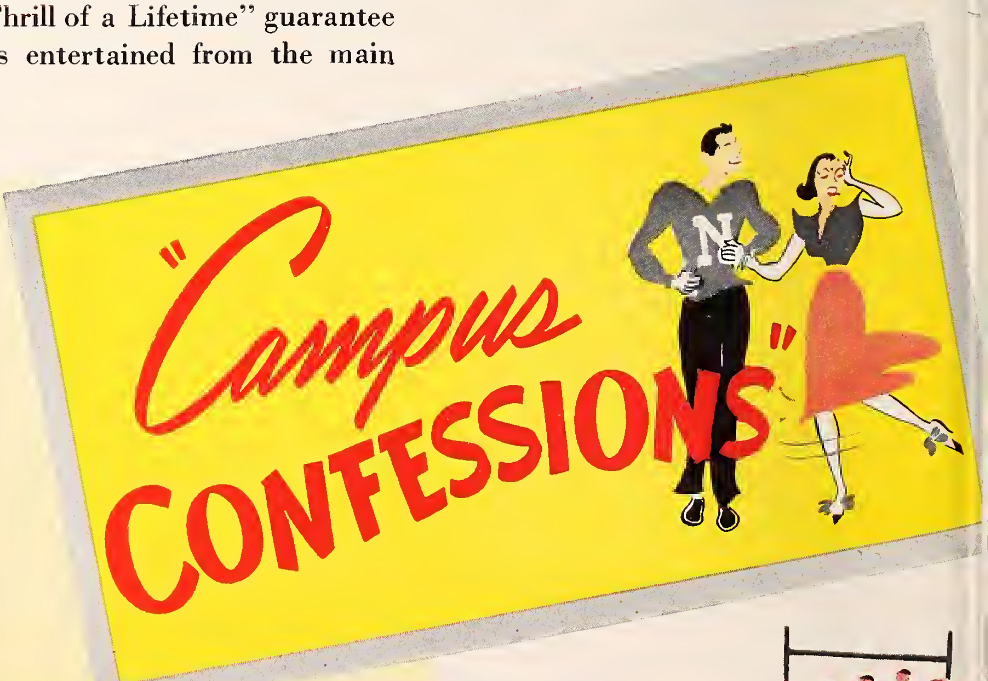
"CAMPUS CONFESSIONS" has everything that's ever made a college picture great: a peppy laugh-and-thrill-packed story . . . a cast of youthful stars popular at the box-office headed by ROBERT CUMMINGS, BETTY GRABLE, ELEANORE WHITNEY, ROSCOE KARNS, and ELIZABETH PATTERSON . . . in addition to HANK LUISETTI.

Direction is by George Archainbaud, whose "Hideaway Girl," "Hotel Haywire," "Blonde Trouble" and "Thrill of a Lifetime" guarantee a fast-moving romance that'll keep audiences entertained from the main title to the final victory dance.

"CAMPUS CONFESSIONS" is an Exploitation Natural!

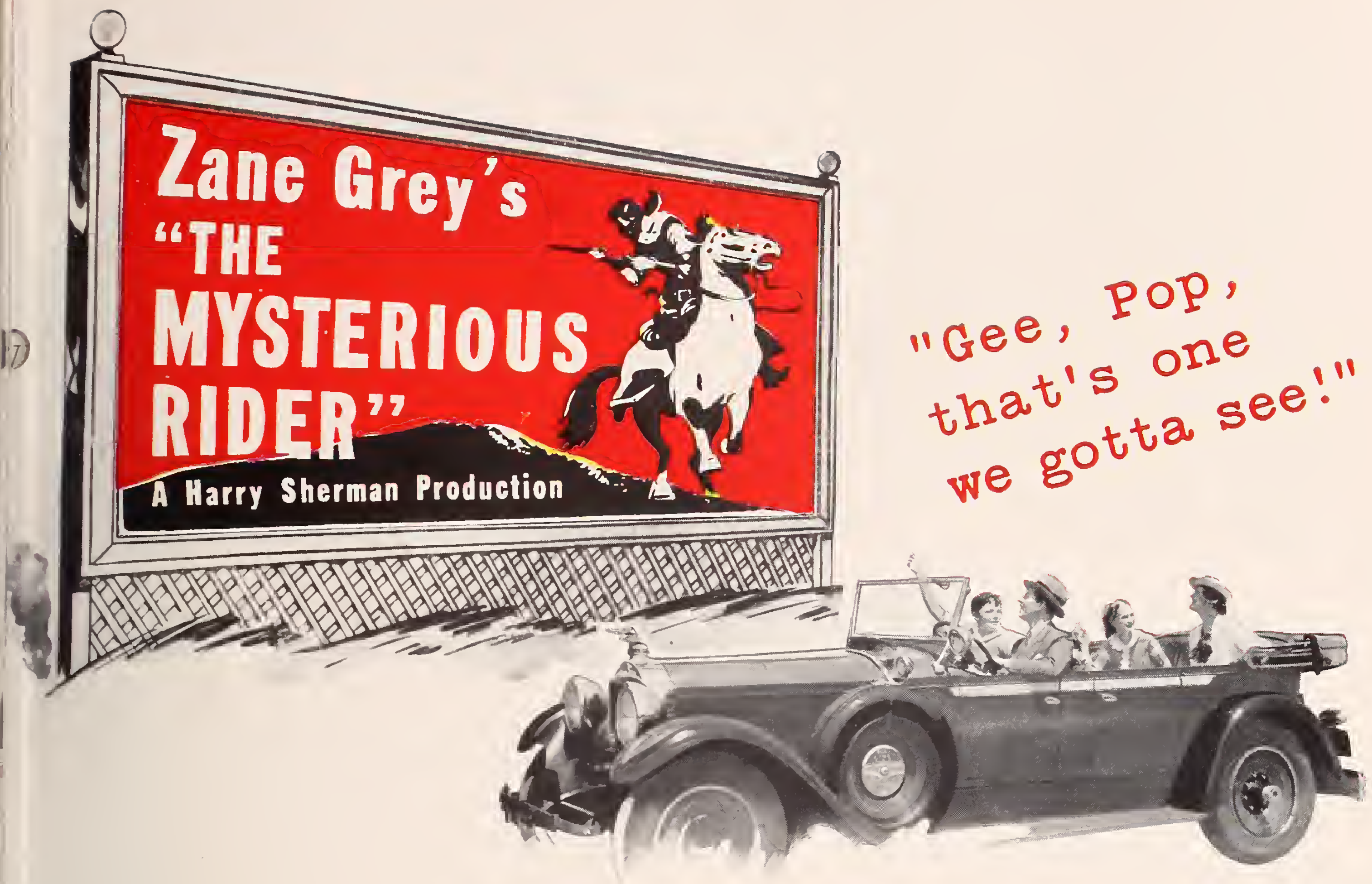
Every high-school and college in town can be tied into exploitation campaigns to help make "CAMPUS CONFESSIONS" a box-office winner.

Local sports pages should open wide because of the national appeal of HANK LUISETTI, star of basketball stars, and the additional appeal of the FIRST picture with a BASKETBALL background!



"CAMPUS CONFESSIONS" *cashes in on YOUTH!*

Released in October, when college activities are at their peak!


Zane Grey's
"THE MYSTERIOUS RIDER"
A Harry Sherman Production
"Gee, Pop, that's one we gotta see!"

In "THE MYSTERIOUS RIDER," Producer HARRY SHERMAN, whose name as a showman, is box-office guarantee of his ability to turn out action dramas with audience appeal, has assembled everything that gives a picture the selling angles exhibitors want!

The story, by ZANE GREY, is an all-time favorite with action fans. It's a punch-packed, driving drama of a man who waited twenty years for the right time to clear his name of a false charge of murder—a man who single-handed smashed the crookedest setup that ever disgraced the West to give his daughter her chance for happiness and love!

"THE MYSTERIOUS RIDER" is presold not only to the hundreds of thousands who read the book, but also to everyone else who knows that the name of ZANE GREY on a yarn means thrills and action and a story that will live in the memory!

THE CAST will include a hand-picked line-up of outdoor action favorites with outstanding audience appeal. HARRY SHERMAN'S personal supervision of production means the kind of fast-paced, keep-'em-on-the-edge-of-their-seats entertainment that always packs 'em in!

OUTDOOR ACTION DRAMA . . .

from the industry's acknowledged leader in that field!

ALLEN USHER District Manager: Chicago, Detroit, Milwaukee, Indianapolis

"ARTISTS and MODELS ABROAD"* is O.K. Means TOP BUSINESS in my territory!"

ARTISTS AND MODELS ABROAD

"A Jack Benny Picture is TOPS in any territory, Allen."

JACK BENNY is box-office! The records prove it conclusively! Pictures in which he has been featured . . . "Big Broadcast of 1937" and the first "Artists and Models"... all landed in the top-grossing class... That's a pretty impressive record... and there's plenty of good reasons for it, too. Jack Benny is a peculiar show business phenomenon. His Jello radio program has been tops for years! His personality is still the smoothest and easiest of the radio elite in comedy. His gags are quoted at every dinner table. His amiable, personable, careless, effortless manner is the delight of millions.

THE STORY is the thing in Hollywood today . . . as never before! And the story of "ARTISTS AND MODELS ABROAD" is tailored to fit the Benny personality. Don't let the idea prevail that this latest Benny picture is a hodge-podge of specialty acts, dragged in without rhyme or reason, and held together by a song or two and a dance or two. The studio has gotten away from all that clambake musical stuff. They've got PLOT in this one . . . and what a plot! Built for laughs, surprises, glamour...with a lot of swell gags, some soothing romance, and a brace of hit songs to send the customers out whistling.

JACK BENNY is ably supported by a hand-picked cast: For romance, lovely **JOAN BENNETT**, who comes to the nation's marquees fresh from her triumphs in "The Texans," an August release. For comedy **MARY BOLAND**, **CHARLES GRAPEWIN** and **THE** **YACHT CLUB BOYS**. And oh, so easy on the eyes are the beautiful girls who have been picked as members of the troupe stranded with Jack Benny on the Boulevards of Paris.

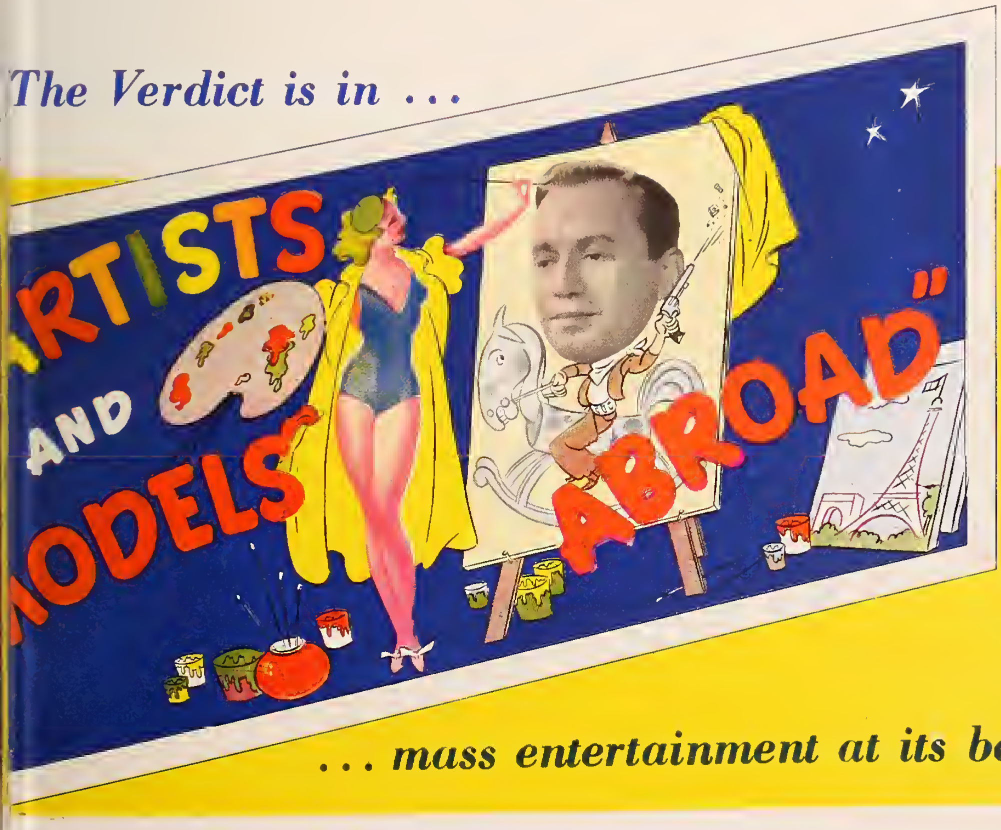
"ARTISTS and MODELS ABROAD"

has a terrific woman's angle: One of the big scenes is set in the Paris Exposition grounds, where Jack Benny is mistaken for the manager of the attraction known as the "Palace of Feminine Arts." This is a magnificent display of great ladies, their gowns, their perfumes, their jewels. It shows feminine allure down through the ages. *One of the thrillingly dazzling scenes is a great foam bath through which pass thousands of beautiful girls!* What a spectacle! Tied in with the "Palace of Feminine Arts" are creations by some of the greatest names in the world of fashion — Schiaparelli, Worth, Lelong, Lanvin, Patou. Nothing has been spared in this sequence to make it of interest to women and to bedevil the men.

MITCHELL LEISEN is the director. He's an old hand at getting fast-paced, smooth-flowing action on the screen out of this type of story.

MUSIC is by Rainger and Robin, who turn out the sort of tunes that strike the public ear and the popular fancy. All America will soon be hearing "Do the Buckaroo," "What Have You Got That Gets Me?" and "You're Lovely, Madame."

The Verdict is in . . .



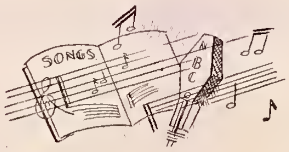
. . . mass entertainment at its best!

Broad Publicity Preselling Campaign

STUDIOS
QUIET

Millions of listeners to the last half-dozen Jack Benny broadcasts have been hearing plenty about his scene with Joan Bennett in "ARTISTS AND MODELS ABROAD." Benny's been taking a great deal of his sponsor's time to build up interest in the picture. He will resume these plugs in the fall, just before national release, when Benny goes on the air again for Jello. Jello merchandising interest will be tied in for nationwide cooperation with theatres when the picture is released.

The fashion background will be tied in with leading department stores, fashion groups, women's magazines, perfume houses and so on. This makes for national advertising, invaluable window space and publicity in key cities, merchandising helps of all sorts everywhere.



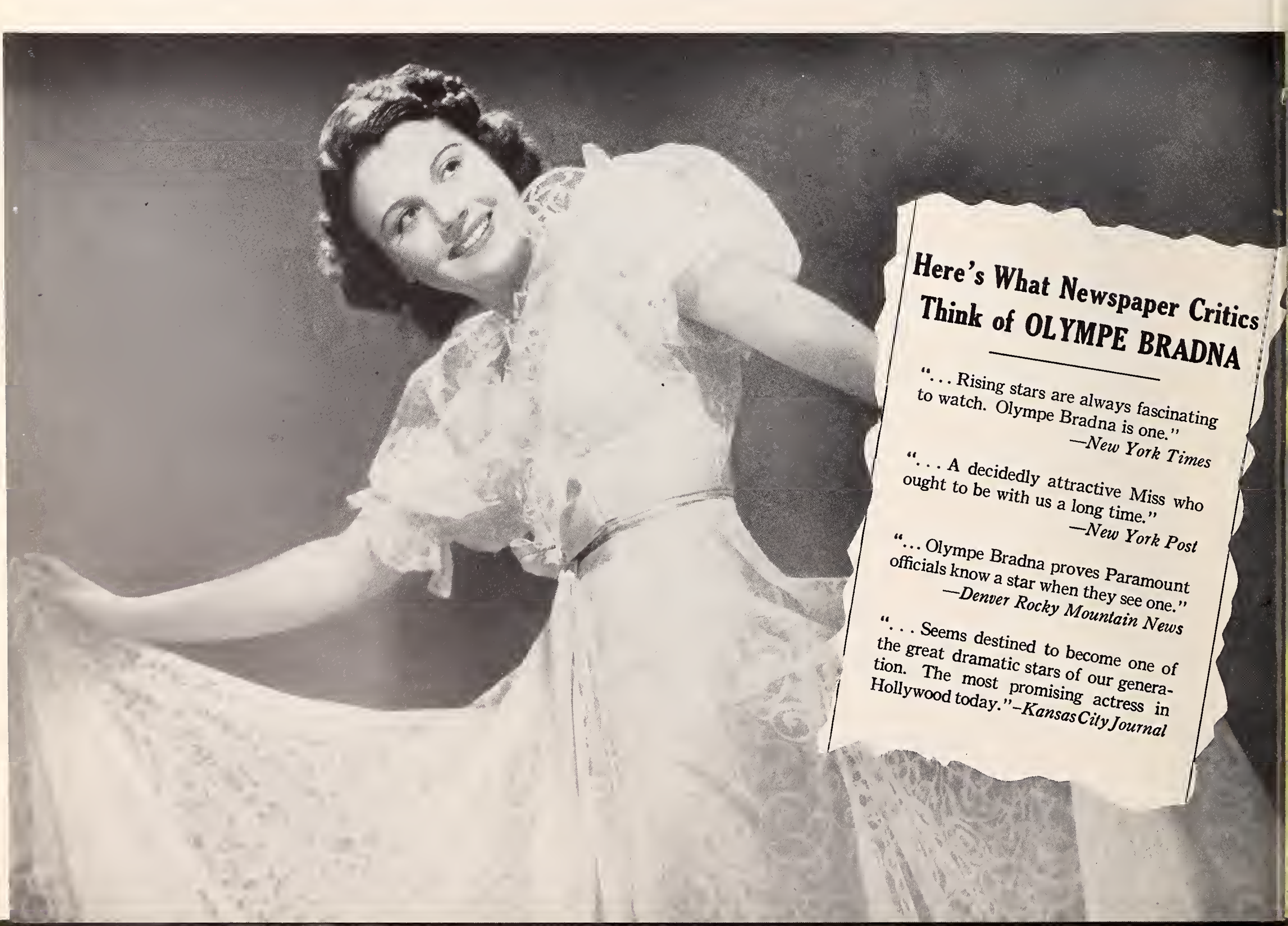
Radio Promotion will be employed to publicize the picture and broadcast the songs.

* **"ARTISTS and MODELS ABROAD" is Tentative Title.**

HUGH BRALY- District Manager:
Dallas, San Antonio, Oklahoma City

"'SOUBRETTE'
is the Bradna picture
the fans have been
waiting for!"

"SOUBRETTE" is the answer to the demand from every part of the country that lovely OLYMPE BRADNA be given a screen story worthy of her talents. For this little lady is unique... versatile... in that she possesses a singing voice of rare quality...is an extraordinarily clever dancer...and displays emotional dramatic ability of a high order. All these attributes are called forth by "SOUBRETTE," in which Miss Bradna has a role that is a combination of the dramatic power of her part in "Souls at Sea" and the music-filled song-and-dance moments of "Stolen Heaven."



Here's What Newspaper Critics Think of OLYMPE BRADNA

"... Rising stars are always fascinating to watch. Olympe Bradna is one."
—*New York Times*

"... A decidedly attractive Miss who ought to be with us a long time."
—*New York Post*

"... Olympe Bradna proves Paramount officials know a star when they see one."
—*Denver Rocky Mountain News*

"... Seems destined to become one of the great dramatic stars of our generation. The most promising actress in Hollywood today."—*Kansas City Journal*

E. J. SMITHSON
YOU WOULD NEVER THINK
TITLE ABOVE COULD
HOLLYWOOD
PARAMOUNT

RAY MILLAND, cast opposite Olympe Bradna in "SOUBRETTE," is at the height of his popularity. Pictures like "Easy Living," "Her Jungle Love," "Tropic Holiday," established this handsome Englishman as a prime favorite with fans and critics. "Men With Wings," in which he plays the greatest role of his career, will be released ahead of "Soubrette." We venture to assert that his role in this air picture will make him one of the great marquee names in this industry. In "SOUBRETTE," Ray Milland comes through with a light comedy role—that of a young millionaire who swaps a fortune for five feet of brown-eyed French wife . . . and knows that he's made a good trade!

An excellent cast will be chosen to support OLYMPE BRADNA and RAY MILLAND in "SOUBRETTE." Direction will be placed in the capable hands of ANDREW STONE, who showed in "Stolen Heaven" that he can get away from formula and bring a story to the screen with imagination and "differentness."

OLYMPE BRADNA and RAY MILLAND

in

"Soubrette"

* TENTATIVE TITLE

Directed by ANDREW STONE

"SOUBRETTE"... and OLYMPE BRADNA to receive tremendous national publicity build-up!

Miss Bradna is one of the most promising stars on the Paramount roster. Fans everywhere flocked to see her on her recent triumphal personal appearance tour on behalf of "Stolen Heaven." Another intensive publicity campaign is now being devised to further build her up with the public. This calls for special newspaper and magazine treatment. Theatres will tie in with human interest trailers that will sell her to the public as the star of "Soubrette." These trailers will be furnished gratis by Paramount.

"'MEN WITH WINGS' is the ace air picture of all time!"

MILTON S. KUSELL
District Manager: New York, Brooklyn,
New Jersey, Albany, Buffalo,
Philadelphia, Washington

"MEN WITH WINGS"
Produced and Directed by William A. Wellman

GREATEST AUDIENCE PICTURE EVER PRODUCED ! . . . *in Technicolor*

"MEN WITH WINGS" is epic drama, breathless adventure, an exciting love story, and the mighty history of a mighty industry combined in one grand, glorious screen adventure! *And it's all photographed in the newest* TECHNICOLOR... *the first time in the history of the screen that an air picture has been filmed from the sky in color!*

It took vision, courage and leadership to translate the amazing script of "MEN WITH WINGS" to the screen. It also took a budget of well over $2,000,000! For "MEN WITH WINGS" is the story of the aviation industry from the pioneering days of the Wright Brothers to the super planes of the present and the fantastic ships of the future!

High-Powered Publicity and Exploitation

ORGANIZED YOUTH GROUPS . . . comprised of many millions of youngsters—boys and girls up to eighteen years of age—vitally interested in aviation, will cooperate actively all over the country on "MEN WITH WINGS."

NATIONAL MAGAZINE ADVERTISING in a large list of big circulation weekly and monthly magazines will take the story of "Men With Wings" into every home.

BILLBOARD POSTING will supplement magazine advertising campaign in all important key cities in the United States. Every avenue for newspaper and magazine publicity will be intensely covered.

"FLYING CIRCUS" will be routed around to a list of selected cities to put on "dog fights" and other stunts.

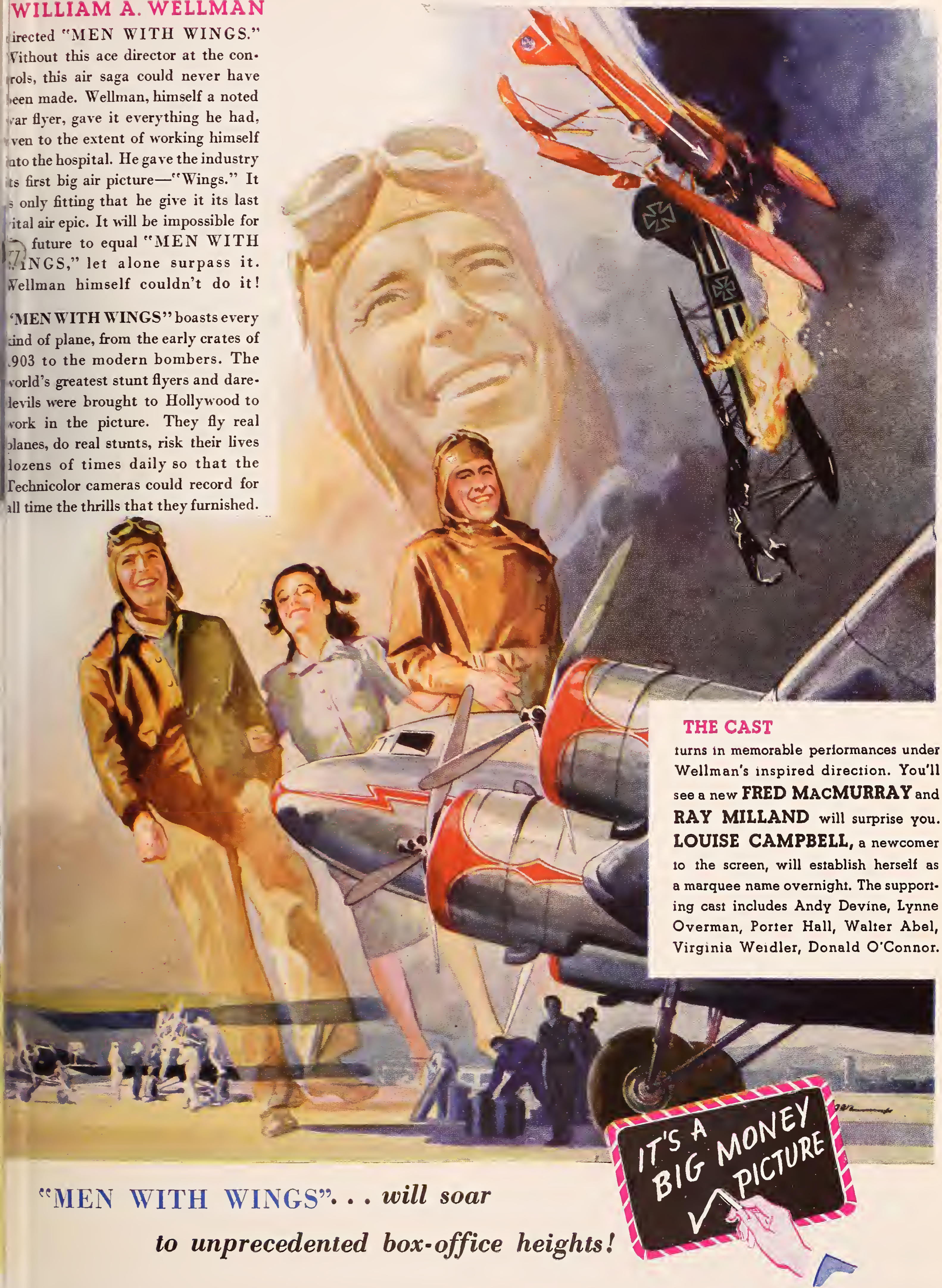
COMMERCIAL AIRLINES will do all in their power to cooperate.

CONTESTS will be arranged for school and college participation, with prizes to be awarded by Paramount.

WILLIAM A. WELLMAN

irected "MEN WITH WINGS." Vithout this ace director at the conrols, this air saga could never have een made. Wellman, himself a noted ar flyer, gave it everything he had, ven to the extent of working himself nto the hospital. He gave the industry ts first big air picture—"Wings." It s only fitting that he give it its last ital air epic. It will be impossible for future to equal "MEN WITH INGS," let alone surpass it. Vellman himself couldn't do it!

'MEN WITH WINGS" boasts every ind of plane, from the early crates of 903 to the modern bombers. The vorld's greatest stunt flyers and darelevils were brought to Hollywood to vork in the picture. They fly real lanes, do real stunts, risk their lives lozens of times daily so that the Technicolor cameras could record for ll time the thrills that they furnished.

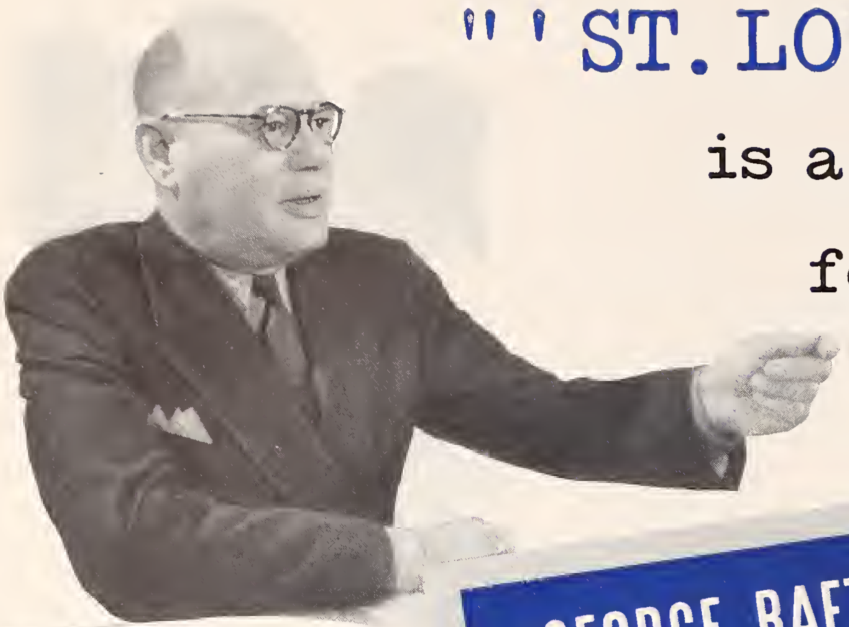


THE CAST turns in memorable performances under Wellman's inspired direction. You'll see a new **FRED MACMURRAY** and **RAY MILLAND** will surprise you. **LOUISE CAMPBELL,** a newcomer to the screen, will establish herself as a marquee name overnight. The supporting cast includes Andy Devine, Lynne Overman, Porter Hall, Walter Abel, Virginia Weidler, Donald O'Connor.

"MEN WITH WINGS"... *will soar*

to unprecedented box-office heights!

"'ST. LOUIS BLUES' is a smash picture for any theatre!"



RALPH C. LI BEAU,
District Manager,
Kansas City, St. Louis,
Omaha, Des Moines

GEORGE RAFT · DOROTHY LAMOUR

"St. Louis BLUES"

with Tito Guizar · Elizabeth Patterson · William Frawley · Maxine Sullivan · Directed by Raoul Walsh

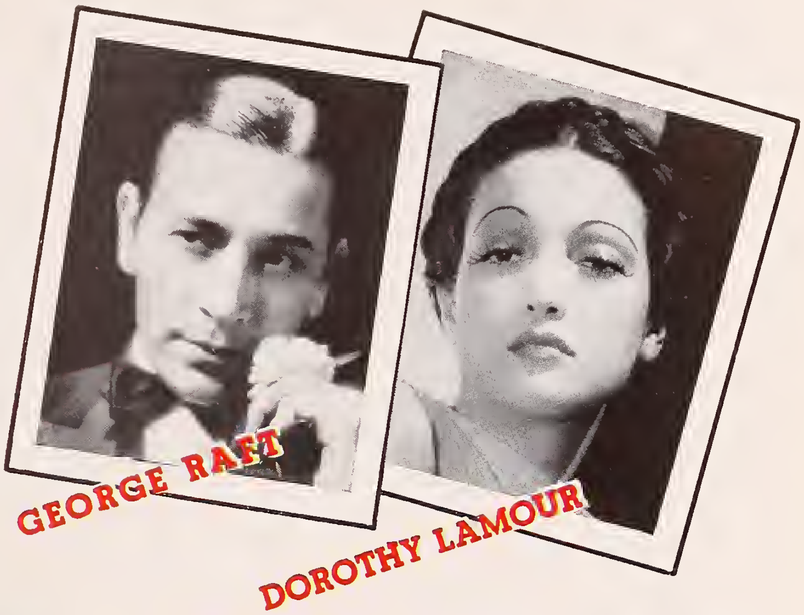
"You've spotted a real winner, Ralph!"

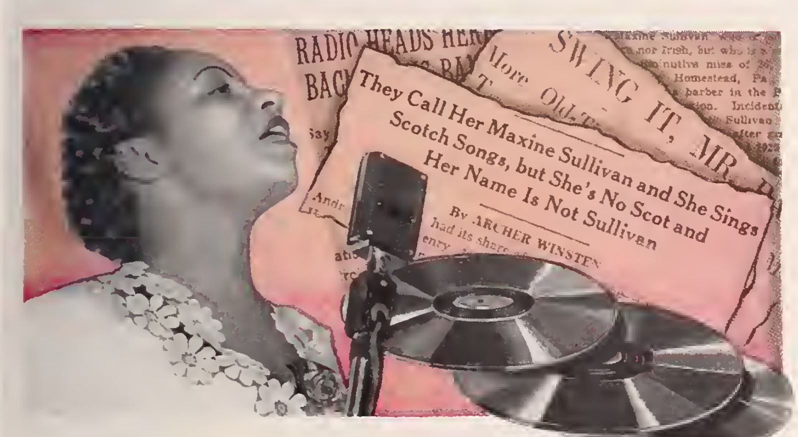
When a picture has a whale of a story . . . a swell title... and a cast of box-office favorites to give it all the dramatic punch that it deserves...that picture is destined for success. Particularly is this true when the direction is placed in the hands of a showman whose name is synonymous with screen entertainment.

• **THE STORY!** "ST. LOUIS BLUES" is a modern, up-to-the-minute showboat type of tale...recounting the lives and loves of the folks who travel down the inland rivers, bringing thrills and song and drama to the natives along the banks. It's a human story, with real characters, in situations that make their appeal to every class of audience! What's more, the title on the marquee immediately SELLS the picture for what it is... swing, rhythm, romance and melody! It's a PRE-SOLD title . . . for it's so inescapably tied up with a song that will never die!

• **THE DIRECTOR** is RAOUL WALSH, and he doesn't have to be sold to anyone in the industry. Going as far back as "The Big Parade," his pictures have been consistent money makers. He directed the first big money-making "Artists and Models." Walsh, himself, states that "ST. LOUIS BLUES" will top anything he's done in the recent past.

. . . . **GEORGE RAFT and DOROTHY LAMOUR** top the high-powered cast of "St. Louis Blues." Raft plays the owner of a showboat, Lamour plays an actress—stranded and in trouble. Rated on their co-starring performances in "Spawn of the North," this pair of names on the marquee represents audience pulling power at its best. In supporting roles are such popular favorites as Tito Guizar, Elizabeth Patterson, William Frawley . . . and Maxine Sullivan!




RADIO HEADS HER
SWING IT, MR.
More Old
They Call Her Maxine Sullivan and She Sings Scotch Songs, but She's No Scot and Her Name Is Not Sullivan
By ARCHER WINSTEN

Inimitable songstress who created a furore with her new style of melodious swing arrangements of old classics. Her name "out front" will sell plenty of tickets! *Who hasn't heard her swing "Loch Lomond"?*

And talking about "SWING!"... wait till you hear the new type of "swing" music to be introduced for the first time in "St. Louis Blues"! This is a melodious and rhythmic form of "swing" originated by Boris Morros, musical director at the Paramount Studios. He achieves new effects through novel instrumentation. You're going to hear a lot about this new music craze! Because it's "sweet and simple," music lovers as well as "cats" and "jitterbugs" will go for it!

MUSIC . . . Nation's leading tunesmiths and lyric writers—Hoagy Carmichael, Leo Robin, Ralph Rainger, Sam Coslow, Ned Washington, Burton Lane, Frank Loesser — have written songs to be featured during the action of "ST. LOUIS BLUES." Among numbers nation will soon be hearing out of picture are "Kinda Lonesome," "The Nearness of You," "I Know What Aloha Means," "Junior," "The Beat of My Heart Is a Rhumba," "Sombrero."

Showmanship Advertising and Exploitation!

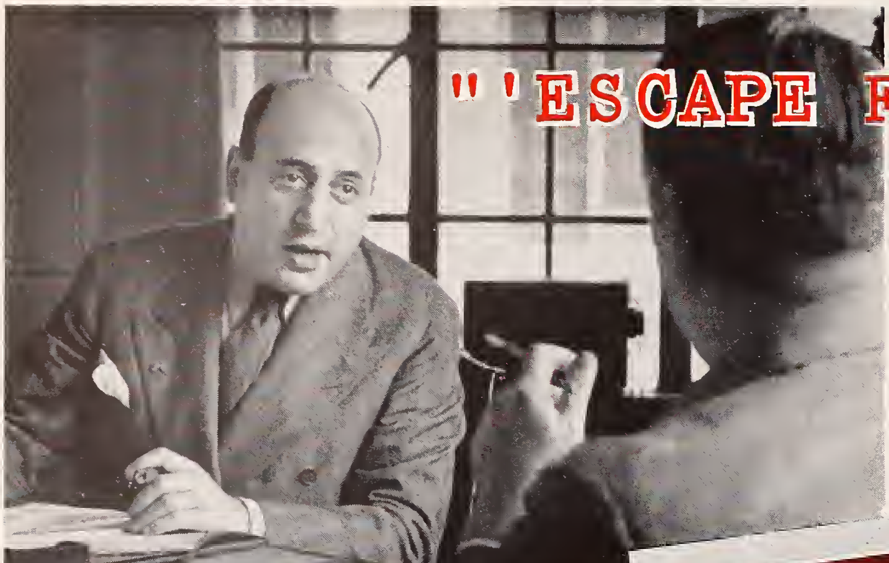
A newspaper and magazine publicity campaign of large proportions has already been started on the picture. By the time "ST. LOUIS BLUES" hits the screens of theatres, news about it will have permeated into every section of the country. Elaborate premiere in St. Louis with wire and syndicate coverage to all parts of the nation will start the point of sale publicity rolling.

Press Book will contain many showmanship ideas on how to SELL the picture to the public. Replete with up-to-date advertising, newspaper features, special art ideas, contests, and plans for making the lobby and front do some real SELLING.

Radio will broadcast the music, with plugs over national hookups by Dorothy Lamour and Maxine Sullivan.

Phonograph Record Companies will go to town with window display material and other sales helps in every city.

"ST. LOUIS BLUES"... *bound to be a top grosser!*

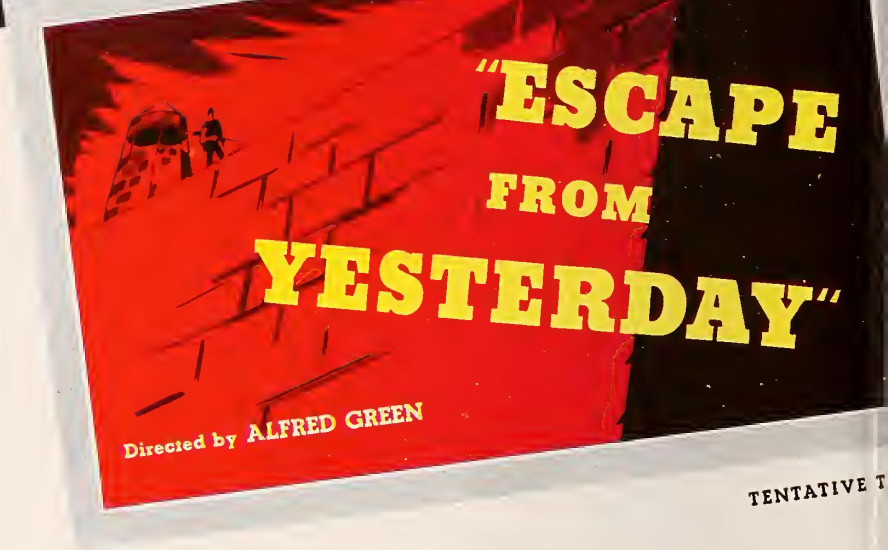


"'ESCAPE FROM YESTERDAY

is action-drama at its best!"

HARRY GOLDSTEIN,
District Manager: Cleveland,
Pittsburgh, Cincinnati

Here's a picture built around a theme that is NEW to the screen! It's a two-fisted human drama of a father and a son old enough to be his rival . . . in love, in life, in loyalty and patriotism.



TENTATIVE T

Picture

AKIM TAMIROFF

as an ex-Cossack, transplanted to this country, who becomes a modern, motorized cattle thief. (He's rough, tough, yet plenty human.)

Picture

FRANCES FARMER

as the third side to a strange triangle . . . she's the girl the men scrap over, for the old Cossack has a roving eye! (Miss Farmer's best.)

Picture

LEIF ERIKSON

—a virile, six-foot-three bundle of emotions and loyalties, as the son who hasn't seen his father since boyhood. (A real he-man role.)

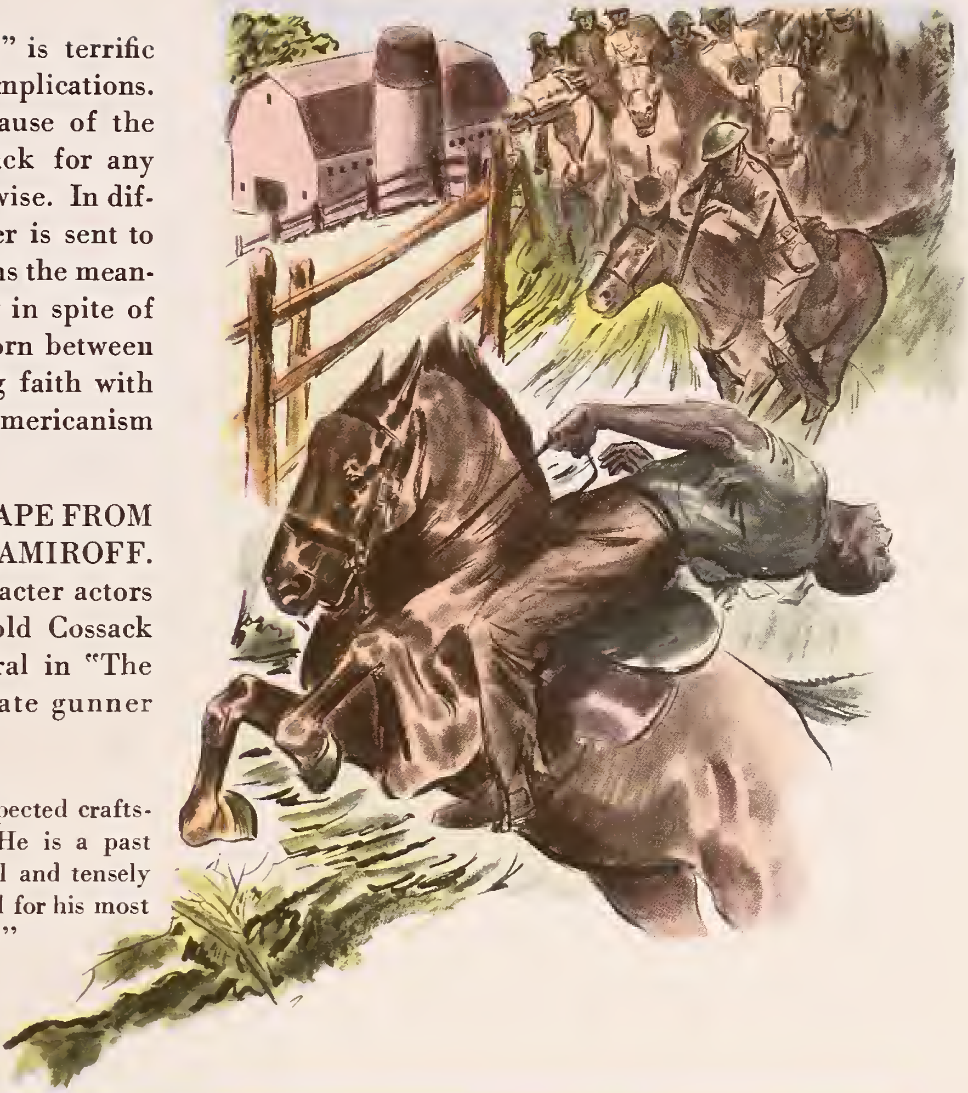
Then picture these characters in sequences that breathe thrills and suspense, that pile conflict upon conflict, until the red corpuscles start a-singing in the blood . . . and you get some idea of the type of action picture we have in "ESCAPE FROM YESTERDAY."

THE STORY

of "ESCAPE FROM YESTERDAY" is terrific in its emotional appeal and dramatic implications. Conflict between father and son, because of the barbaric resentment of the ex-Cossack for any sort of restraint, Government or otherwise. In difficulties with the authorities, the father is sent to prison. The son joins the cavalry, learns the meaning of devotion, discipline and loyalty in spite of his unbridled Cossack blood, and is torn between helping his father escape and keeping faith with the oath he swore. The appeal of Americanism is strongly developed.

If ever a star deserved a story like "ESCAPE FROM YESTERDAY," that star is AKIM TAMIROFF. Recognized as one of the greatest character actors on the screen, his portrayal of the old Cossack will rank alongside his Chinese general in "The General Died at Dawn" and his pirate gunner in "The Buccaneer."

ALFRED GREEN, one of the screen's respected craftsmen, directed "Escape From Yesterday." He is a past master in the handling of emotional material and tensely dramatic situations. He will be remembered for his most recent successful "Thoroughbreds Don't Cry."



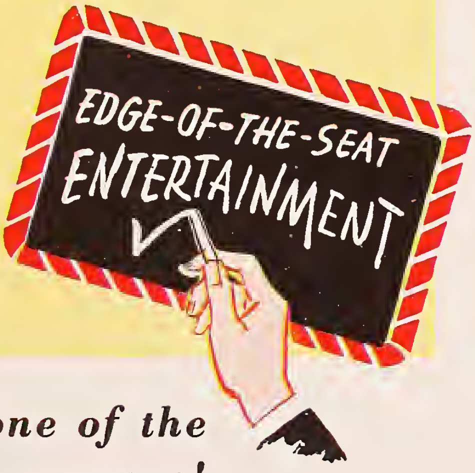
POWER OF PRESS
THE PLAYBILL
For $75,0
Frances Farmer Says It Wasn't So
Stand in Answer to $75,000 Su
GOLDEN BOY
Claims He Created Frances Farmer's

FRANCES FARMER **most publicized actress of the year** —has been chosen to play the feminine lead. She returns to the screen after a long run in the successful stage play "Golden Boy." Critics raved about her performance!

LEIF ERIKSON (husband of Miss Farmer in real life) handles the virile role of the ex-Cossack's son. He spent an entire season on the Broadway stage in "All the Living," and returned to the studio for the opportunity to play in "Escape From Yesterday."

Publicity and Advertising

FATHER AND SON ORGANIZATIONS will get solidly behind "Escape From Yesterday," because of the way in which the father and son angle is handled. The picture will be screened for such groups as well as for CIVIC AUTHORITIES, WOMEN'S CLUBS, AMERICAN LEGION, Federal and State officials and others who are spreading the gospel of Americanism. BOY SCOUT organizations will be tied in.



"ESCAPE FROM YESTERDAY" ***adds up as one of the greatest heart-tug pictures to be released in many a season!***

THE TOP

PROFIT MAKERS

FOR

1938-1939

COME TO YOU

FROM

PARAMOUNT

"Wonderful" Frisco Top; Gets $20,000

San Francisco, July 17.—"Having 'onderful Time" soared to $20,000, er par by $4,000, at the Golden e and the film was held for a sec- week.

The only other bill to exceed nor- al was "Rage of Paris" and "Young ugitives" at the Orpheum, which ew $8,600. "Blockade's" $6,000 for third week at the United Artists as good.

Total first run business was $65,850. verage is $82,000.

Estimated takings:

Week Ending July 5:

HAVING WONDERFUL TIME" (RKO)
GOLDEN GATE—(2,850), 35c-40c-55c, 7 ays. Stage: vaudeville. **Gross:** $20,000. verage, $16,000)

Week Ending July 6:

"WHITE BANNERS" (W. B.)
WHEN WERE YOU BORN?" (W. B.)
ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c, days, 2nd week (moved over from Fox). **ross:** $4,500. (Average, $7,000)

"JOSETTE" (20th-Fox)
"HUNTED MEN" (Para)
PARAMOUNT—(2,740), 15c-35c-40c-55c- c, 7 days, 2nd week. **Gross:** $5,000. (Aver- ge, $13,000)

"BLOCKADE" (U. A.)
UNITED ARTISTS—(1,200), 15c-35c-40c- c-65c, 7 days, 3rd week. **Gross:** $6,000. Average, $7,000)

"LORD JEFF" (M-G-M)
"FAST COMPANY" (M-G-M)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. **ross:** $14,000. (Average, $17,000)

"THE RAGE OF PARIS" (Univ.)
"YOUNG FUGITIVES" (Univ.)
ORPHEUM—(2,440), 15c-35c-40c-55c, 7 ays. **Gross:** $8,600. (Average, $8,500)

Week Ending July 7:

"THREE BLIND MICE" (20th-Fox)
"TORCHY BLANE IN PANAMA" (W B.)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, days, 2nd week. **Gross:** $7,000. (Average, 13,000)

Week Ending July 8:

"THE WALTZ PRINCESS" (Zwicker)
CLAY—(400), 15c-35c-40c, 7 days, 2nd veek. **Gross:** $750. (Average, $1,300)

"Paris" at $4,000 High in New Haven

New Haven, July 17.—With houses deserted over the weekend, grosses were considerably down. "Rage of Paris" and "Air Devils" in an eight-day run at the Paramount took $4,000, under the seven-day par by $500.

The second week of "Yellow Jack" and "Josette" at the College, took $1,900, short by $900. The Roger Sherman, with "White Banners" and "Maid's Night Out" grossed $3,300, down by $1,400.

Total first run business was $15,200. Average is $20,000.

Estimated takings for the week ending July 8:

"YELLOW JACK" (M-G-M)
"JOSETTE" (20th-Fox)
COLLEGE—(1,499), 35c-50c, 7 days. **Gross:** $1,900. (Average, $2,800)

"LORD JEFF" (M-G-M)
"FAST COMPANY" (M-G-M)
LOEW-POLI—(3,040), 35c-50c, 7 days. **Gross:** $6,000. (Average, $8,000)

"RAGE OF PARIS" (Univ.)
"AIR DEVILS" (Univ.)
PARAMOUNT—(2,348), 35c-50c, 8 days. **Gross:** $4,000. (Average, $4,500)

"WHITE BANNERS" (W. B.)
"MAID'S NIGHT OUT" (RKO)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. **Gross:** $3,300. (Average, $4,700)

State Can Get Cash

Boston, July 17.—Investigators here have discovered an ancient although still valid law which requires that all lottery winnings in Massachusetts revert to the Commonwealth. Although the law is not being enforced, observers state that it could legally be invoked on a variety of cash giveaways.

"Seven Seas" On Dual High Seattle Gross

Seattle, July 17.—A dual at the Fifth Avenue, "Port of Seven Seas" and "Men Are Such Fools," did the best business of the week, $8,300 against a house average of $7,000. The program was moved to the Blue Mouse. Second was "Shopworn Angel" and "Fast Company" at the Paramount, with $7,250, better than par by $1,250. The bill was continued. All other spots were under normal. The weather was warm.

Total first run business was $36,050. Average is $36,500.

Estimated takings for the week ending July 15:

"COUNT OF MONTE CRISTO" (U. A.)
"I COVER THE WATERFRONT" (Para.)
BLUE MOUSE—(950), 30c-40c-55c, 7 days. **Gross:** 3,150. (Average, $4,000)

"PORT OF SEVEN SEAS" (M-G-M)
"MEN ARE SUCH FOOLS" (W. B.)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. **Gross:** $8,300. (Average, $7,000)

"SON OF THE SHEIK" (U. A.)
"WHEN G-MEN STEP IN" (Col.)
LIBERTY—(1,800), 20c-30c-40c-55c, 7 days. **Gross:** $4,450. (Average, $5,000)

"TROPIC HOLIDAY" (Para.)
"THE SAINT IN NEW YORK" (RKO)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 2nd week, extended run from Paramount. **Gross:** $3,600. (Average, $4,000)

"WHITE BANNERS" (W. B.)
"MR. MOTO TAKES A CHANCE" (20th-Fox)
ORPHEUM—(2,450), 30c-40c, 7 days. **Gross:** $5,200. (Average, $6,000)

"GOLD MINE IN THE SKY' (Rep.)
"PENROD AND HIS TWIN BROTHER" (W. B.)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville. **Gross:** $4,100. (Average, $4,500)

"SHOPWORN ANGEL" (M-G-M)
"FAST COMPANY" (M-G-M)
PARAMOUNT—(3,050), 30c-40c, 7 days. **Gross:** $7,250. (Average, $6,000)

Shift FWC Managers

San Francisco, July 17.—Changes in the northern California division of Fox West Coast include: Ralph Allen from the Mission, San Jose, to the Fox, Oakland, replacing Richard Marshall, resigned; Dave Richards, from the State, Oakland, to manage the Orpheum, Oakland, replacing Walter Chenoweth, resigned; Brook Halsey, assistant at the Paramount, Oakland, to manage the Strand, Vallejo; Evans Jeffreys from the Senator, Vallejo, to the State, Oakland; Clinton Eberly from the Strand, Oakland, to the Senator, Oakland.

Joe Brown Now a Singer

Hollywood, July 17.—Joe E. Brown will render "On to Victory," a football song, in "The Gladiator," now nearing completion at Columbia. The picture's release will coincide with the fall gridiron season.

"Birth" Hits $10,500; Big Denver Take

Denver, July 17.—"Birth of a Baby" turned out to be the star attraction of the week. It grossed $10,500 at the Denham. This was nearly twice the normal take of the house.

The only other attraction to go over par was "Always Goodbye" at the Aladdin where the $4,000 take was $500 to the good.

Total first run business was $37,250. Average is $32,750.

Estimated takings for the week ending July 15:

"ALWAYS GOODBYE" (20th-Fox)
ALADDIN—(1,400), 25c-40c, 7 days. **Gross:** $4,000. (Average, $3,500)

"HAVING WONDERFUL TIME" (RKO)
"WOMAN AGAINST WOMAN" (M-G-M)
BROADWAY—(1,100), 25c-40c, 7 days, following a week at the Orpheum. **Gross:** $2,500. (Average, $2,500)

"BIRTH OF A BABY" (Special)
DENHAM—(1,750), 25c-35c-40c, 7 days. **Gross:** $10,500. (Average, $5,500)

"RAGE OF PARIS" (Univ.)
DENVER—(2,525), 25c-35c-50c, 7 days. **Gross:** $8,500. (Average, $8,500)

"VIVA VILLA" (M-G-M)
"DAVID COPPERFIELD" (M-G-M)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. **Gross:** $6,500. (Average, $7,500)

"ACCIDENTS WILL HAPPEN" (W.B.)
"GOLD DIGGERS IN PARIS" (W. B.)
PARAMOUNT—(2,200), 25c-40c, 7 days. **Gross:** $3,500. (Average, $3,500)

"CRIME SCHOOL" (F. N.)
"AIR DEVILS" (Univ.)
RIALTO—(878), 25c-40c, 7 days. "Crime School" followed a week at the Paramount. **Gross:** $1,750. (Average, $1,750)

'Wonderful Time' Is $15,000 Cincy Draw

Cincinnati, July 17. — "Having Wonderful Time," with a $15,000 take on an eight-day run at the RKO Palace, where the seven-day average is $10,000, was in the top money bracket last week, and was moved to the RKO Lyric.

"Gold Diggers in Paris," playing a return downtown run at the RKO Grand, balanced the $2,750 figure. "The Main Event," "Cassidy of Bar 20" and "Call of the Yukon," playing separately, broke even on the $2,450 full week figure at the RKO Family.

Total first run business was $42,950. Average is $46,700.

Estimated takings for the week ending July 7:

"LORD JEFF" (M-G-M)
RKO Albee—(3,300), 35c-42c, 7 days. **Gross:** $11,000. (Average, $12,000). Moved to RKO Capitol)

"HAVING WONDERFUL TIME" (RKO)
RKO Palace—(2,700), 35c-42c, 8 days. **Gross:** $15,000. (Average, 7 days, $10,000). Moved to RKO Lyric)

"THREE BLIND MICE" (20th-Fox)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2d downtown week. **Gross:** $5,250. (Average, $6,500)

"MEN ARE SUCH FOOLS" (W. B.)
RKO LYRIC—(1,400), 35c-42c, 7 days. **Gross:** $2,600. (Average, $6,500)

"GOLD DIGGERS IN PARIS" (W. B.)
RKO GRAND—(1,200), 25c-40c, 2d downtown week. **Gross:** $2,750. (Average, $2,750)

"THE MAIN EVENT" (Col.)
(2 days)
"CASSIDY OF BAR "O" (Para.)
(2 days)
"CALL OF THE YUKON" (Republic)
(3 days)
RKO FAMILY—(1,000), 15c-25c. **Gross:** $2.450. (Average, $2,450)

"WOMAN AGAINST WOMAN" (M-G-M)
KEITH'S—(1,500), 30c40c, 6 days. **Gross:** $3,900. (Average, 7 days, $6,500)

Phila. Takes Off; Only One Over Average

Philadelphia, July 17. — Business was definitely weak here, with only one bill, comprising "Wives Under Suspicion," aided considerably by Olsen and Johnson on the stage, able to better par. At the Earle the program did $16,000 against a house average of $14,000.

Total first run business was $63,000; the average is $74,200.

Estimated takings for the week ending July 14 are:

"THREE COMRADES" (M-G-M)
(Second Run)
ARCADIA—(600), 35c-40c-55c, 8 days. **Gross:** $2,400. (Average, 7 days, $2,800)

"LORD JEFF" (M-G-M)
BOYD—(2,400), 37c, 55c-65c, 7 days. **Gross:** $12,000. (Average, $14,000)

"WIVES UNDER SUSPICION" (Univ.)
EARLE—(2,000), 25c-45c-55c, 6 days. Stage show: Olsen and Johnson Revue. **Gross:** $16,000. (Average, $14,000)

"HAVING WONDERFUL TIME" (RKO)
FOX—(3,000), 37c-55c-65c, 7 days. **Gross:** $12,000. (Average, $14,000)

"SAILING ALONG" (GB)
KARLTON—(1,000), 25c-40c-55c, 7 days. **Gross:** $2,000. (Average, $4,000)

"WHITE BANNERS" (W. B.)
(Second Run)
KEITH'S—(2,000), 37c-40c-55c, 7 days. **Gross:** $2,100. (Average, $4,000)

"SHOPWORN ANGEL" (M-G-M)
STANLEY—(3,700), 37c-55c-65c, 7 days. **Gross:** $12,500. (Average, $14,000)

"WHEN WERE YOU BORN" (Warners)
STANTON—(1,700), 30c-40c-55c, 7 days. **Gross:** $4,000. (Average, $7,000)

Officials Present As "Texans" Opens

San Antonio, July 17.—The world premiere of "The Texans" was held at the Majestic Theatre here Friday night. Government officials, newspapermen, representatives of patriotic organizations, players and others connected with the film business were in attendance.

Among those attending were Gov. James V. Allred, of Texas; Secretary of State Edward Clark; Lieutenant Governor Walter Woodall; George Clarke, Unemployment Commissioner. The film industry was represented by Arthur Cole and Senn Lawler, Kansas City; L. C. Griffith, Oklahoma City; Robert J. O'Donnell, James O. Cherry, Hugh Braly and Frank Starz, Dallas; Al Lever, Houston, and M. K. Moore of Fort Worth. Various newspapermen from surrounding cities attended. Hollywood was represented by Randolph Scott, Raymond Hatton, Glenda Farrell, Robert Cummings and Lucien Hubbard.

Grants Dismissal Plea

Supreme Court Justice Timothy A. Leary has granted the application of Lott Theatres Corp. and Sam H. Grisman to dismiss the suit of Typhoon Air Conditioning Co., Inc., with leave to Typhoon to amend its complaint within 10 days.

Arthur Warde Dead

Arthur F. Warde, 66, veteran theatrical manager who directed road companies of "The Birth of a Nation" and "Intolerance," died late last week and was buried over the week-end.

MOTION PICTURE DAILY'S HANDY BOOKING CHART

[Dates Are Based Upon National Release Schedules and Are Subject to Change. This Chart Is Revised Weekly. Letters in Parentheses After the Titles Denote the Following: (A) Adult, (G) General, (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action]

	COLUMBIA	M-G-M	MONOGRAM	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIVERSAL	WARNERS	G. B.
June 24	Stagecoach Days (O) *Luden* Highway Patrol (G) (D) *Wells*	Lord Jeff (G) (D) *Bartholomew* (837)	Romance of the Limberlost (G) (D) *Jean Parker* (3702)	Bar 20 Justice (G) (O) *Boyd* (3758)	Gold Mine in the Sky (O) *Gene Autry*	Border G-Man (G) (O) *O'Brien* (882)	Mr. Moto Takes a Chance (G) (D) *Lorre* (819)		Young Fugitives (G) (D) *Robt. Wilcox* *Dorothea Kent*	White Banners (A) (D) *Claude Rains* (208)	3 on a Week End (G) (D) *Lockwood* *John Lodge* (July 1)
July 1	City Streets (D) *Carrillo* West of Cheyenne (O)	Port of the Seven Seas *Wallace Beery* *O'Sullivan* (829)			Army Girl (D) *Madge Evans* *Preston Foster*	Having Wonderful Time (A) (C) *Rogers* (819)	Always Goodbye (G) (D) *Stanwyck* *Marshall* (852)	South Riding (A) (D) *Edna Best* *Edmund Gwenn*	Danger on the Air (G) (D) The Rage of Paris (G) (C) *Darrieux*	Men Are Such Fools (G) (D) *Wayne Morris* *Priscilla Lane*	Crime Over London *Margot Grahame* *Paul Cavanaugh* (July 15)
July 8		Fast Company (G) (C) *Melvyn Douglas* *Florence Rice* (839)	Man's Country (O) *Jack Randall*	Pride of the West (G) (O) *Boyd* (3854)	Durango Valley Raiders (O) *Bob Steele* (7128)	Crime Ring *Allan Lane* (836) Little Women (871)	Panamint's Bad Man (O) We're Going To Be Rich (C) *Gracie Fields*			My Bill (G) (D) *Kay Francis* *John Litel* (215)	Evergreen (G) (M) (reissue) *Jessie Matthews* (Aug. 1)
July 15	Pioneer Trail (O) *Jack Luden* *Joan Barclay*	Shopworn Angel (G) (D) *Sullavan* *Stewart* (835)					Passport Husband (G) (C) *Pauline Moore* *Stuart Erwin* (854)		Prison Break *Glenda Farrell* *MacLane*	Cowboy from Brooklyn (G) (M) *Pat O'Brien* *Dick Powell*	Strange Boarders *Renee Saint-Cyr* *Tom Walls* (Aug. 15)
July 22	Reformatory (G) (D) *Jack Holt* *Charlotte Wynters*	Love Finds Andy Hardy (G) (C) *Rooney* (841)		Booloo (O) *Colin Tapley* Tropic Holiday (G) (C) (3744)	Heroes of the Hills (D) Three Mesquiteers (7118)	Sky Giant *Richard Dix* (835)	I'll Give a Million *Warner Baxter* *Marjorie Weaver* (855)	Algiers (A) (D) *Boyer* *Gurie* *Lamarr*	Little Tough Guy (A) (D) *"Dead End" Kids*	Penrod's Double Trouble *Billy & Bobby Mauch* (276)	
July 29	South of Arizona (O) *Starrett* *Meredith*	The Chaser *Denis O'Keefe* *Lewis Stone*		Professor Beware (G) (C) *Harold Lloyd* *Phyllis Welch*	Come On, Leathernecks *R. Cromwell* *Marsha Hunt*	Mother Carey's Chickens *Ruby Keeler* *Anne Shirley* (833)	Little Miss Broadway (G) (D) *Shirley Temple* (856)	Young in Heart *Gaynor* *Fairbanks, Jr.* *Goddard*	Letter of Introduction *Leeds* *Bergen-McCarthy*	Amazing Dr. Clitterhouse (G) (D) *Robinson* (262)	**G. N.** I Married a Spy (D) (225) (July 1)
Aug. 5		Crowd Roars *Taylor* *O'Sullivan* *Frank Morgan* (840)	Barefoot Boy *Jackie Moran* *Claire Windsor*	Bulldog Drummond in Africa *John Howard* *Heather Angel* *Reginald Denny*		I'm from the City (C) *Joe Penner* (834)	Gateway *Don Ameche* *Arleen Whelan* *Gilbert Roland* (901)			Mr. Chump (C) *John Davis* *Lola Lane* (227)	Rollin' Plains (O) (226) (July 8)
Aug. 12	The Gladiator (C) *Joe E. Brown* *June Travis*	White Collars *Robert Young* *Virginia Grey*	Last Frontier (O) *Jack Randall*	The Texans *Joan Bennett* *Randolph Scott* (G) (O)		Painted Desert (O) *O'Brien* (883)	Keep Smiling (G) (C) *Jane Withers* *Gloria Stuart*		The Missing Guest (D) *Paul Kelly*	Racket Busters (D) *Brent* *Bogart* (205)	High Command (D) (227) (July 15)
Aug. 19	Convicted *Rita Hayworth* *Chas. Quigley*	Too Hot to Handle *Gable*	Wanted by the Police (D) *Frankie Darro*	Give Me a Sailor (C) *Martha Raye* Orphan Annie, Detective	A Romantic Rogue *Novarro* *Marian Marsh* *Tallichet*	Smashing the Rackets (D) *Chester Morris* (832)	Alexander's Ragtime Band (G) (M) *Power* (903)		That Certain Age *Deanna Durbin* *Jackie Cooper* *Irene Rick* (918)	Four's A Crowd (C) *Errol Flynn* *deHavilland* (213)	Renfrew on White Trail (228) (July 22)
Aug. 26	I Am the Law *Robinson* *Wendy Barrie* *John Beal*	Listen, Darling *Bartholomew* *Garland* *Walter Pidgeon*	Circus Comes to Town *Marjorie Main* *Anne Nagel*	Spawn of the North *Raft* *Fonda* *Lamour*		Breaking the Ice *Bobby Breen* *Dolores Costello* (845)	Speed to Burn *Michael Whalen* *Lynn Bari* (904)	There Goes My Heart *Fredric March* *Virginia Bruce* *Nancy Carroll*		Women Courageous *Lane Sisters* *Jeffrey Lynn*	Utah Trail (O) *Tex Ritter* (229) (Aug. 12)

tlas Talking Deal for More RKO Stock

(*Continued from page 1*)

nd on management and directorial pointments.

The probability that the RKO reor- zation may be completed in ad- ce of the expiration of the option the event Atlas negotiates the ex- ision to the year's end by only a rtial purchase of the RCA holdings, luced the latter to adopt its stand board and management represen- ion, it is said. RCA feels that in event it is still holding $5,000,000 RKO stock and debentures follow- the reorganization of the company is entitled to a voice in manage- nt and direction even though its ldings continue under option. This nd presumably might influence At- to exercise the option in full this nth.

Special Master George W. Alger is heduled to present his report on the nended RKO plan at a hearing to- y. While approval of the plan in its major provisions is anticipated, special master is expected to make commendations for a few changes minor importance. These may or ay not necessitate further hearings fore the final report goes to Fed- al Judge William Bondy.

Judge Leaving Next Month

In the event the special master re- ires no further hearings on the plan, dge Bondy would initiate hearings Mr. Alger's report immediately, obably at the hearing already sched- ed for Thursday in his court. Judge ondy plans to leave on his annual uropean vacation some time next onth, but could conclude the hear- gs prior to his departure and hand wn his decision after his return in ptember. If this schedule were fol- wed, there would be a possibility of KO emerging from reorganization October.

A board of directors for the reor- nized company will have to be reed upon and approved by Judge ondy in advance of the court's final proval of the reorganization plan. esumably, management changes, if y of importance, would await the urt's approval of the new directors' ate.

astern Guild May Close Memberships

The eastern branch of the Screen ctors Guild will convene its newly ected advisory board within the next w weeks to vote on closing the ew York membership books to new plicants, as has been done in Holly- ood.

Members of the new advisory com- ittee are Stephen Kent, John B. yland, Joseph McInerney, Ethel B. urtis, Bert Wilcox, Florence Auer, dwin Lawrence, Philip N. Ober and hn Neilan, all of whom were elected r one-year terms. The committee ill assist Mrs. Florence Marston, stern head of the guild, in all ad- inistrative activities. The date for e first meeting of the committee has t been set yet due to the absence om the city of a number of the embers.

Warners' 39-Week Net Is $3,282,765

(*Continued from page 1*)

standing on May 28 was $29,987,000. A total of 428,706 shares of common stock are reserved for conversion of the debentures and for payment of interest thereon to maturity.

Warners stated that the Federal income tax returns of the companies for the fiscal years ending in 1930 and subsequent years are subject to final settlement with the Government. During the period there were credits aggregating $1,504,247.70 made directly to earned surplus deficit account.

New Simplex Sound Goes in 25 States

International Projector Corp. has installed 59 Type A and 18 Type B Simplex 4-Star sound systems since these new outfits were placed on the maket some months ago.

The installations have been made in 25 states as follows: Arizona, one; California, nine; Connecticut, one; Georgia, one; Illinois, one; Indiana, two; Iowa, one; Kansas, 11; Kentucky, three; Louisiana, one; Maine, one; Maryland, one; Massachusetts, one; Michigan, five; Minnesota, one; Mississippi, one; Missouri, two; New Jersey, five; New York, eight; North Carolina, three; Ohio, eight; Oregon, two; Pennsylvania, two; South Carolina, one; Texas, four; Tennessee, two; Virginia, two; Washington, two; West Virginia, two; Wisconsin, two.

Ball Game Feature Of I.T.O.A. Outing

A baseball game between teams representing the exhibitors and the Motion Picture Associates will feature the all-industry outing sponsored by the I.T.O.A. at Indian Point July 26. Last year the Associates won the game and gained possession of the cup, which must be won three times for permanent possession.

Other events will range from a three-legged race to an egg-balancing contest. A large number and variety of prizes are being lined up for the events.

The party will be transported to the Point by the *Alexander Hamilton*, sailing at 10 A. M. from the foot of West 42nd St. Luncheon and dinner will be served on board. David Weinstock is chairman of the comcommittee and John Manheimer is in charge of ticket sales.

Alexander Names Porrett

Fred Porrett of Port of Spain, Trinidad, has been named distributor for Alexander Film Co. in British and Dutch West Indies, following conferences here with Charles Light, export manager. Mr. Porrett also distributes independent films and equipment.

"Tough Guy" Starts Fast

In a wire to Nate Blumberg, Universal president, Victor Meyer, manager of the Orpheum, New Orleans, reported that "Little Tough Guy" grossed a strong $1,721 on its opening day, the best take, he said, since the "Snow White" opening.

He Was!

Now it can be told—about Richard Stoddard, NBC engineer who accompanied Howard Hughes on his world flight.

When Stoddard applied for a job at NBC in 1929 his interviewer made the following notation on the back of the application: "Quite acceptable. Transport pilot's license. Two hundred and fifty hours in the air. Owned his own plane. *May be of use in airplane jobs of the future.*"

Safier May Get Post As G. N. Sales Head

(*Continued from page 1*)

this week will complete a survey of branches during which he made two changes.

These were the appointment of Harry Asher, formerly Universal franchise holder in New England, as Boston branch manager, succeeding John J. Scully, and Maurice Sherman as Philadelphia branch head, succeeding Jack Bachman, who took charge in Charlotte for Warners.

Mr. Safier left for Washington over the weekend. He will visit the Atlanta exchange en route to the coast. He formerly was central division manager for United Artists.

Eastern Service Has Big Production Gain

(*Continued from page 1*)

as material for Columbia and Audio Productions, Inc.

The shorts business averages $25,000 a week. Paramount has one series of 15, shooting at intervals.

Four pictures are coming from Harold Orlob's newly formed company. Two have been named. The first is the Triple A Production, "One Third of a Nation." Bernard Steele is said to be negotiating for two pictures to be budgeted at around $200,000 each. The Rowland group of Spanish films will amount to about $250,000 for the six negatives planned.

U. S. to Intervene In RKO Proceedings

(*Continued from page 1*)

proposed amendments, claiming among other things that Section 77B was unconstitutional. These objections were referred to Special Master George W. Alger, and on June 20, 1938, the court, pursuant to law, issued a certificate to the Attorney General stating that Section 77B was challenged. The Government's intervention was made upon receipt of this certificate.

Fight on Censoring Aim of Omaha Group

OMAHA, July 17.—An anti-censorship organization, made up entirely of private citizens not connected with the theatre, is being formed here.

The group hopes to offer resistance to "pressure groups," the City Welfare Board and city officials who have banned films without a public hearing.

Regional Meeting of Warner Bookers Ends

SAN FRANCISCO, July 17.—The second in the series of four Warner regional bookers and ad salesmen meetings wound up a two-day session at the Empire Hotel here today.

Attending delegates left for their offices in Denver, Los Angeles, Portland, Salt Lake City, Seattle,Calgary and Vancouver. The local branch was also represented.

A. W. Schwalberg, who conducted the meeting, and Stanley Hatch and I. M. Dolid, also home office executives, will leave tomorrow for Chicago for the third convention which will be held next Saturday and Sunday at the Blackstone Hotel.

New Labor Outburst Upsets Mexican Trade

(*Continued from page 1*)

all domestic production as well as the exhibition of any domestically-produced picture for which members of the National Studio Workers' union are employed.

The latest outburst results from the effort of the Federation group to make itself the sole labor organization in the motion picture industry. Both contesting unions are part of the Confederation of Mexican Workers, the most powerful labor organization in the country, which is striving to settle the serious factional dispute amicably.

Paramount Finishes Three on New List

Paramount's release schedule for the first quarter of the new season beginning Sept. 2 will include 21 features, Neil F. Agnew, distribution head, reported on Saturday. Of this number, three pictures have been completed already, nine are now in production, work on three more is scheduled to begin this week and the remaining six are in preparation.

This production status places the company in a favorable position on new season releases almost to the year's end, Mr. Agnew pointed out.

GB Committee to Meet

LONDON, July 17.—The Nordon Committee, representing a group of stockholders of Gaumont British, will meet in a few days to consider the company's financial statement, the resignation of John Maxwell from the directorate and the relation of both these factors to the proposed investigation of company affairs under the auspices of the Board of Trade.

English Exports Drop

LONDON, July 17.—The export of exposed positive film from England during June, 1938, totaled 1,820,785 feet, a drop of 201,056 feet from June last year, according to the Board of Trade. The value dropped £188 to £12,717. Imports of exposed positive film in June, 1938, totaled 1,283,295 feet, a decrease from June, 1937, of 666,895 feet.

Two Weeks for "Beware"

"Professor Beware" has been booked for two weeks by the Paramount and will start the second week Wednesday. It will be followed by "The Texans."

Radio Personals

EDWARD EVERETT HORTON, Col. Lemuel Q. Stoopnagle and Eddie Garr will be guest stars on the Rudy Vallee hour next Thursday at 8 P. M. over the NBC Red . . . Jeanne Ellis, 12-year-old singer in "Girl of the Golden West," will be the guest on Col. Jack Waldron's "Broadway Melody Hour" over WHN tonight at 8:30 . . . Guy Lombardo will pinch hit for Benny Goodman, vacationing in Europe, in a CBS program tomorrow over WABC at 9:30 P. M. . . . Buddy Clark, baritone, will be the guest of Mark Warnow on the "Blue Velvet Music" over CBS on Wednesday at 9:30.

+

Hal Davis of the CBS publicity department left Friday on his vacation. . . . Robert M. Morris, NBC development department, will arrive in England today on the *Normandie* on an inspection trip of European television projects. . . . "Prof. Quiz" has revealed that his real name is Dr. Craig Earl.

+

San Francisco

SAN FRANCISCO, July 17.—Paul Martin's KGO band will play the first dance on Treasure Island, site of the 1939 exposition. Other KGO-ers on the entertainment list are Beryl Cameron, contralto, and Three Cheers trio . . . Gladys Cronkhite, 10-year veteran of various coast stations, has taken her International Kitchen, home economics show, to KGO . . . Senator William Gibbs McAdoo, campaigning for reelection, has scheduled eight political talks for KPO . . . Wes Craig, ex-KGGC technician, has joined the KYA staff . . . Don Stuart, known as "Percy the Playwright" on Carefree Carnival, has returned to KGO after a year in Hollywood.

WXYZ Dramatic Head

DETROIT, July 17.—Charles D. Livingstone, for the past four years assistant dramatic director at WXYZ, has been named director of dramatics to succeed James Jewell, who resigned recently. Mr. Livingstone will have charge of all dramatic shows originating at WXYZ, in which are included "The Lone Ranger" and "The Green Hornet," both heard over the Mutual and Don Lee networks. Tom Dougall, writer and assistant director on the WXYZ staff, will be assistant to Mr. Livingstone.

Ratify AFRA Contract

Members of the New York local of the American Federation of Radio Artists on Friday night voted ratification of the agreement reached last Wednesday with the NBC and CBS networks providing for wage scales on sustaining programs.

Mutual Will Air Serial

"Men With Wings," a radio dramatization based on the Paramount picture, will be heard serially from KHJ, Los Angeles, over WOR-Mutual beginning July 31. The serial will run for 13 weeks.

Seek Agreement for Music, Actor Unions

An effort to effect a cooperative working agreement between the American Federation of Actors and the American Federation of Musicians will be undertaken by Ralph Whitehead, executive secretary of the former, and Joseph W. Weber, president of the musicians' union, in conferences which will be begun this week.

The idea of a national working agreement to facilitate organizing and extend the aims of both unions was approved by the international council of the A. F. of M. at its annual meeting in Tampa last winter, after hearing the proposal from Mr. Whitehead. If the conferences result in agreement on a cooperative plan it will be submitted to the councils of both organizations for ratification.

The A. F. of M. already has entered into such a cooperative working agreement with the I. A. T. S. E.

Seeks Approval of Station in Arizona

WASHINGTON, July 17.—Construction permit for a new 1,500 kilocycle broadcasting station, to operate with 100 watts power at night, 250 watts day, was sought of the Federal Communications Commission today by M. C. Reese, Phoenix, Ariz.

Applications were also filed with the commission by Stations WTOL, Toledo, Ohio, for extension of time from day to unlimited; WTMV, East St. Louis, Ill., for increase of night power from 100 to 250 watts; KRMC, Jamestown, N. Dak., for change of frequency from 1,370 to 900 kilocycles and increase of power from 100 watts night, 250 watts day, to 500 watts night, 1,000 watts day; and KFBB, Great Falls, Mont., for change of frequency from 1,280 to 900 kilocycles and increase of night power from 1,000 to 5,000 watts.

White to Ask Probe Of All Broadcasting

WASHINGTON, July 17.—Senator W. H. White of Maine stated over the weekend that he would ask the 1939 Congress to authorize a broad inquiry into radio broadcasting.

Specifically, he would like to probe chain broadcasting, Government ownership of stations, licensing of superpower stations, Congressional interest in rates and practices, newspaper ownership of stations and censorship.

Signs for WMCA Spot

Maxwell House Coffee has booked time on WMCA for 26 weeks, beginning Dec. 6. The program will feature Molly Picon and will be heard on Tuesdays from 7:30 to 8 P. M. Further details have not been set yet.

WOR to Air Track Meet

WOR-Mutual will broadcast the activities of the International Athletic Meeting from the White Stadium in London on Aug. 1, from 11:15 to 12 noon, E. D. S. T.

Sign for Time on WHN

McCann-Erickson has placed station-break announcements for Flit over WHN. The programs will run for four weeks. Stanco, Inc., will sponsor.

Uses 112 Stations

"The Laugh Liner," new program sponsored by the Wm. Wrigley, Jr., Co. over CBS has set an all-time record for a commercial series by using 112 CBS stations in United States, Canada and Hawaii. The program is heard on Sunday evenings from 6 to 6:30 P.M., and originates in Chicago.

Canadian Air System Called Most Logical

MONTREAL, July 17.—Returning to Canada after a six-month study of broadcasting methods in England and on the Continent, George A. Taggart, program executive of the Canadian Broadcasting Corp., is convinced the present nationalized system is the only logical solution for the radio problems of this country.

"I feel that Canadians do not want a facsimile of any individual system," he said. "Canada is sufficiently individualistic and original to wish to build a system which is thoroughly Canadian in character."

Mr. Taggart, exchanging places with Laurence Gilliam of BBC, who recently returned to England after a six-month stay as guest of CBC, was the first Canadian to go abroad on the new exchange basis between the two systems. Canada, he believes, has a wealth of program material worthy of international broadcasting.

New Show Set on WKRC

CINCINNATI, July 17.—"Personalities on Parade," in which local persons with an unusual story to tell, are interviewed, will be resumed on WKRC July 19, and continue as a regular 6 P. M. feature on Tuesdays and Thursdays. The program was discontinued in the spring. Marsha Wheeler again will do the interviewing.

To Broadcast from Fair

CINCINNATI, July 17.—WKRC will carry exclusive broadcasts from the race track during the Carthage Fair, an annual suburban event, to be held Sept. 14 to 17. Ceceil Carmichael, special events director, is arranging for other exclusive airings, according to an announcement.

Two Commentators Sign

Two new morning commentators have been engaged by CBS for broadcasts commencing today. They are Ruth Bryan, who will be heard from 8:30 to 8:45 Tuesdays, Thursdays and Saturdays, and George Perrine who will be heard at the same time on Mondays, Wednesdays and Fridays.

CBS Will Honor Berlin

CBS will broadcast a special program in honor of Irving Berlin on Aug. 3 from 9:30 to 10:30 P. M., E. D. S. T. Guests will include Paul Whiteman, Rudy Vallee, Tommy Dorsey and Guy Lombardo in addition to a number of soloists.

Start New Series Tonight

Andre Monici, French orchestra leader, will begin a new series of sustaining programs over the NBC-Red network tonight at 10:30 P. M., E. D. S. T.

Council to Direct CBS Church Ser

TORONTO, July 17.—Formation
national advisory council on
broadcasting of religious ser
scheduled to begin in October,
been announced here by Glad
Murray, general manager of
Canadian Broadcasting Corporati

The council is to consist of
representatives of each of the fol
ing denominations: Baptist, Churc
England, Presbyterian, Roman
lic and United Church.

CBC plans to begin in October
Sunday broadcasting of half-hou
ligious services over the national
work under the auspices of the
visory council, the chairman of w
is Rev. J. E. Ward of St. Stepl
Church, Toronto.

KRLD Gets Hearin On Power Increa

WASHINGTON, July 17.—The
eral Communications Commission
ordered a hearing on the applica
of KRLD, Dallas, for an increas
power from 10,000 to 50,000 watt

Hearings also have been ordere
the applications of KFVS, Cape
rardeau, Mo., for extension of
from specified hours to unlimi
KWK, St. Louis, for increase of n
power from 1,000 to 5,000 wa
WBBM, Chicago, for extension
time from sharing to unlimited,
KFAB, Lincoln, for change of
quency from 770 to 1,080 kilocy
increase of time from sharing to
limited, and increase of power f
10,000 to 50,000 watts.

Case Discusses Fair Pl

SAN FRANCISCO, July 17.—
Case, west coast director of pu
relations and special events for C
visiting here to study the chain's
ticipation in radio activities at
1939 exposition. Plans for constr
tion of radio facilities, and select
of technicians to work on the
grounds, were discussed.

Will Air King's Addre

The ceremonies at the unveiling
the memorial to the Australian
dead at Villers Bretonneux, Fran
by King George VI of England n
Friday will be broadcast over
NBC Red network from 8:30 to 9
P. M., E. D. S. T. The speech
the king will be heard.

Start New Series on NB

"The Pine Tavern," new progr
series by Merritt P. Allen, began y
terday over the NBC Red from 11
to 11:30 A. M., and will be presen
every Sunday at the same time. Sh
man MacGregor will direct.

Ralph E. Jones Kille

OMAHA, July 17.—Ralph E. Jon
45, announcer and commercial m
ager at KGNF, North Platte, N
was instantly killed when his
overturned on a highway near No
Platte. His wife and two sons s
vive.

Extend "Parade" on KN

LOS ANGELES, July 17.—The Ame
can Tobacco Co. has extended "Y
Hit Parade" for an additional
weeks over KNX. The period cov
Aug. 6 to Oct. 29. Lord & Thom
handled the contract renewal.

DO NOT REMO

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MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

44. NO. 12 NEW YORK, TUESDAY, JULY 19, 1938 TEN CENTS

LW Objects
o Details of
C.C. Probe

llenges Commission's
ight to Information

SHINGTON, July 18.—Challeng-
ne right of the Federal Com-
ations Commission to go into the
on of program service, charges
rofits and other phases of oper-
to build a basis for its decision,
/ today began its fight before the
C. for extension of its 500-
tt permit.
ler the questioning of Duke M.
k, Crosley counsel, witnesses

dditional developments in
adio yesterday on page 11.

ed WLW as leading the broad-
g industry's experimental work
eveloping many new discoveries,
of which have been made known
industry, including several that
been found useful to less power-
ations.
ns for the super-power station
under consideration as early as
1932, it was testified by Harold

(*Continued on page* 11)

xican Producers
ppeal to Cardenas

By JAMES LOCKHART

xico City, July 18.—The Mexi-
fotion Picture Producers' Asso-
n has appealed to President
o Cardenas to take action to
it the enforcement of the ulti-
n of the Film Workers' Federa-
o halt the production of all
tic pictures and their exhibition.
nion decision is an outgrowth of
tter factional fight for film labor
iction being waged between the

(*Continued on page* 9)

Firms List Eight
or Multiple Credit

ht multiple credit features have
listed by American distributors
t this year's British quota re-
nents since April 1, when the
Films Act went into effect, it is
ed by Fayette Allport, Hays of-
epresentative in London, who
d yesterday on the *Queen Mary*
nferences.
r of these are double credit
all produced by General Film
butors for Universal, and four
r triple credits, represented by
ach from M-G-M, United Art-

(*Continued on page* 6)

Reversed Compass

Howard Hughes spent $300,000 to prove how much progress aviation had made in the past 10 years and Douglas Corrigan spent $100 to prove that it hadn't made any.

What the newsreels spent yesterday getting crews from London to Dublin in a hurry hasn't been computed yet.

If Corrigan's compass stays in reverse he'll probably land at Fairbanks Wednesday and still say he's headed for California.

New RKO Plan Gets Approval With Changes

With several minor modifications, the plan for reorganization of RKO has been approved, Special Master George W. Alger announced at the final hearing yesterday. The formal report will be ready for submission to Federal Judge William Bondy before Aug. 1, Mr. Alger said later.

"I find that the plan in the main is fair, feasible and equitable," Mr. Alger stated. The principal modification ordered was an option to debenture holders to take $140 in preferred stock for each $100 in debentures now held. The present plan provides for one share of preferred stock and five

(*Continued on page* 10)

Offer $500,000 to Settle Fox Action

Atlantic City, July 18.—A $500,000 cash offer to settle an important angle in the $9,535,261.91 William Fox bankruptcy was on file here today with Federal Referee Allen B. Endicott, Jr. If accepted it would end a recapture of assets suit against All-Continent Corp.

Mrs. Eva Fox, wife of the former film executive, and their daughters, Mrs. Mona Tauszig and Mrs. Belle

(*Continued on page* 6)

Report Warner Plan For Refunding Near

Warners shortly will announce a plan for refunding $29,412,985 of six per cent convertible debentures due Sept. 1, 1939, according to Wall Street reports current yesterday. Details were not available, but some sources

(*Continued on page* 10)

Allied Seeks 'Divorce' Laws In All States

Steffes Basing Moves on North Dakota Ruling

Minneapolis, July 18.—"Divorcement" bills in all the other 47 states will be pressed at the next sessions of state legislatures as a consequence of the North Dakota law having been declared constitutional, W. A. Steffes, president of Allied Theatre Owners of the Northwest, said today. Steffes is chairman of a committee of Allied States appointed to advocate "divorcement" bills.

Since announcement was made of the three-judge court decision, Steffes has been receiving congratulatory telegrams, letters and telephone calls.

Washington, July 18.—In a statement issued today Abram F. Myers, general counsel for Allied, declared that if the industry had heeded exhibitor warnings it would not now be confronted with three cases in the U. S. Supreme Court.

"The industry is now confronted with the task of defending itself in the Supreme Court at the next term

(*Continued on page* 10)

Para. to Appeal in North Dakota Case

Paramount's appeal from the Federal statutory court decision upholding the constitutionality of the North Dakota act prohibiting production and distribution companies from holding an interest in theatres operated within the state is expected to be filed with the U. S. Supreme Court in October and a hearing on the appeal may be held before the end of the year, it was learned yesterday.

Paramount officials and attorneys decided against applying for a rehearing of the case in the statutory court before going to the Supreme Court

(*Continued on page* 5)

Four Mentioned to Succeed Saperstein

Chicago, July 18.—Allied Theatres of Illinois will meet Wednesday to plan for the naming of a successor to Aaron Saperstein, who died July 10. Among those prominently mentioned to head the Illinois unit are Al Steffes, Nate Wolf, Jack Hirsch and Van Nomikos.

British Begin Talks on U. S. Sales Combine

Hope to Get Decision Before Next Fall

The formation of a single national distribution organization in America to handle the combined product of British producers is under discussion in London now, where a decision on the plan will be made before fall, according to information received by New York representatives of the British producers.

The conversations now being held in London, it is said, are mainly of an exploratory character, with the objective of discovering how many producers can agree among themselves on participation in the venture. If a sufficient volume of product is indicated later conferences will be held to determine the practicability of the plan. A final decision is anticipated before Oct. 1, in time to complete the organization here for operations beginning with the 1939-'40 season.

Under the plan the cooperative sales and distribution organization would be designed to furnish British producers complete representation in this market at an apportioned minimum cost. Gaumont British, Associated British Pictures and British Lion are the companies most directly interested.

Mannix, Weingarten Questioned by Ellis

Hollywood, July 18.—E. J. Mannix and Lawrence Weingarten today were examined by Attorney Earl K. Ellis under orders of the New York Supreme Court in connection with suits of 11 stockholders charging excessive and illegal payment of bonuses to executives of Loew's, Inc.

While not disclosing the testimony given by the two executives, Mr. Ellis told Motion Picture Daily that the

(*Continued on page* 5)

Head for Ad Drive Under Discussion

The working committee of advertising managers charged with devising arrangements for the national advertising campaign to be conducted by major companies and affiliated circuits beginning in September held its first meeting yesterday. On the committee

(*Continued on page* 10)

◀ Purely Personal ▶

GEORGE KAMEN, representative of the Kay Kamen enterprises in London; **Ernest C. Rolls**, stage producer for the Williamson-Tait theatres in Australia; **Sylvia Sidney** and **Pamela Gordon-Howley**, daughter of **Beatrice Lillie**, are booked as passengers on the *Queen Mary*, sailing tomorrow.

•

Mrs. Leon S. Snider, wife of the Australian exhibitor, was presented Queen Elizabeth's prayer book with the Queen's autograph after being shown through St. James's Palace in London. The **Sniders** arrived yesterday on the *Queen Mary*.

•

Rud Lohrenz, acting midwest district manager for Warners, left yesterday for his headquarters in Chicago after conferring with **Ben Kalmenson**, western and southern sales manager.

•

Langdon W. Post will speak at 6:30 tonight over WNYC on the subject "Social and Propaganda Films." The address is sponsored by the National Board of Review.

•

Annabella, who has completed her stellar part in "Suez," will arrive today from the coast via TWA and will sail tomorrow on the *Queen Mary* for a vacation in France.

•

Andrew Stone, Paramount director, arrived yesterday to film background shots for "Say It in French," which will star Olympe Bradna and Ray Milland.

•

Estelle Dick of **Hazel Flynn's** Music Hall staff, left over the weekend for a two-week vacation in Minneapolis, her home town.

•

Elliott Nugent, Paramount director, who has finished work on "Give Me a Sailor," will arrive here tomorrow for a short vacation.

•

Bernie Sobel of M-G-M and **Capt. Harold Auten** met the *Queen Mary* yesterday to greet incoming friends.

•

Hal Horne spends his weekends at his summer home in New Hampshire, making the trip by plane to Boston.

•

Joseph I. Breen and **Charles C. Pettijohn** of the Hays organization will arrive Thursday on the *Rex*.

•

Arthur Lee will leave New York tomorrow on a tour of G. B.'s far western branches.

•

Ethel Merman is due from the coast today and will remain here three weeks.

•

Earle W. Hammons returned to New York yesterday from the coast.

•

Will H. Hays will leave New York today for the coast.

Martha Raye for Concert

Chicago, July 18.—Martha Raye will appear at a free concert in Grant Park following the close of her current engagement at the Chicago Theatre.

Lynn Farnol Takes Over at U.A.; It Proves a Busy Day

Lynn Farnol took over his new job of advertising director for United Artists yesterday. It was a new title more than a new job, for Farnol has been with Goldwyn and in the advertising business for a long spell. So there were no flowers on his desk at 729 7th ave. when he arrived, just a Japanese beetle which he flipped off before plunging into a mess of conferences and activities which made the U.A. boys glad there's an air conditioning unit functioning around the plant.

Before reporting at 729, Farnol had dropped in at Donahue & Coe, picked up his things and completed some last minute Music Hall work with Lewis Kaufman and Ed Churchill.

"Drums" the Beginning

When he arrived at 729, he found a pad full of memoranda compiled by a sun-tanned secretary just back from Bermuda. He made an inventory of the U.A. productions, wrote a letter on "Drums," the picture on which they're building high hopes, checked the figures on "Algiers" and found them good.

"The reviews have been overwhelming," said Farnol. "And the box-office figures even more satisfying. The Music Hall had a line waiting for an hour and a quarter Sunday—a hot July Sunday. The four playing days thus far have netted $58,900. The take on the first week will be close to $91,000, maybe over. It's in for a second week, probably a third."

Farnol checked advertising on "Algiers," conferred with George Schaefer and A. W. Smith on trade paper advertising appropriation for "Algiers," had a confab with Gus Eysell on the second week's appropriation for "Algiers" and wrote a couple of letters to Howard Dietz and the committee meeting at luncheon to consider the industry's cooperative national advertising campaign for fall.

He popped out at 1 o'clock to have luncheon uptown with friends, far from the film whirl, and returned to meet Eddie Small in Harry Buckley's office.

There were two big but informal department meetings after that, a meeting with the man who will take over his work for Norman Bel Geddes, a conference with Monroe Greenthal on trade paper advertising, another conference with Mr. Cecil of Cecil, Warwick and Legler on the advertising campaign for "The Young in Heart" to be released about the middle of August.

On Phone with Whitney

He started a poster on "The Young in Heart," got the fan magazine advertising for it under way, joined Schaefer and Smith for another conference, setting a release date of July 29 for "Algiers" for the Loew houses, came back to his office for a breather and a rush of informal comings and goings, and wound up at 6:30 P.M. talking to John Hay Whitney who had called him from the coast.

And last night he put in an appearance at the Versailles where they were exploiting "Algiers" again with a show staged by Leonidoff who gathered the talent for this "Night in Algiers" benefit for the vacation fund of the Women's Exchange. Just an average day.

Mainstreet in K. C. Is Forced to Close

Kansas City, July 18.—Because of high rental and poor grosses the 3,100-seat Mainstreet, first run outlet of RKO and Grand National, will close on Thursday. There are no plans at the present time for its reopening. William Elson, manager, will return to Minneapolis, where he manages the Seventh Street.

The Orpheum here is being renovated for fall opening, presumably under RKO management.

Postpone NLRB Hearing

Hollywood, July 18.—Dr. Towne Nylander, regional NLRB director, today postponed the hearing of the petition of the Studio Utility Employes, Local 724, asking to be declared the collective bargaining representatives for laborers at Republic, which was filed when Local 724 charged the IATSE with absorbing its members there. The postponement was ordered pending attempts at settlement of the dispute between the unions by conferences.

LeRoy Assigns Taurog

Hollywood, July 18.—Mervyn LeRoy has signed Norman Taurog to direct "The Wizard of Oz," Mr. LeRoy's first under his M-G-M contract. To start within a month, the film will be in color.

Thirteen New Films Win Legion Approval

The National Legion of Decency has approved 13 of 15 new pictures for the current week, eight for general patronage and five for adults, and has classified two as objectionable in part. The new films and their classification follow:

Class A-1, Unobjectionable for General Patronage—"Endstation" (German), "Highway Patrol," "Little Miss Broadway," "Little Tough Guy," "Love Finds Andy Hardy," "Professor Beware," "Rollin' Plains," "The Unholy Beebes." Class A-2, Unobjectionable for Adults—"Algiers," "Gordian der Tyrann," "Mercedes" (Spanish), "Passport Husband," "Que Tiempos Aquellos (Spanish). Class B, Objectionable in Part—"El Derecho y el Deber" (Spanish), "Sky Giant."

Schenck on Coast

Hollywood, July 18.—Nicholas M. Schenck arrived from New York today to spend a week conferring on new M-G-M product. He was accompanied by Mrs. Schenck.

Ross Takes Warner Post

Hollywood, July 18.—Robert Ross has been named a unit manger at the Warner studio, replacing Carroll Sax, who took over the duties as studio manager of Joseph Gilpin, resigned.

"Ragtime Band" Se For Special Showi

A special preview for the press a number of celebrities of 20th C tury-Fox's "Alexander's Ragti Band," will be held tonight at 8 P.M. at the Hollywood Thea which has been specially engaged the screening. The house can acco modate 1,470 persons and the co pany's home office yesterday st every seat will be filled.

Among those who are expected attend are Irving Berlin, M. H. Ayl worth, William S. Paley, Al Smi Ben Bernie, Jack Dempsey, P Whiteman, Annabella, Phil Bak Jimmy Durante, Morton Down Richard Himber, Ozzie Nelson, R mond Page, Billy Rose, Martha Ra Phil Spitalny, Gilbert Seldes, Ru Vallee, Sidney R. Kent, Herm Wobber, William C. Michael, Willi Sussman, William Gehring, Willi Kupper, Charles Moskowitz, L Lehr, Joseph Bernhard, W. W. A rich, George S. Kaufman, Moss H and Sam Harris.

Small Is Grief-Stricke

Eddie Small, who was to have p duced "The Duke of West Poin starring Jack Dunn, ice skati champ, and starting him on a care was consumed with a deep perso anguish in New York yesterday o the youthful athlete's death.

Mr. Small had a great personal aff tion for young Mr. Dunn, and h looked forward to the blossoming what promised to be a great care When Mr. Dunn was taken sick M Small was constantly at the hospit postponing his trip to New Yo until the second day of sustai progress seemed to promise recove Twelve hours after he arrived he word came of Mr. Dunn's death.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Pu lisher; J. M. JERAULD, Managing Edit JAMES A. CRON, Advertising Manager. ED TORIAL STAFF: Charles S. Aaronson, Jack B ner, Al Finestone, Thomas Fitzsimmons, Sher A. Kane, Irene Kuhn, Joseph Priore.

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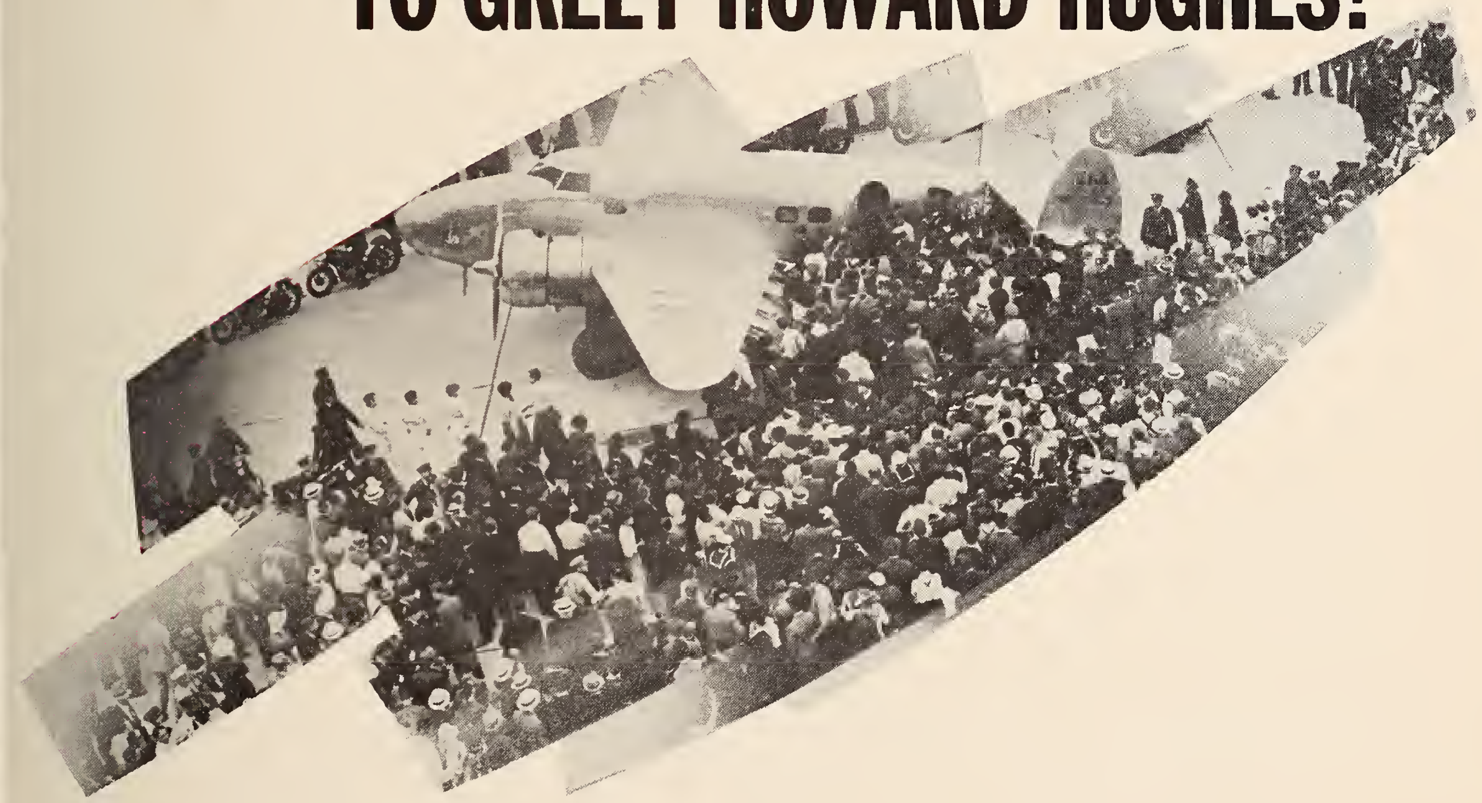
JULY 14

what a day for celebrating!

HALF OF NEW YORK WAS OUT TO GREET HOWARD HUGHES!



. . . . the other half was

cheering "ALGIERS"!

AT RADIO CITY MUSIC HALL

"First-rate entertainment . . . fascinating drama. Few films this season or any other have sustained their mood so brilliantly. Clearly one of the most interesting and absorbing dramas of the season."—*New York Times.*

"A savage and absorbing story. Film reaches pitch of memorable intensity. Boyer makers character so complex and vital that it is not easily forgotten. Hedy Lamarr brings rare beauty and conviction. A film you should see."
—*New York Herald Tribune.*

"Excellent is the word for 'Algiers'. A unique picture replete with charm and romance and as entertaining as it is different. Boyer matchless, none more beautiful than Miss Lamarr. Designed for sheer entertainment and made so well it has unlimited appeal. Double-barreled sex appeal. Everything's right about this picture."
—*N. Y. Daily News.*

"Fascinating picture, decidedly superior entertainment. Picture is one engrossing sequence after another. You'll enjoy 'Algiers' enormously." —*N. Y. Journal-American.*

"Enchanting romance. The temperature is frankly feverish and it is safe to predict that Mr. Boyer's photograph will be enshrined in many boudoirs this summer. Miss Lamarr is a luscious beauty. Her style and Mr. Boyer's harmonize flawlessly."—*Daily Mirror.*

"A handsomely produced romantic melodrama. The performances are as good as the direction. Boyer, Calleia and Gene Lockhart deserve special praise for their acting. Miss Lamarr has only to be brought within camera range to excite heated interest." —*N. Y. Post.*

"Even without the presence of dazzling Hedy Lamarr in its cast 'Algiers' would still be a tasty dish. But with her it has just the necessary extra dash of salt to make it a gourmet's delight. It's exactly what the doctor ordered in the way of glamour."—*N. Y. World-Telegram.*

WALTER WANGER *presents* **CHARLES BOYER**

"ALGIERS"

HELD OVER
2nd BIG WEEK!

SIGRID GURIE · HEDY LAMARR
JOSEPH CALLEIA • ALAN HALE
GENE LOCKHART • Mme. NINA KOSHETZ
Directed by John Cromwell • Screenplay by John Howard Lawson
Additional dialogue by James M. Cain • Released thru United Artists

'Lord Jeff" Dual Good in Frisco Slump

San Francisco, July 18.—"Lord ff" and "Fast Company," in a sec- downtown week at the St. Francis having played a week at the Fox, ned in a creditable $5,500, but this s the only first run gross to make impression.

A roller derby which has been lling about 12,000 fans nightly has en a hard blow to theatres.

Total first run business was $60,300. erage is $82,800.

Estimated takings:

Week Ending July 12:

AVING WONDERFUL TIME" (RKO)
OLDEN GATE—(2,850), 35c-40c-55c, 7 s, 2nd week. Stage: vaudeville. **Gross:** ,000. (Average, $16,000)

"SHOPWORN ANGEL" (M-G-M)
"MR. MOTO TAKES A CHANCE" (20th-Fox)
ARAMOUNT — (2,740), 15c-35c-40c-55c- , 7 days. **Gross:** $10,000. (Average, ,000)

"BLOCKADE" (U.A.)
NITED ARTISTS—(1,200), 15c-35c-40c- -65c, 9 days, 4th week. **Gross:** $5,000. verage, $7,000)

"TROPIC HOLIDAY" (Para.)
"PASSPORT HUSBAND" (20th-Fox)
OX—(5,000), 15c-35c-40c-55c-75c, 7 days. ss: $10,500. (Average, $17,000)

"THE RAGE OF PARIS" (Univ.)
"YOUNG FUGITIVES" (Univ.)
RPHEUM — (2,440), 15c-35c-40c-55c, 7 s, 2nd week. **Gross:** $7,000. (Average, 00)

"LORD JEFF" (M-G-M)
"FAST COMPANY" (M-G-M)
T. FRANCIS—(1,400), 15c-35c-40c-55c-75c, ays, 2nd week (moved over from Fox). ss: $5,500. (Average, $7,000)

Week Ending July 14:

"ALWAYS GOODBYE" (20th-Fox)
"PRISON FARM" (Para.)
VARFIELD—(2,680), 15c-35c-40c-55c-75c, ays. **Gross:** $10,500. (Average, $13,000)

Week Ending July 15:

HE RETURN OF MAXIM" (Lenfilm)
LAY—(400), 15c-35c-40c, 7 days. **Gross.**). (Average, $1,300).

oew Wins Hearing Upon Plea for Stay

An application of Loew's, Inc., will heard today by the N. Y. Supreme urt to stay all proceedings in the ckholder's suit of Philip S. Isaacs, executor of Alice Isaacs, against ew's and 35 of its directors and offi- s, pending final determination of ht similar consolidated stockhold- ' suits. The request for a stay is ight, the filed petition states, to save "great and unnecessary burden of ense to the defendant" and cites the ent decision of Supreme Court Jus- Peter Schmuck which stayed a ilar action. The petition further ted that trial in the consolidated ions will be held some time before end of the year.

The Isaacs suit, which was instied on June 16, 1938, attacks certain sonal service contracts between ew's and 12 of its executives and alleged ratification of these con- cts at a stockholders' meeting on 1. 25, 1938.

Marin on "Darling"

Hollywood, July 18.—Edwin L. arin today took over the shooting "Listen Darling" at M-G-M, re- cing William Thiele, who will nplete an untitled original for Jack mmings.

Hollywood Preview

"Sky Giant"

(RKO-Radio)

Hollywood, July 18.—Made timely and given unusual exploitation significance because of Howard Hughes' world-girdling flight, RKO's "Sky Giant" is also an interesting romance-drama of men, women, aviation-training methods and discipline and airplanes. Although the production has a story detailing romantic conflict and it presents a small but favorably known cast, the fortunate coincidence of circumstances gives the production a unique appeal.

With the engagement of hard bitten army officer Harry Carey to direct an air company's pilot-training school, Richard Dix, who prefers to fly, is drafted to become his assistant in putting the school on a military basis. Comes to the school Chester Morris, Carey's son. Thereupon ensues demonstrations of training methods, the technical detail of which is counterbalanced by comedy and in which is featured a sensational 20,000-foot power dive. As both Dix and Morris become romantically interested in Joan Fontaine, conflict between the two for her favor springs up. Dix marries her on the eve of his departure with Morris and Paul Guilfoyle on a route-charting flight which reverses Hughes' course over Canada, Alaska, Russia and the Orient. The inevitable crash follows and the injured Guilfoyle sacrifices himself that his mates may be saved. Successfully completing the flight upon their return Dix realizes that Miss Fontaine loves Morris more than she loves him and announces he will get an annulment, climaxing the story on an altruistic and romantic note.

A topical exploitation feature, the show is based on an original (almost prophetic) screenplay by Lionel Houser. With the ingredients well balanced, Lew Landers directed the Robert Sisk production in showmanship style.

Running time, 80 minutes. "G." Gus McCarthy

(Additional Reviews on page 9)

Mannix, Weingarten Questioned by Ellis

(Continued from page 1)

functions of the two men and their relationship to studio affairs were the subjects of queries seeking to establish a yardstick on compensation. The general studio setup, he said, is also being studied.

Those already examined include Mervyn LeRoy, Louis B. Mayer and Al Lichtman. Sam Katz, Harry Rapf and Ben Thau will be heard later in the week.

Mr. Ellis said that he plans to complete the examinations here by the end of the week and will then return to New York to continue with the depositions of other Loew officers there. The hearings here, which are being held at the Ambassador Hotel, are barred to reporters. Mr. Ellis would not divulge the details of testimony.

Chicago Engineers Accept 12½% Cut

Chicago, July 18.—Building engineers here are taking a 12½ per cent pay cut for eight weeks retroactive to July 4. It is understood that individual pay checks will not be affected, the union having worked out a plan to absorb the cut as an organization. The decision was made at a meeting held last night.

Many insiders feel that the exhibitors are unwise in accepting pay cuts from engineers and operators at this time, with new contracts to be negotiated Sept. 1. The belief persists that the unions will press for increases at that time, pointing back to the present cut with the statement, "We helped you when you needed it, now you help us."

Para. to Appeal in North Dakota Case

(Continued from page 1)

after conferring on the opinion, copies of which were received in New York from Fargo yesterday.

The procedure to be followed will require the North Dakota state officials to prepare and enter a decree dismissing Paramount's action attacking the constitutionality of the statute. With the signing of this decree by the statutory court, Paramount will apply for a writ of supersedeas to continue in effect the temporary injunction which it obtained some time ago restraining North Dakota officials from enforcing the affiliated theatre "divorcement" law. The company then will have 90 days in which to perfect and file its appeal to the U. S. Supreme Court.

London Council Will Force Test on Rules

London, July 18.—The London County Council today virtually accepted the challenge of the Cinematograph Exhibitors' Association to contest in the courts the council's new regulations governing theatre operation. It will recommend at tomorrow's meeting that all new licenses granted before Jan. 1 provide for observance of certain new regulations along the lines of the controversial legislation.

The decision will have the effect of speeding a test case on the matter, instead of waiting for action by the C.E.A. The council declares that although the new conditions are not applicable to current license without agreement of the licensee, it has the power to impose the new conditions on new licenses.

"Holiday" and Martha Raye Chicago Lead

Chicago, July 18.—"Tropic Holiday," with Martha Raye in person, gave the Chicago a big $38,000 for the first week of a two-week engagement. This was $6,000 over average and led the Loop for business.

At the Palace "Having Wonderful Time" scored heavily with $24,000 which was $5,000 above normal and the best week this house has had in months. Business in other houses was fair.

Total first run business was $104,900. Average is $102,000.

Estimated takings:

Week Ending July 14:

"WHITE BANNERS" (W.B.)
APOLLO—(1,400), 35c-55c-65c, 7 days. **Gross:** $5,000. (Average, $6,500)

"TROPIC HOLIDAY" (Para.)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Martha Raye and Revue. **Gross:** $38,000. (Average, $32,000)

"JOSETTE" (20th-Fox)
GARRICK—(900), 35c-55c-75c, 7 days. **Gross:** $4,600. (Average, $6,500)

"HAVING WONDERFUL TIME" (RKO)
PALACE—(2,500), 35c-55c-75c, 7 days. Stage: Royale Frolics Revue. **Gross:** $24,000. (Average, $19,000)

"GANGS OF NEW YORK" (Republic)
STATE-LAKE — (2,776), 20c-40c-55c, 7 days. Stage: Verne Buck and Revue. **Gross:** $11,000. (Average, $13,000)

Week Ending July 15:

"WOMAN AGAINST WOMAN" (M-G-M)
ROOSEVELT—(1,300), 35c-55c-75c, 7 days **Gross:** $8,500. (Average, $11,000)

"PORT OF SEVEN SEAS" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c 7 days. **Gross:** $13,800. (Average, $15,000)

J. V. Gomis Dies in Spain

J. Vidal Gomis, Paramount's secretary and acting manager for Spain, died at Barcelona on Saturday, according to a cable received at the home office here yesterday. Mr. Gomis was about 60 years old and had occupied his post with the company since the outbreak of the Spanish civil war. No successor will be appointed for the time being.

Dunn Funeral Tomorrow

Hollywood, July 18.—Funeral for Jack Dunn, Olympic skating champion who was to have been featured in "The Duke of West Point," will be held Wednesday morning. Interment will follow in Calvary Cemetery.

"Girls' School" New Title

Hollywood, July 18.—Columbia has chosen "Girls' School" as the release title for the film formerly called "Finishing School."

Again "Sing You Sinners"

Hollywood, July 18.—The Bing Crosby-Fred MacMurray co-starring vehicle, the title of which had been changed from "Sing You Sinners" to "The Unholy Beebes' has reverted to its original title and will be released as "Sing You Sinners."

"Rich" 3rd Week Good

"We're Going to Be Rich," 20th Century-Fox film, is holding up well in its third week at the Globe. After consecutive weekly grosses of $8,400 and $6,200, the third week's take is expected to be in the neighborhood of $4,500.

Offer $500,000 to Settle Fox Action

(Continued from page 1)

Schwartz, made the offer. Hiram Steelman, trustee of the William Fox estate, and his counsel, William Elmer Brown, Jr., recommend that it be accepted and have petitioned the Federal Court to do so. Referee Endicott has set a hearing on this for August 15, after all creditors have been notified.

Mrs. Fox is president of the All-Continent Corp., which Fox, according to his own previous testimony here, created at the end of 1930 as an irrevocable trust for his family, putting into it "about $6,900,000" in securities. Since May 29, 1936, when Fox went into bankruptcy, Mr. Steelman and Mr. Brown have sued All-Continent Corp., Mrs. Fox and the daughters, to recapture assets Fox transferred to them. This suit is pending in U. S. District Court.

It is this suit which Mrs. Fox and the daughters offer to settle for $500,000. In addition they offer to withdraw an estimated total of $41,000,000 out of the more than $55,000,000 total of creditors' claims against Fox.

The affairs of All-Continent Corp. were the bone of contention through months of bankruptcy hearings in 1936 to such an extent that both Mrs. Fox and Herbert Leitsteen, veteran Fox family bookkeeper, were adjudged in contempt of court for refusal to testify.

Refuse to Collect Louisiana Sale Tax

New Orleans, July 18.—Following conferences and correspondence with state tax officials and attorneys, three New Orleans film exchanges have adopted the position that they are not responsible for collection of the new sales tax. Four other major exchanges are billing exhibitors for the tax, which is levied on film "usage."

Attorneys for 20th Century-Fox, Paramount and Grand National have given their New Orleans exchange rulings that the exchanges are engaged in interstate commerce and are not concerned with collection of the tax.

These do not question the validity of the law, but hold that the bookers are not responsible for its collection.

Meantime local exchanges of M-G-M, RKO-Radio, Warners and Universal are billing exhibitors with the tax along with the film booking charge.

The tax is one per cent outside of New Orleans and two per cent in the city where a special one cent municipal sales tax is imposed.

A showdown on responsibility for the tax is expected August 20 when the first month's return on the tax must be made by all businesses.

Thorson to Schlesinger

Hollywood, July 18.—Leon Schlesinger has signed Charles Thorson to a five-year contract as a character and model man. Mr. Thorson formerly worked for Walt Disney.

Delay U.M.P.T.O. Again

Philadelphia, July 18.—The meeting of the United M.P.T.O.A. here, scheduled for today, again was postponed, this time until Thursday.

Hollywood Letter

Dear Editor:

President Roosevelt didn't visit any studios while here. He is the only person arriving within striking distance of the production center since schools let out who hasn't wanted to. Everybody hereabouts wishes the presidential example were as contagious in this respect as it is where and when voting's to be done. It isn't, though, which is why the publicity directors of all the studios met with Thomas Pettey of the Hays Office on Friday last to devise ways and means of keeping the American Legionnaires, due here in mid-September, from tearing the studios down.

A while back the studios were viewing with alarm the plans of the Shriners for convening in Los Angeles. So a deal was made, a super-colossal parade was staged, with all the companies furnishing floats, and the guests were appeased and sent home happy, while the newsreels picked up easy copy with definite prestige value.

Friday's meeting of publicity minds was for the purpose of working out a similar technique for the handling of the Legionnaires. Tales of last year's proceedings in New York had been trickling in for a twelvemonth. Optimism was at low ebb. So up spake the Warner contingent, as it so often does, to proffer the big Burbank plant for the inspection of the veterans. The plan is to shut down production for a day, save a skeleton crew which will go through the motions of making scenes for something or other, and the buddies are to be invited, en masse, to come and see the wheels go 'round. At last report no other plant, conscious as are their agents of the direct advertising value to Warners of this wholesale hosting, had put in a competing or matching bid.

* * *

Among the summer's visitors checking in at this office during their stay are Mr. and Mrs. Charles Swiercinsky, who operate the Major theatre at Washington, Kan. Mr. Swiercinsky's call was due, he said, to a 17-year-old interest in Quigley Publications and a resultant determination to see some of the folks. It was that long ago when he signed his first subscription order and he hasn't missed a whirl of the presses since.

Another visitor, nameless here for cause, operates seven theatres in as many Chicago neighborhoods. The best business is by one, in the heart of the colored district, and its patrons work for the WPA, which hasn't cut salaries. They like, incidentally, serious dramas and outdoor action pictures, no comedies of any kind. Why?

* * *

Exploitation reaches both zenith and nadir in this intensely cinema-conscious area. The advertising campaign for "Marie Antoinette" at the sedate Carthay Circle would do honor to Cartier. It will get into the sourcebooks. Yet the same newspaper page that carries the impeccable "Marie Antoinette" display brings into the home a fleshly enticement paid for by the New Follies theatre, which profferes "burlesque as you like it" and (as printed in a box alongside a quasi-nude) the "famous burlesque comedian, Joe Yule, father of Mickey Rooney, picture star."

* * *

Sex rears its costly percentage in price scales governing employment of he and she talent for the more rigorous chores imposed by the outdoor films just now in favor. He will take $11 a day for straight horseback riding, $16.50 for pretending to be the star while doing the riding, $35 for falling off, being dragged or shot off, departing the saddle in any fashion. She starts at $35, tilts the ante to $50 for leaving the steed's back, but will crash an automobile for the same figure, although she demands $75 for skidding one—per skid—and $100 for turning over. High diving starts at $35 for 35 feet and goes up, indefinitely, at $1 a foot. The figures are furnished by Samuel Goldwyn's Al Vaughn, who had to find them out before "The Lady and the Cowboy" could get started.

* * *

M-G-M has bought 110 new arc lamps equal to Technicolor requirements. They had 45. . . . Paramount has built a new $25,000 film library building on the lot. . . . Dark Canyon Road, Warner studio link with the outside world (except by way of Universal—and how that hurt) is open again after being closed since the flood. . . . Next really big construction news out of here will be about NBC's place at Sunset and Vine, already stopping traffic at that crossroads of this small world.

William R. Weaver

English Union May Seek National Deal

London, July 18.—The National Association of Theatrical and Kine Employes will discuss a resolution of the management committee asking the power to initiate and conduct negotiations to establish a national wages and hours agreement with studios and theatres, at the annual conference opening next Monday.

The report of the year's work published today by the union, indicates a record membership of 16,000 with 11,213 new members added during the past year.

Paramount's British Plans to Be Delayed

Paramount plans to make no further production or distribution commitments in England for another four to six months, the company stated yesterday. The three pictures already announced will form a working nucleus during the period and plans for the acquisition or production of additional pictures will then be formulated.

David Rose, supervisor of the company's British production activities, will return to New York from the studio Thursday or Friday and will sail for London next week.

U.S. Firms Listing 8 For Multiple Credi

(Continued from page 1)

ists, Universal and 20th Century-Fo The first triple credit release wa M-G-M's "A Yank at Oxford."

Virtually all companies are aimin their British production at the worl market, Mr. Allport said, but whethe the new requirements will work o depends on how the larger bud films are accepted outside the U Kingdom. It is only through wo distribution that the American companies will be able to recoup their investments in British production, h pointed out.

On the basis of approximately 5 features exported to Great Britai from America last year, the Amer can companies will have to make singles or 45 doubles to meet the requirements, he said. This represen a minimum expenditure of about $6 500,000, but actually the total wi amount to a much larger figure, h said.

Single Credits for Warner

A number of single credit films hav been produced since the new act became effective, and Mr. Allport's information is that Warners intend continue making single credit film rather than risk a larger investmen

Regarding the Anglo-America trade treaty, on which discussio have been started in Washington, M Allport said that industry circles i London have heard that the negotiations are moving "very slowly" an no prediction is ventured as to th date of its consummation. The Bri ish industry is not greatly intereste in the treaty, he said, intimating th British interests generally are avers to considering concessions, especiall since the Dominions must be take into account.

Not Limiting Budge In England—Schenc

London, July 18. — Joseph Schenck, chairman of the board directors of 20th Century-Fox, declared here today that he has no objection whatever to spending £150,0 (about $750,000) on a British pictu if the result can profit the America and British markets. He said he wa interested in having Marie Tempe star in "Old Folks at Home," to produced here. He declared his company will not set up its own studi in England as long as there is spa available to rent.

Mr. Schenck will fly to Paris tomorrow to meet Darryl F. Zanuc vice-president in charge of productio who is vacationing.

"Antoinette" Museun Has 22,000 Visitor

A total of 22,000 visitors to th "Marie Antoinette" museum at th Astor Theatre since it was opened the public last Thursday was reporte by M-G-M last night. More tha 11,000 persons were admitted over th weekend, it was said.

Carl E. Milliken of the Hays offic addressed several hundred educators a special gathering at the theatre yesterday afternoon. He called the display a "pioneer piece of work" an stressed its educational value. In th gathering were teachers from throughout the United States and Canada.

rom the living pages of this glorious ovel of American Girlhood flames a reat heart drama..a picture that dares o be human and true!

Mother Carey's Chickens
Kate Douglas Wiggin
Mother Carey's Chickens
by
uglas Wiggin

THE BEST-LOVED FAMILY IN FICTION HAS MOVED TO THE SCREEN . . . in another big RKO summer show! . . . Away from the screwball comedy . . . away from the hard sophistication . . . away from the false and foolish — back to a world of simple joys and tears, of love and beauty and high adventure in the throbbing human hearts of regular folks like the neighbors next door!

KATE DOUGLAS WIGGIN'S GLORIOUS NOVEL OF AMERICAN GIRLHOOD

MOTHER CAREY'S CHICKEN

with

ANNE SHIRLEY
RUBY KEELER
JAMES ELLISON
FAY BAINTER
WALTER BRENNAN
FRANK ALBERTSON
ALMA KRUGER
VIRGINIA WEIDLER

PANDRO S. BERMAN IN CHARGE OF PRODUCTION
DIRECTED BY ROWLAND V. LEE

Screen play by S. K. Lauren and Gertrude Purcell

RKO RADIO PICTURES

Northwest Closings About Same as Usual

MINNEAPOLIS, July 18. — Theatre closings in the Minneapolis trade territory are no more numerous this summer than in the years immediately preceding, a survey of the local exchanges reveals.

In Minneapolis, the Minnesota, 4,200-seat house, has been closed indefinitely, and Minnesota Amusement [illegible] announced that there seems to be little likelihood that it will renew its lease on the theatre when the present one expires Feb. 1, 1939.

Other Minneapolis closings, all Minnesota Amusement Co. theatres, are the American, Granada and Nokomis, neighborhood houses. At Appleton, Minn., R. Risch has closed his theatre and North Dakota closings include the theatres of R. Schaber at Ashley; E. Trisko at Stanley and Alvin Larson at Noonan.

In Minneapolis the State has reduced its prices to what is described as a "summer schedule" from a 55-cent top to a 40-cent top. No other price changes have been announced.

Albany Putting on Big Business Drive

ALBANY, July 18.—Played daily in both morning and afternoon papers as front page news, the "Sales Mean Jobs" Committee of Albany businessmen is getting great space in the effort to spread the message to the consumer. Handling the work is James A. Carrier, publicity chairman for Fabian's Circuit in this territory and assigned to the Harmanus Bleecker Hall here.

The latest stunt is detailing a group of ushers, taken from Fabian's Palace and Hall and Warners' Strand and Ritz to distribute cards bearing the legend "Sales Mean Jobs" to apartment houses, business offices, stores, etc.

Donation of space in Albany-Troy-Schenectady area trolley car ad space by the Collier outfit and open billboard space within a 40-mile radius by Fitch Advertising is blazoning campaign messages on huge posters.

Use of radio (WOKO and WABY) with numerous interviews and blurbs by business men is also tied in.

Fox Midwest to Hold August K.C. Meeting

KANSAS CITY, July 18.—Fox Midwest Theatres, Inc., will hold its annual convention of managers, representing some 100 theatres in Illinois, Missouri, Iowa, Kansas and Nebraska, in Kansas City Aug. 16 and 17.

National Theatres is planning a meeting here and another in San Francisco some time within the next month or six weeks.

Starts Booking Service

HOLLYWOOD, July 18. — Harry Rackin has opened Exhibitors' Service, Inc., furnishing a booking service to independent theatres. The Paramount, Casa Grande, Ariz., Holtville, Holtville, Cal., and Plaza, Hawthorne, Cal., are among the clients.

Manages Carolina Spot

NEWTON, N. C., July 18.—K. P. Drace has assumed management of the Catawba here. He succeeds H. R. Summers, resigned.

Hollywood Preview

"Pride of the West"

(Sherman-Paramount)

HOLLYWOOD, July 18.—"Pride of the West" holds to that pattern which has elevated the "Hopalong Cassidy" series to a high place in the scheme of outdoor action adventure screen entertainment. With William Boyd, George Hayes and Russell Hayden in their familiar roles and the supporting cast composed of players who have often appeared in similarly premised attractions, the show is fast moving and exciting. Dialogue and movement are well balanced and pictorially beautiful.

Kenneth Harlan and James Craig, ostensibly enemies, nevertheless are land pirates who have allied themselves to get possession of ranchers' properties at little cost to themselves. They plot a stage coach robbery in which Hayden, guard for Driver Hayes, is wounded. To repel any suspicion from themselves, they demand that Sheriff Earle Hodgins either capture the bandits or resign. Boyd is suggested as the man for the job and the sheriff's children, Charlotte Field and Billy King, establish contact with him. Building to its exciting climax in unique and interesting ways, Boyd rounds up the bandits, proves that his pals, Hayes and Hayden, are innocent of any complication in any of the shady work and exposes Harlan and Craig.

While devoid of any romantic love interest, the film concentrates on action and adventure, with bits of comedy. The picture does not suffer in comparison with any of the earlier "Hopalongs." It may be expected that patrons who have followed the series will be interested in this.

Running time, 55 minutes. "G."

New York Preview

"Pugachev"

(Amkino)

The Soviet Lenfilm studios in "Pugachev" have produced a lengthy and somewhat dull historical film that deals with a peasant uprising in the days of Catherine the Great. The character of the title was a serf who rose from bondage to lead an army composed of farmers, various unreliable units of the army, Cossacks and the tribes of eastern Russia to Moscow.

The narrative deals principally with his impersonation of the assassinated Peter III. Various minor officials doubt his purpose and his way is beset with treason and the results of his cohort's ill treatment of Bashkir tribesmen. His constituents also decree that he must marry a Cossack woman for his Empress. This creates more difficulty—he already has a family. Ultimately his setup collapses and he is betrayed to the Czarina and executed, not however before he exhorts the crowd to keep up the lost cause.

The production employs a great number of extras and has a few battle scenes which are not quite up to expectation. The action is so dragging that a matinee audience at the Cameo gave vent to audible yawns.

Running time, 93 minutes. "A." JOSEPH PRIORE

Mexican Producers Appeal to Cardenas

(Continued from page 1)

Federation and the National Studio Workers' Union.

The President was told the union action is unjust and will have an unfortunate effect on the national economy. There is some assurance of a settlement of the dispute this week in the indication from Vincente Lombardo Toledano, Mexican labor czar, that he will make an effort to end the fight.

Although exhibitors in this zone were spared, those in most other parts of Mexico suffered in a two-hour strike Saturday night by the National Electrical Workers' Union, protesting the murder of the head of the electric company at Juarez, opposite El Paso, Texas. The strike cost the theatres a portion of the most profitable night in the week.

B. & K. Seeking Cut On Oriental Rental

CHICAGO, July 18.—Balaban & Katz is negotiating with the owners of the Oriental Theatre on a new lease at lower rental figures.

The circuit also is discussing the possibility of putting stage shows in the "big three" neighborhood houses—Marbro, Tivoli and Uptown—figuring this will draw better than double bills.

Disney Gets Another

DISNEY, Okla., July 18.—M. R. Parks has opened Disney's second theatre to compete with Louis Barton's 280-seat house which was opened for business June 15. Disney is a new town on the site of the construction work being done on the $20,000,000 Grand River dam project in the northeastern corner of the state.

Fox Theatres Must Pay Claim Dividend

Milton C. Weisman, as receiver of Fox Theatres Corp., was asked yesterday by U. S. Circuit Judge Martin T. Manton to pay approximately $88,000 to the Chicago Title & Trust Co. as an eight per cent dividend of Chicago Title & Trust's claim against Fox Theatres Corp. for $1,110,055. The sum will be paid out of a reserve fund which Mr. Weisman was instructed to set aside for payment to claimants whose claims had been finally fixed.

Special Master Courtland Palmer had allowed $1,110,055 to Chicago Title & Trust on a claim of $1,159,381. The claim was based on an alleged breach of contract between Fox Theatres and Herbert Lubin, whereby Fox Theatres had undertaken to purchase securities and debentures which carried with them the control of the Roxy Theatre. Mr. Lubin later assigned his claim to Chicago Title & Trust. Judge Manton also ordered Mr. Weisman to pay eight per cent of $2,000 allowed on a claim of Gordon H. Grant and Violet M. Grant.

Weisman Is Allowed $12,500

U. S. Circuit Judge Martin T. Manton yesterday granted $12,500 to Milton C. Weisman for his services as receiver of Fox Theatres Corp. as an ad interim allowance for the period from Jan. 12, 1938, to July 12, 1938. The allowance was in response to a request by Mr. Weisman for $15,000. In his petition for the allowance, Mr. Weisman recited that claims against Fox Theatres Corp. originally totaled $30,000,000, and that due in a large part to his efforts, they had been reduced to about $9,500,000. This was exclusive of the claim of William Fox for $7,176,627, the petition stated, which is the only claim held in abeyance pending final determination of litigation of Fox's bankruptcy proceedings. Mr. Weisman also stated in his petition that he was at present negotiating with Fox's attorneys in an attempt to settle the question of conflicting claims of Fox and the Fox Theatres Corp.

Court Writ Names S. O. S.

N. Y. Supreme Court Justice Aron Steuer yesterday granted the application of Julius J. Bressler for a temporary injunction pending trial, restraining S. O. S. Cinema Supply Corp., formerly the Sales-on-Sound Corp., from using a photograph of Mr. Bressler, a former employee, in its catalogs, allegedly without his consent. Mr. Bressler was ordered to post a bond for $500 as a condition to the granting of his application.

Goldstein Acquires New Audience Game

Edward Goldstein has been named territorial distributor for "Magic Eye," the latest audience game to be put on the market. The game is also called "Isle of Fortune" and consists of an automatic candid camera installed in theatre lobbies which takes pictures of patrons as they enter.

Close Col.-Nace Deal

A deal for Columbia's entire 1938-'39 lineup of features, shorts, westerns and serials was closed yesterday with the Harry Nace circuit of 17 Arizona theatres, according to a home office statement.

New RKO Plan Gets Approval With Changes

(*Continued from page 1*)

shares of common for each debenture and the modification will not disturb this arrangement. It will merely add an additional option. Debenture holders will be required to exercise the option within 20 days after confirmation of the report.

Atlas Corp., proponents of the plan, will be required to enter into a definite commitment to underwrite the new stock issue provided under the plan. The plan now reads that Atlas "intends to" underwrite the issue.

Cumulative voting for all classes of stock was also ordered by the special master. This provision permits proportional representation on the board of directors for minority interests. Mr. Alger also directed that the new company must procure consent from 50 per cent of the preferred stockholders before issuing new debentures. This shifts the responsibility to the new board to procure consent, instead of resting the obligation of objecting on the stockholders. Another change dealt with the rights of the U. S. Bank of Denver, a creditor.

Rickaby Sees Acceptance

Proponents of the plan will accept the amendment, according to Hamilton C. Rickaby, attorney for Atlas.

Nathan Rosenberg, attorney for H. Cassell & Co., independent debenture holders, promptly announced that he intends to oppose the report when it goes to Judge Bondy for confirmation. Mr. Rosenberg contends that the plan is unconstitutional because it reduces the debenture holders from a secured to an equity position. Mr. Rosenberg stated that he has already prepared for an appeal to the U. S. Circuit Court of Appeals in the event that he is defeated in the lower court. The issue of unconstitutionality will require the intervention of the U. S. Attorney General.

John Stover, attorney for Ernest W. Stirn, holder of unconverted Class A stock, also expressed dissatisfaction with the report. Mr. Stover recently secured an order permitting him to examine proxies used in the 1931 reorganization.

Joseph M. Cohen, counsel for the Independent Stockholders Protective Committee, withheld comment but indicated that he would also oppose confirmation.

An agreement with Rockefeller Center, Inc., for the Music Hall franchise, and the certificate of incorporation for the new company must be submitted in final form to the special master on Wednesday, and objections to the papers must be filed before July 25.

Ohio House Extends Ticket Tax to 1941

Columbus, July 18.—The Ohio House of Representatives has approved the tax-extender bill anticipated to produce $7,200,000 in poor relief from excise taxes, including the three per cent admissions tax, which was extended through 1941.

Allied Seeks 'Divorce Laws' In All States

(*Continued from page 1*)

in three cases involving records and findings that are devastating, to say the least: the Perelman case from Philadelphia; the Interstate Circuit case from Dallas; and the divorcement law case from Fargo," Mr. Myers' statement read.

"The records in all three cases bear out the claims which Allied has made over a period of nine years, namely, that the Big Eight have been engaged in contracts, combinations and conspiracies in violation of the anti-trust laws.

"All are aware that these repeated warnings have been either ignored or ridiculed. Refusal to heed these warnings, which were certainly based on broad experience, is costing the industry a great deal more than would have been involved in a good-faith effort to work out exhibitor problems with the bona fide representatives of independent exhibitors. As a result of its headstrong policy the industry now has an unprecedented accumulation of woe and the end is not in sight."

Australia "Divorce" Law Possible—Snider

Legislation similar to the "divorcement" statute in North Dakota may be introduced in Australia, it was reported by Leon S. Snider, joint managing director of the Snider-Dean circuit, on his arrival yesterday from London.

Mr. Snider was interested in the North Dakota action and said that the New South Wales Government has been contemplating similar legislation "as a move to compel major distributors to come to terms with exhibitors." He hinted also that the New South Wales quota act may have something to do with Government's intended move.

As an authorized spokesman for the New South Wales Exhibitors' Association, Mr. Snider effected a cooperative working arrangement with the Cinematograph Exhibitors Association in England for an exchange of views on overbuilding, performing rights licenses, admission prices and similar trade problems. He said he planned to confer in Washington with Abram F. Myers, general counsel of Allied States, and with Ed Kuykendall, president of the M.P.T.O.A.

"Redundancy," as the British call overbuilding and overseating, is a prime topic in England at the moment, he said, and is generally considered to have reached a critical stage.

Mr. Snider approved the plea of Ambassador Joseph P. Kennedy for greater cooperation between the American and British industries, pointing out that this coincides with his own view that the industry is international. He urged this view, he said, in his discussions with distribution heads on his previous visit in New York and will continue to seek greater cooperation from the companies for exhibitors in Australia.

He plans to be here four weeks, returning Sept. 14.

Joint Trade Talks Possible Next Week

The first joint discussions of exhibitor and distributor representatives on a trade practice program for the industry are expected to be held here either next week or the week following, an official source stated yesterday.

Notices of the meeting have not been sent to exhibitor representatives yet, it was stated, but they are expected to go out any time within the next week. The initial discussions are scheduled to be general in character and may serve more to determine what practices both distributors and exhibitors agree should be included in a plan of self-regulation than the drafting of an actual plan.

The distributors' working committee, consisting of Ned E. Depinet, William F. Rodgers and A. Montague is very near to concluding its preliminary work, the windup of which will be the signal for the joint conferences with exhibitors.

Three More Republic Franchises Are Set

Chicago, Indianapolis and Milwaukee were added to the franchise territories renewing with Republic for five years. The deal, as of July 1, was closed by Irving W. Mandell of Chicago with James R. Grainger, Republic president. Negotiations with other franchise holders are in progress.

Five-year renewals previously signed have been for Dallas, Oklahoma City, Little Rock, San Francisco, Los Angeles, New York and Philadelphia.

Mr. Grainger left last night for Pittsburgh where he will be honored today at a testimonial luncheon given by exhibitors. James Alexander, Pittsburgh franchise holder, will be toastmaster of the affair, which will be at the William Penn. On Thursday Mr. Grainger will be guest of honor at a luncheon in Buffalo tendered by Jack Berkowitz, territorial franchise owner, and exhibitors. Mr. Grainger will return here Friday and then go to Dallas for circuit deals.

Six N. E. Circuits Signed by Republic

Republic has closed with six New England circuits for the showing of its 1938-'39 list. They are the Graphic Theatre Circuit, Arthur Sharby Circuit, Andrew Tegu Circuit, Interstate Theatres Circuit and Maine & New Hampshire Theatre Circuit.

Additionally, a deal was closed with Edward Reed of Strand Theatres, Inc., Providence, for the showing the Republic list first run in that city.

James R. Grainger, Republic president, accompanied by Jack Bellman of the home office, returned yesterday from Boston where negotiations were conducted.

Ameche Stricken Abroad

Utrecht, The Netherlands, July 18.—The condition of Don Ameche, American film star, is reported as satisfactory following an emergency appendicitis operation performed here today at St. Antonius Hospital.

Head for Ad Drive Under Discussion

(*Continued from page 1*)

are Howard Dietz, chairman; Robert Gillham and Charles E. McCarthy.

No statement was issued following the meeting, but it is understood that the session was occupied mainly with discussions of several candidates for the post of full-time director of the campaign. Indications are a former publicity manager for one of the major companies will be retained.

The working committee is scheduled to meet at frequent intervals and plans a joint session soon with the distributors' committee for the campaign, which is headed by George J. Schaefer.

Report Warner Plan For Refunding Near

(*Continued from page 1*)

reported that it would involve exchanging new bonds bearing the same interest.

Officers of the company have been working on some plan since the early part of the year, when the directors ordered consideration of a plan. Besides the debentures, the company has outstanding $39,000,000 bonds and mortgages for its own account and subsidiaries, plus 103,000 shares of preferred and 3,700,000 shares of common. The total consolidated funded debt amounts to $73,000,000.

Golden a Universal Associate Producer

Hollywood, July 18.—Max H. Golden, who produced the Jones Family series for 20th Century-Fox, today was signed by Universal as associate producer. His first assignment will be "Swing That Cheer," the second of Universal's college series.

Wall Street

Universal Leads in Stock Gain

	Open	High	Low	Close	Net Change
Col.	15¾	16⅛	15¾	16⅛	+ ⅜
Col. pfd.	34½	34½	34½	34½	+1⅜
Cons.	1⅜	1½	1⅜	1⅜	— ⅛
Cons. pfd.	7⅛	7½	7⅛	7½	+ ⅜
E. K.	175	175⅛	175	175⅛	+ ⅛
G. T. E.	15⅜	15¾	15¼	15¾	+ ½
K. A. O.	85	85	85	85	.....
Loew	53½	54⅞	52¾	54⅜	+ ¾
Para.	12¼	12⅞	12	12¾	+ ⅝
Para. 1	96	98⅛	95¼	98⅛	+2⅛
Para. 2	12¼	12½	12⅛	12⅜	+ ⅛
Pathe	8	8⅝	8	8⅜	+ ½
RKO	2⅞	3	2¾	3	+ ¼
20th Fox	25⅞	26¾	25⅝	26¾	+ ¾
Univ. pfd.	45	45	45	45	+4
W. B.	7⅝	7⅞	7⅜	7⅞	+ ⅜

Curb in Light Rise

	Open	High	Low	Close	Net Change
G. N.	⅜	7/16	⅜	7/16	+1/16
Monogram	2⅞	2⅞	2⅞	2⅞	+ ⅛
Tech.	23	23¼	22¾	23¼	+ ¼
Trans-Lux	2¼	2¼	2¼	2¼	.....
Univ. Corp.	2⅜	2⅜	2⅜	2⅜	— ⅛

Bonds Rise ½ to 4½ Points

	High	Low	Close	Net Change
Keith 6s '46	90	90	90	.....
Loew 3½s '46	100	100	100	.....
Para. Pict. 6s '55	96½	96½	96½	+ ½
RKO 6s '41	76½	72	76½	+4½
W. B. 6s '39	83	81¼	83	+1¾

(Quotations at close of July 18)

WLW Objects To Details of F.C.C. Probe

(Continued from page 1)

C. Vance, RCA Manufacturing Co., [illegible], with General Electric and West-[illegible]house, plans for the station were gradually evolved. The transmitter, he said, involved a number of major problems.

At the present time, Vance testified, while RCA has produced but the one super-power transmitter, it is confident that it could fill a similar order for any broadcaster interested, should the F. C. C. countenance general use of 500 kilowatts.

The experimental work which the station has conducted was described by R. J. Rockwell, supervisor of broadcasting. Because of the magnitude of the company's operations, he said, it was necessary to undertake a great deal of development work, which has led to improvements of value to the whole broadcasting industry and the listening public.

Patrick's objections to the commission engaging in a "fishing expedition" were voiced at the opening of the hearings, which will continue for several days. The issues to which he referred, he said, covered phases of the station's operations which it was felt should not be considered the basis for a decision, although the Crosley Company had no objection to their development merely as a means of giving the commission information.

Seeks to Kill Issues

A motion that these issues be stricken from the schedule of items to be investigated was denied by Chairman Case, but the commission granted that part of the motion asking for a definition of WLW's primary service area, describing it as that area within a radius of 200 miles from the station.

The hearing is being conducted by a F. C. C. committee composed of Commissioners Norman S. Case, chairman; T. A. M. Craven and George H. Payne. This is the same group that conducted the hearings last month on revision of broadcast rules and regulations.

Bowes Leaves Hospital

Major Edward Bowes yesterday left Doctors' Hospital, where he underwent an operation for the removal of the tip of the ring finger of his left hand. He plans to rest for a few days at his Rumson, N. J., home. He said he will direct the Thursday Night "Amateur Hour" over CBS.

Program Back on WKRC

Cincinnati, July 18.—"Personalities on Parade," WKRC feature, will return to that station tomorrow at 6 P. M. and will be heard each Tuesday and Thursday thereafter.

To Air Hughes Luncheon

The National Press Club luncheon in honor of Howard Hughes on Thursday in Washington will be broadcast from 2:30 to 3 P. M., E.D.S.T. over the NBC-Blue.

Television to Be "Deadly" For Talent, Sheila States

The effects of television broadcasting on Hollywood actors and actresses will be "deadly," according to Sheila Barrett, who is known for her impersonations. Miss Barrett returned yesterday on the *Queen Mary* from London where she filled engagements and was featured in BBC television programs.

"Acting before the television camera is so vastly different from emoting before the film camera and microphone that it is simply frightening to think what will happen to some of the big stars when television really arrives," Miss Barrett said.

"What I mean is that once you are before the camera and microphones, in television broadcasting, everything must be perfect the first time. There are no retakes. You have to follow through no matter what happens. You can't tell the director you didn't like a scene and have it reshot, and there aren't any hairdressers following you around to see that your hair is just so, or anything like that. You do it once, for better or worse.

Television the "Ultimate"

"Television is, of course, the ultimate thing in entertainment. Acting talent in England is beginning to realize the transformation it will cause, and it is positively frightening to think what changes it will bring about here among people now in radio, on the stage or in films."

Miss Barrett appeared 10 times before the BBC television cameras during her London visit of six weeks.

She returned because of commitments with Pathe for whom she is to make a series of six shorts for RKO release, in the Robert Benchley style and titled "Feminine Adventures."

Jean Tennyson of the Chicago Opera Co. returned from several weeks of opera and concert work on the Continent and reported that an English film company may star her in "Louise."

Peggy Wood arrived after closing in "Operette," Noel Coward's play. She will be here about three weeks.

Pinex Sets News Series

The Pinex Co. will sponsor United Press news dispatches over WHN beginning Oct. 3 for 22 weeks, Mondays through Saturdays from 7:15 to 7:30 P.M., E.D.S.T. The Russell M. Seeds Co. handles the account.

To Wed with Song

Cincinnati, July 18.—Lin Mason, WKRC singing announcer, will provide his own accompaniment when he is married to Lillian Marshall, at Xenia, O., Aug. 6. He has had several recordings made of his voice, singing his and his bride's favorite wedding numbers, and these will be played as the knot is tied.

Food Industry Tops World Network List

The food and beverage industries, followed by laundry soaps and cleansers, accounted for the greatest amount of business on the World Broadcasting System for the first six months of this year.

The first mentioned accounted for 32,859 quarter-hours or 45 per cent of the total. Laundry soaps and cleansers totaled 14,825 quarter-hours. Next came the automotive industry with 13,502 quarter-hours. The company had a total of 76 advertisers sponsoring programs over 400 stations.

WHN Has New Program

New among the impromptu programs is "Give Me a Sentence," broadcast over WHN between 9 and 9:30 Friday evenings. Loring Smith, the director, picks eight contestants who devise sentences from words submitted by the audience.

Hold Rites for DeRouville

Albany, July 18.—Funeral services were held here today for George S. DeRouville, partner in an advertising agency bearing his name, who died on Saturday of a chronic ailment after a slight operation last week. A number of agency and radio executives attended the services, including Kolin Hager, Harold E. Smith, Duell Richardson, Snedden Weir, George R. Nelson, Winfield Leighton, John R. Thompson and others.

Plan New WOR Program

"Count Your Blessings" is the title of a new sustaining program which will start over WOR-Mutual this Friday at 12:15 P.M., E.D.S.T.

Larynx Libations

Cincinnati, July 18.—How the dehydrated larynx of the radio speaker in action may be prevented without drinking water, which, amplified through the microphone, might sound like most anything, was described by Dr. Thomas R. Thorburn, specialist, before the American Osteopathic Association in session here.

"The solution is simple," he said. "Plain colorless lipstick keeps the lips from becoming dry. A little pressure on the salivary glands, made with the fingers pushed under the jawbone, three inches back from the point of the chin, induces a flow of saliva heavier than normal, keeping the throat moist.

"There is no danger of drooling," he concluded, "because, while a little stimulation increases the flow, stimulation to the extent of irritation causes almost a complete cessation of the salivary glands."

▸ Radio Personals ◂

J. R. POPPELE, chief engineer at WOR, will deliver a talk today before a group at New York University. Willie Howard will appear on the "Town Hall Big Game Hunt" Wednesday over NBC . . . Fay Bainter will be a guest on the Kraft Music Hall on Thursday . . . Justice Learned Cohen, Sol M. Strook and Prof. Morris Cohen, friends of the late Justice Cardozo, will pay tribute to the Supreme Court Justice's memory tonight over WHN at 9 P. M. . . . Maurice Spitalny's KDKA orchestra has been booked into the Stanley Theatre, Pittsburgh, beginning Friday . . . Robert Hare, III, Consolidated Radio Artists salesman in Atlanta, is in town for home office conferences.

+

Judy Canova will make a guest appearance on Paul Whiteman's program over CBS tomorrow at 8:30 P. M., E. D. S. T. . . . Jan Savitt, musical director at KYW, Philadelphia, has been booked for the Ocean Pier Ballroom at Wildwood, N. J., starting Aug. 19 . . . Martin A. Fritz of the Chicago office of J. Walter Thompson Co., was in Denver recently . . . Lee Tracy has been engaged for a guest spot on the "For Men Only" program for July 27.

Networks Interview Corrigan on Flight

"Well, it was a long way but I made it," said Douglas Corrigan as he emerged from his Curtiss Robin at Baldonnell Field outside of Dublin yesterday. CBS carried these words and the rest of an interview by an Irish announcer yesterday at 2:30 P. M., E.D.S.T. Corrigan went on to describe the flight, which he termed "dumb luck."

Corrigan was heard replying to questions concerning what he had to eat, the flying conditions encountered en route, and a dozen other points relative to his flight.

NBC carried a two-way conversation between Corrigan and his aunt, uncle and mother in Los Angeles at 3:30 P. M., E.S.T.D. The same network also carried Bureau of Air Commerce comment and statements from various people connected with Floyd Bennett Airport. WOR-Mutual carried a Transradio flash of the landing at 10:34 A. M., E.D.S.T., and WHN reported that it broadcast word at 11:10 A. M.

NBC Thanked by Pope

NBC has received a special benediction from Pope Pius XI in recognition of its cooperation in relaying the Pontiff's message to the Eucharistic Congress held recently in Quebec, it was learned over the weekend in a letter received by the network from Filippo Soccorsi, director of the Vatican radio station.

A.C.A. Members Here

More than 150 members of the American Communications Association are in New York for the fourth annual convention of the organization at the Hotel Victoria. The sessions are expected to last until July 28.

LEADING CIRCUITS

RKO -- -- -- FOX WEST COAST -- -- -- TRI STATES --

KEY FIRST RUNS

PUBLIX-COOPER -- INTERSTATE -- CIVIC THEATRES

BOOK JEAN PARKER

FANCHON & MARCO COMERFORD -- CENTRAL STATES

IN

"ROMANCE OF THE LIMBERLOST"

BALABAN & KATZ -- BLACK HILLS -- FEIBER & SHEA

MONOGRAM SMASH HIT

-- -- SAENGER CIRCUIT -- -- MALCO CIRCUIT --

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DO NOT REM

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 44. NO. 13 NEW YORK, WEDNESDAY, JULY 20, 1938 TEN CENTS

Independents Curious About Industry Move

Say No Invitation Issued To Help Shape Policy

Speculation is current in the indus-ry concerning participation of the inlependent companies in the trade prac-ice program now being evolved by he major companies' committee ieaded by S. R. Kent.

It is presumed that the trade prac-ice committee will seek to include he smaller distributors, but so far no nvitation has gone out to them.

Edward Golden, vice-president of Monogram, says that his company loes not intend to join the move for an industry program, affirming a recent statement by W. Ray Johnston, president, to the effect that Monogram is not subject to the problems

(Continued on page 6)

Conciliation May Go to Exhibitors Within Few Days

The distributors' committee charged with formulating a plan of trade prac-ice regulation completed its pre-iminary work yesterday, according to reliable reports, and will begin its nitial meetings with exhibitor representatives in a week or 10 days. Letters asking the exhibitor leaders to convene here for round table discussions of the proposals are either in preparation now or will be before the end of the week.

The reports, while lacking official confirmation, were substantiated by he departure from the city yesterday of A. Montague, a member of the

(Continued on page 6)

WHO Files New Plea For Super-Power Use

Washington, July 19.—A new application for authority to use superpower has been filed with the Federal Communications Commission by WHO, Des Moines.

The Des Moines station was one of more than a dozen whose requests for 500 kilowatts were pending before the

(Continued on page 10)

More Radio—P. 10

An Old Favorite Returns In Impressive Modern Form

By IRENE KUHN

Clear skies, after days of deluge and dullness, auguring success for an old favorite, once a song hit, now a de luxe film, welcomed "Alexander's Ragtime Band" to Broadway last night. This is the first of the more pretentious of the 1938-39 big pictures, and 20th Century-Fox previewed it at the Hollywood Theatre with all the swank of a roadshow opening.

It was an unusual showing for it was the first time in many years that a picture has been presented so impressively for a single show, although 20th Century-Fox has done it twice previously in Hollywood. Those who were not in last night's gala preview audience will have to wait for the August 5 opening at the Roxy.

Sentiment clustered 'round the opening, for "Alexander's Ragtime Band" has come a long way from a song which made a career for Irving Berlin to one of the big pictures of the year.

The home office left nothing undone

(Continued on page 6)

Hammons May Drop Shorts For Features

Earle W. Hammons, president of Educational Pictures, reportedly will withdraw from the short subject production field on the completion of his releasing arrangement with 20th Century-Fox at the end of next week, and will complete arrangements shortly thereafter for entering feature production.

The plans of the Educational head, while still in a formative stage, are said to contemplate the production of about 12 features annually and, in addition, may embrace production of a limited number of "featurettes," presumably the type of four-reel feature planned by Hal Roach for United Artists release.

Distribution of the pictures will be either through Mr. Hammons' own company or through Grand National, should a merger with that company get court approval, it is said. A deal with Grand National might have been consummated months ago, according to report, except for the

(Continued on page 6)

Preparing to Merge Educational and G.N.

Hollywood, July 19.—Edward L. Alperson, co-trustee of Grand National, today said that a plan for merging Grand National with Educational will be presented to Federal Court for approval under the 77B reorganization process of G.N. within 10 days following approval of the proposal by the Educational group in New York.

The final plan for Grand National distribution is to provide 36 features

(Continued on page 6)

Michalove to Do Australian Study for Fox

Dan Michalove, assistant to S. R. Kent, president of 20th Century-Fox, will sail from San Francisco Aug. 17 on the *Mariposa* to make an exhaustive study of the company's affiliated theatre interests in Australia, represented by a direct investment of National Theatres in Hoyts circuit and allied groups.

On his return he will report to Mr. Kent and Spyros Skouras, and on the basis of his findings an expenditure up to $1,000,000 may be made in expansion, new construction and remodeling of properties, it is understood. Hoyts is the dominant circuit in Australia.

Mr. Michalove is a seasoned film and theatre man and company officials feel that his knowledge will be valuable in recommending improvements and expansion. It is planned to maintain a record of the theatre units at the home office.

National Theatres' interest in Hoyts includes 87 per cent of the common stock and about 10 per cent of the B preference shares.

Lloyd Picture Gets $41,000 First Week

Harold Lloyd's "Professor Beware" garnered $41,000 at the Paramount in the week ending last night and is in for a second week. Monday and Tuesday business was on the upgrade.

"Cowboy from Brooklyn," with a ballyhoo campaign behind it, netted $16,000 at the Strand. It was only a one-week attraction, however.

"Prison Break" did $5,200 at the Rialto. "Sky Giant" opened strong at the theatre yesterday.

General Plan Approved for Ad Campaign

Majors Agree on Draft; Details to Follow

General plans for the industry's national campaign to stimulate business and bring the new season's pictures to the attention of the public were approved yesterday by heads of the major companies, to whom they were presented at M. P. P. D. A. headquarters with the recommendations of the distributors' and affiliated circuits' campaign committees.

The plans were drafted by the working committee consisting of Howard Dietz, chairman; Robert Gillham and Charles E. McCarthy. Details of the campaign will be worked out by this committee in a series of meetings beginning early next week. Much of the work will be done in conjunction with the distributors' committee, headed by George J. Schaefer, and the circuits' committee, headed by Y. Frank Freeman. Members of the distributors' committee are Neil F. Agnew, Herman Wobber, William A. Scully and Gradwell L. Sears. On the circuits'

(Continued on page 10)

Set Cooperative Film Advertising Drive for Canada

Toronto, July 19.—"Go to the Movies Week" will be held across Canada from Sept. 19 to 24, inclusive, according to N. A. Taylor, chairman of the Motion Picture Branch, Toronto Board of Trade, and a start already has been made with the establishment of a cooperative fund for advertising purposes with an initial appropriation of $1,000 from Famous Players Canadian Corp. Similarly,

(Continued on page 2)

Cowdin Sails Today After English Talks

J. Cheever Cowdin, chairman of the board of Universal, is scheduled to sail for New York from England on the *Ile de France* today after five weeks of conferences with the company's affiliates in London.

Reports that Mr. Cowdin's mission abroad was concerned with new financing arrangements for Universal are

(Continued on page 6)

◂ Purely Personal ▸

VICTOR MILNER, president of the ASC and one of Paramount's top cameramen, will arrive in New York on the Century today with a crew to shoot background in New York for two weeks.

●

Gene Autry arrived in town late last night from Philadelphia. He later joined a number of Republic executives at Jack Dempsey's for supper. And so to bed.

●

Adolphe Menjou and his wife, Verree Teasdale, and Clifford Odets, playwright, are due on the *Champlain* today from Southampton.

●

Howard Dietz, Loew's advertising and publicity director, left for the coast by plane yesterday for product conferences at the M-G-M studio.

●

Bob Williams of the Warner home office publicity staff will leave today on a visit to the studios in Burbank. He will be gone for two weeks.

●

Mr. and Mrs. Charles R. Henshaw, variety stars, will sail on the *President Roosevelt* today for London engagements.

●

Morris Safier, G. N. sales representative with a roving assignment, has delayed his departure until the end of the week.

●

Bob Weitman, manager of the Paramount, and his family are at Grossinger's until Aug. 1.

●

William Goldberg of Gallic Films left yesterday for a four-day business trip to Philadelphia.

●

Harry Brandt plans a vacation starting Aug. 1, either on the coast or at Lake George.

●

Sylvia Sidney will sail today on the *Queen Mary* for a month's vacation in England.

●

Ethel Merman will arrive from the coast tomorrow, two days later than expected.

Cool!

AIR-COOLED
SKYSLEEPERS

OVERNIGHT TO LOS ANGELES

Big, luxurious Flagship Skysleepers. No change of planes. Air-conditioned at airports—nature-cooled en route. The Southern All-Year route. Complimentary meals. To Los Angeles or San Francisco, $149.95. 10% saving on round-trip flights.

The MERCURY Lv. Newark . . 5:10 p.m.
The SOUTHERNER Lv. Newark . . 9:00 p.m.

FOR RESERVATIONS
Call your travel agent or VAnderbilt 3-2580. Ticket Offices: 45 Vanderbilt Avenue and Rockefeller Center, 18 W. 49th St.

AMERICAN AIRLINES Inc.

Set Cooperative Film Advertising Drive for Canada

(*Continued from page* 1)

all film distributing companies in the Dominion are being asked to contribute to the fund and the invitation is thrown open to independent theatre interests to support the campaign.

Cooperative features will include posters, trailers, newspaper advertisements, publicity stories and window displays of a general nature, all to be outlined in a special pamphlet which will be distributed to all theatres and newspapers. Film exchanges will be requested to release special attractions for the week and the suggestion has been thrown out that booking clearances be waived for the occasion.

Grainger Honored at Pittsburgh Luncheon

Pittsburgh, July 19.—Seventy-five exhibitors attended a testimonial luncheon to James R. Grainger, president of Republic Pictures, at the William Penn Hotel here today. The luncheon was tendered by James Alexander, George Collins and Sam Feinberg, territorial franchise holders.

Mr. Alexander was toastmaster and introduced Mr. Grainger, who spoke on the company's plans. Other speakers were John H. Harris of the Harris Amusement Co., and national head of the Variety Clubs; Harry Kalmine, Warner district manager, and James B. Clark. Film and drama editors of local newspapers were guests.

Depinet, McCormick Going to the Coast

Ned E. Depinet, vice-president of RKO Radio Pictures; S. Barret McCormick, advertising and publicity director, and David Strumpf, art director, will leave for the coast by plane today to confer with studio officials on the company's production schedule for the new season. The trio will spend only a few days at the studio, and will probably be back in New York Monday or Tuesday of next week.

RKO's first new season production announcement will be prepared following their return from the coast. It is scheduled to be made public in about two weeks and will include product for the first quarter of the 1938-'39 production season.

Equity to Make Pay Concession at Shore

Actors Equity Association will consider granting certain salary concessions for Jones Beach and Randall's Island productions in the event J. J. Shubert gives assurances that it will reopen the shows for a minimum of three weeks, it was decided by the organization's council yesterday. The Shubert organization closed the productions last weekend, intimating that it could obtain no salary concessions when performances were prevented by inclement weather.

Equity's council deferred final action on a code to curb ticket speculation on Broadway shows but is expected to approve the producing managers' plan at a special meeting next Tuesday.

Rapf, Katz and Thau Questioned by Ellis

Hollywood, July 19.—Earl K. Ellis, New York attorney here under orders of the N. Y. Supreme Court to examine Loews, Inc. executives on their activities and duties in the suit of 11 stockholders charging illegal disbursements of bonuses to officers, today took depositions from Harry Rapf, Sam Katz and Ben Thau. Mr. Ellis plans to call Hunt Stromberg and Bernard Hyman to testify Wednesday.

Previous witnesses may be recalled Thursday for reexamination on documentary evidence of studio business requested by Mr. Ellis. Examinations probably will close Friday with Nicholas Nyfack on the stand.

Film Heads Did No May Stock Trading

Washington, July 19.—Trading of film company officials in the securities of their corporations was at a standstill in May, it was disclosed tonight by the semi-monthly summary of the Securities and Exchange Commission. Not a single transaction in film stocks was included in the report.

The commission, however, listed reports of officials of several companies regarding their holdings when they took office. E. H. Seifert, Fort Lee, N. J., reported the holdings of 60 shares of Consolidated Film Industries preferred stock on March 24, when he was elected a director, and Leon Kaplan, Los Angeles, held 300 shares of Grand National Films common when he became a director, June 6; Ira Seidel, Los Angeles, who joined the directorate of Grand National, Feb. 16 reported that he held none of the company's equity securities.

A 1937 report by S. Machnovitch, Universal Pictures officer, showed that he held no securities of the company directly but, through Universal Corp., held 228,927 shares of common, 220 shares of first preferred and 20,000 shares of second preferred. Reports for Peyton Gibson, also an officer, likewise showed no direct holdings but, through Universal, 228,927 shares of common, 220 shares of first preferred and 20,000 shares of second preferred. A report from Willis H. Taylor, Jr., New York, Universal director, showed no stocks held.

New Jersey Combine Dickers with Majors

Associated Theatres of New Jersey, buying and booking combine headed by Irving Dollinger, president of the Allied state unit, is negotiating new product deals with the major companies. While no deals have been set as yet, none of the companies has refused to negotiate with the group, according to Mr. Dollinger.

Jerry Roth, formerly interested in exhibition in Pittsburgh, has been named booker at the New York office.

John Grierson Sails

Quebec, July 19.—Radio and motion pictures are destined to play a big part in bringing about a much needed understanding between the different sections in Canada, it was stated here today by John Grierson, producer member of England's Motion Picture Advisory Council, prior to his departure for England on the *Empress of Britain*. He expects to return next year.

Expect 100 Golfers At Fabian Tourney

About 100 golfers are expected to tee off at Preakness Hills Country Club, Paterson, tomorrow at the Fabian Theatres golf tournament.

Si Fabian has donated one of the many prizes. It is called the Jacob Fabian trophy in honor of his father.

A partial list of entries follows:

Leo Abrams, Jack Bowan, Harry Black, Larry Cowan, Nat Co[illegible] Sam Cocalis, Charles Casanave, [illegible]rles Casanave, Jr., David Cole, Sidney Deneau, George Dembow, Eugene DeRosa, John Eberson, Richard Ettelson, Morris Epstein, Sol Edwards, Nat Fellman, S. H. Fabian, Joe Felder, Moe Grassgreen, Harold Greenberg, Lou Golding, Louis Frisch, Herman Gluckman, Ed Golden, Arthur Greenblatt, Roy Haines, Joe Hornstein, Adolph Haas, J. J. Lee, Joe Lee, David Levy, Irving Landes, William M. Jones, Martin Jacobs, W. Ray Johnston, William Kamm, Martin Kornbluth, Bernard Kranze, Ward Kreag, Hugh Kling, Bert Kulick, Saul Krugman, Chick Lewis, Mitchell May, Jr., Charles O'Reilly, L. N. Olmsted, Eugene Picker, Ralph Pielow, Ben Perse.

Also Al Mendelson, Louis Notarius, Ted O'Shea, Samuel Rosen, Samuel Rinzler, Harold Rinzler, Walter Reade, Jr., Phil Ries, Al Reid, Maury Stahl, Ben Sherman, William Surosky, Bernard Sholtz, Marvin Schenck, Joe Shure, William Scully, George P. Skouras, Harry Thomas, Eddie Schnitzer, George Walsh, Louis Weinberg and Paul Wallen.

Monogram Offers Stock

Monogram is offering 100 shares of stock to the exchange showing the biggest increase in collections for eight weeks ending Sept. 3.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Benner, Al Finestone, Thomas Fitzsimmons, Sherwin A. Kane, Irene Kuhn, Joseph Priore.

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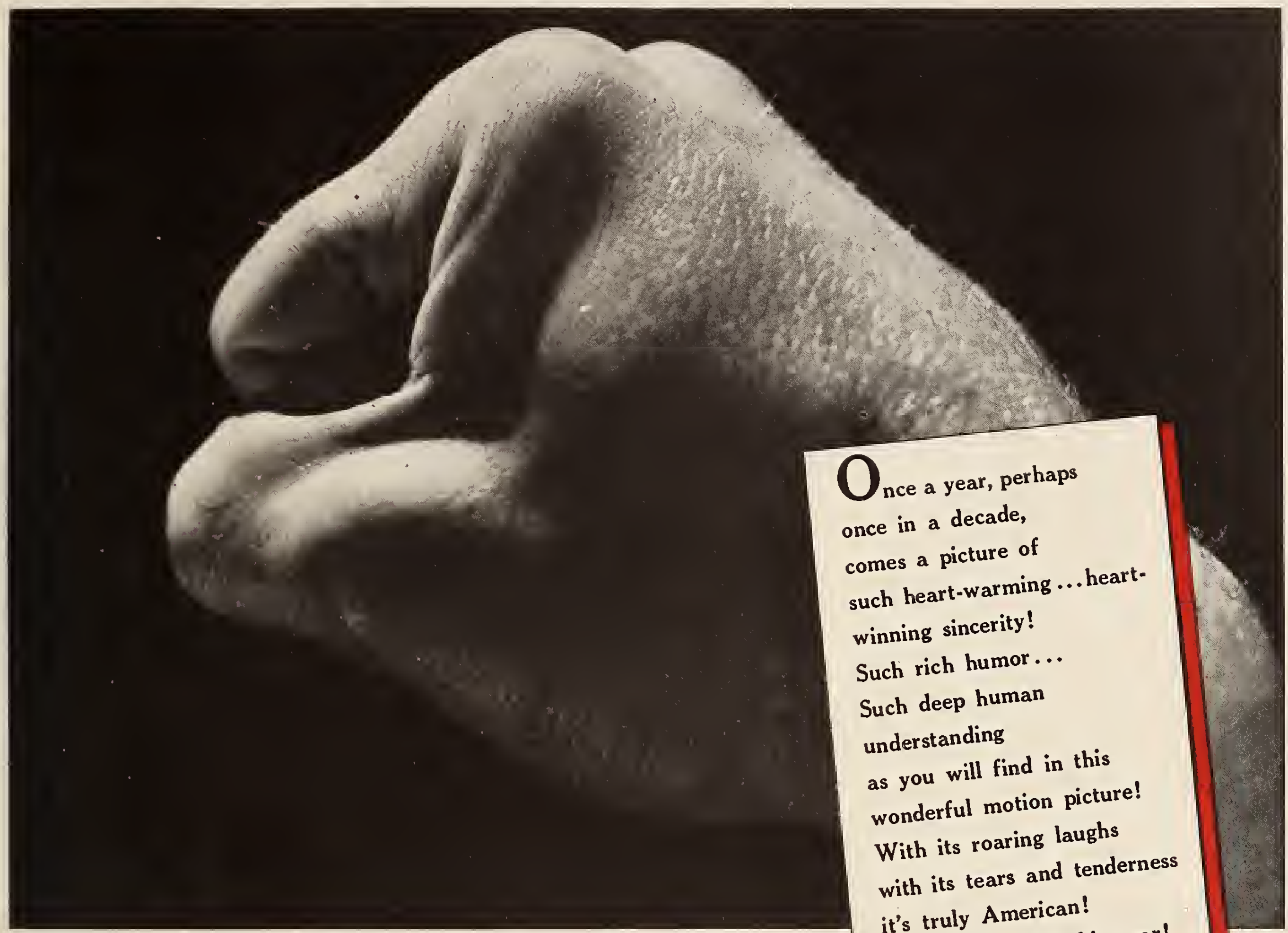
Entered as second class matter June 10, 1938, at the post office at New York, N. Y., under the act of March 3, 1879.

Subscription rates per year $6 in the Americas and foreign $12. Single copies 10 cents.

"Best of the Judge Hardy series from Metro, this one has the class for first-run single bills where it will do boxoffice business. In story, performances and production, it rates high bracket allocation. Sock entertainment."—*VARIETY*



SOCK !

At the heart...At the funny-bone...At the tear-ducts... At the purse-strings...Here is what happened in the first engagement playing Day and Date...State and Chinese theatres, L. A.... Business so enormous...They had to give ...*Additional performance*...Keeping box-office open until 11 P. M.... Subsequent openings confirm trade opinion that it's the Biggest profit opportunity in months... Up go the ad budgets!...Give it everything you've got

"LOVE FINDS ANDY HARDY"

An "A-Plus" Picture!

Once a year, perhaps once in a decade, comes a picture of such heart-warming...heart-winning sincerity! Such rich humor... Such deep human understanding as you will find in this wonderful motion picture! With its roaring laughs with its tears and tenderness it's truly American! The best film of this year!

Remember "A Family Affair"
"You're Only Young Once"
"Judge Hardy's Children"
here's the fourth and best!

LOVE FINDS ANDY HARDY

Another Story of Judge Hardy's Family

LEWIS STONE with MICKEY ROONEY · JUDY GARLAND · CECILIA PARKER · FAY HOLDEN

Screen Play by William Ludwig · Directed by George B. Seitz

A Metro-Goldwyn-Mayer Picture

"I got three girls! Why that's practically polygamy—ain't it?"

IT ROCKS NEW WITH BIGGEST OPENING SINCE "SNOW WHITE"!

THE "LITTLE GUY" IS — WITH THE

A NEW
UNIVERSAL PRODUCTION

Screen Play by Gilson Brown and
Brenda Weisberg
Directed by Harold Young
Associate Producer Ken Goldsmith

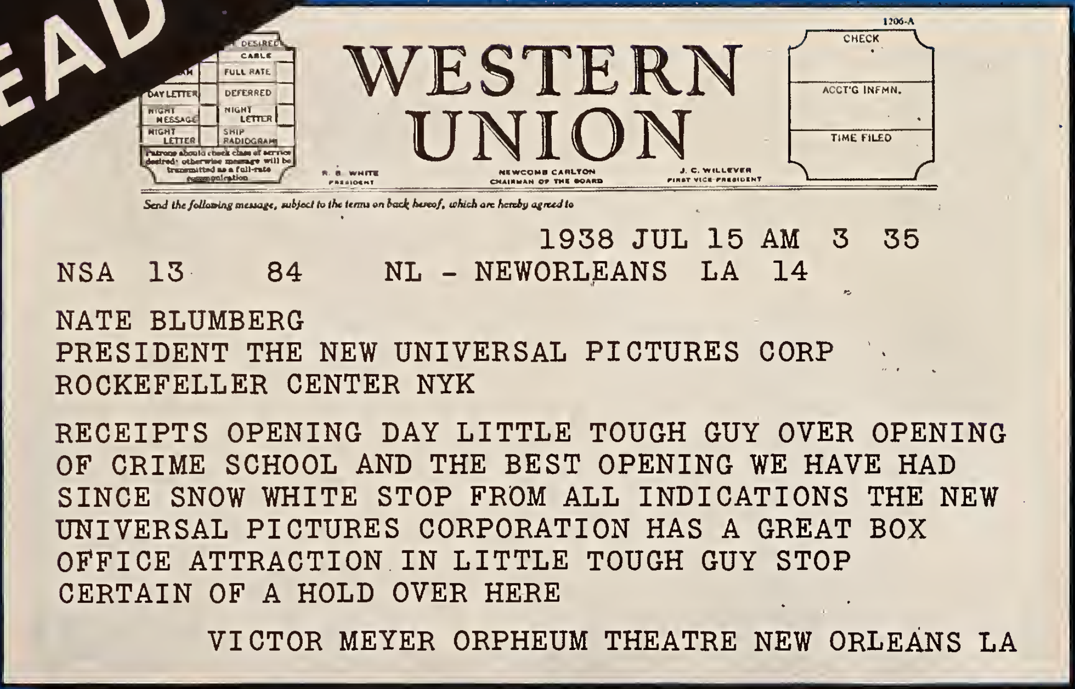
UNIVERSAL PICTURES

RLEANS

TOUGH MIGHTY!

MIGHTY "DEAD END" KIDS!

Read this Wire From the crowded Orpheum Theatre in New Orleans!



DESIRED
CABLE
FULL RATE
DAY LETTER
DEFERRED
NIGHT MESSAGE
NIGHT LETTER
NIGHT LETTER
SHIP RADIOGRAM
Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication

WESTERN UNION

R. B. WHITE, PRESIDENT
NEWCOMB CARLTON, CHAIRMAN OF THE BOARD
J. C. WILLEVER, FIRST VICE-PRESIDENT

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Send the following message, subject to the terms on back hereof, which are hereby agreed to

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NSA 13    84    NL - NEWORLEANS  LA  14
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NATE BLUMBERG
PRESIDENT THE NEW UNIVERSAL PICTURES CORP
ROCKEFELLER CENTER NYK

RECEIPTS OPENING DAY LITTLE TOUGH GUY OVER OPENING OF CRIME SCHOOL AND THE BEST OPENING WE HAVE HAD SINCE SNOW WHITE STOP FROM ALL INDICATIONS THE NEW UNIVERSAL PICTURES CORPORATION HAS A GREAT BOX OFFICE ATTRACTION IN LITTLE TOUGH GUY STOP CERTAIN OF A HOLD OVER HERE

VICTOR MEYER ORPHEUM THEATRE NEW ORLEANS LA

with

HELEN PARRISH
JACKIE SEARL
ROBERT WILCOX
BILLY HALOP
Huntz Hall
Gabriel Dell
Bernard Punsly
Hally Chester
David Gorcey

THE CROWDS ARE GATHERING NOW FOR THESE KEY CITY OPENINGS!

Keith's Theatre, Boston
Palace Theatre, Cleveland
Keith's Theatre, Washington
Palace Theatre, Chicago
Strand Theatre, Albany
Keith's Theatre, Baltimore
Bijou Theatre, Springfield, Mass.
Keith's Theatre, Lowell
Penn Theatre, Wilkes-Barre

WATCH THESE GROSS-GETTING DATES!

Independents Curious About Industry Move

(Continued from page 1)

in its relations with exhibitors that the large companies are.

Mr. Golden is of the opinion that the grievances the distributor committee will seek to correct do not involve the smaller companies.

James R. Grainger, president and distribution head of Republic, said that he has not given any thought to the matter and he is uncertain what the position of his company would be if asked to participate in the trade practice program.

Arthur A. Lee, vice-president of Gaumont British, said that his company will follow the lead taken by 20th Century-Fox, in view of the releasing tieup with that company. He pointed out that the company has not as yet been invited by the committee for any discussions, and said that "we will state our position at the proper time."

G. B. to Sell in Block

Mr. Lee is of the opinion that "there are a lot of abuses on both sides, and that they are not confined to the distributors." G. B. has discarded its 1937-'38 policy of selling films singly and for next season will sell its output in block.

Sol Edwards, eastern district head of Grand National, indicated that his company will join the industry program, although he pointed out that the smaller companies are not receiving as many exhibitor complaints as the major interests.

A spokesman for the distributor committee said that no move to call a conference with exhibitors has been made, but letters of invitation may go out this week. At the same time, an official statement detailing the status of the committee's efforts, and probably the program agreed upon by distributors, is expected to be given to the industry.

Conciliation May Go to Exhibitors Within Few Days

(Continued from page 1)

working committee, and the scheduled departure today of Ned E. Depinet, another member of the working committee. With Sidney R. Kent, chairman, and Nicholas M. Schenck, alternate, also out of the city, the committee cannot hold further meetings.

Mr. Montague's and Mr. Depinet's plans are so arranged, however, that they could be on hand here for exhibitor meetings next week, It was reported that Mr. Kent, also, may come into the city from his vacation home in Maine late next week.

Bilson Quits Universal

Hollywood, July 19.—George Bilson, Universal associate producer, has left the company's employ after completing his first picture, "Freshman Year."

An Old Favorite Returns In Impressive Modern Form

(Continued from page 1)

to make the opening a smooth one. Fifteen minutes before opening time early birds were waiting impatiently in orchestra seats. Flashlight bulbs went off to catch License Commissioner Moss and Felix Jenkins, chief counsel for the picture company. The home office staff, headed by Charles E. McCarthy were everywhere at once in lobby and theatre foyer, welcoming guests, keeping things moving.

Len Gaynor and Bill Chambliss handled the lobby; Rodney Bush was in the foyer; Jeanette Sauer greeted women press representatives. Mr. McCarthy m. c.'d.

Irving Berlin, who had been in the theatre for the morning sound rehearsal, came down from the projection booth to kiss his wife, the former Ellin Mackay, escorted by her brother, and then went back. He saw the picture from that high perch, and checked sound cues throughout. He had nothing to worry about. Applause broke out repeatedly as the old song favorites came on. There was more enthusiasm than Broadway has seen in a long time. "Alexander's Ragtime Band" was reviewed in Motion Picture Daily May 26.

Audience There Early

Sam Harris escorted Mrs. J. Lansburg, and Mr. and Mrs. Joseph Bernhard of Warners' were right behind.

The audience was unusually prompt in arriving, and despite the number of pauses to greet friends, there was little delay in getting to seats. Only a minority wore formal attire, light weight suits predominating among the men, and chiffon and print frocks among the women.

At 20 to 9, Leo Spitz, president of RKO, arrived with Mrs. Spitz. With them were Mr. and Mrs. Herman Wobber. They were followed by Mr. C. C. Moskowitz of Loew's with his wife and another couple.

Ed Fay, Providence theatre man, strolled in alone, but knew everyone and was quite a while getting through the "hellos." Bill Bacher and Bill Goetz arrived together, followed by Harvey Day.

Aylesworth Present

Merlin H. Aylesworth, publisher of the *World-Telegram,* joined Mrs. Aylesworth in the lobby. Columbia pictures was represented by Jack Cohn, there with Mrs. Cohn, and Mr. and Mrs. Nate Spingold.

At 5 to 9, Earl Wingart, head of Fox publicity, hurried in, escorting the beauteous Annabella.

And while Mrs. Alfred E. Smith, her sons, Alfred, Jr., and Walter, and her daughter and son-in-law, Mr. and Mrs. Frank Quillinan, were being snapped, the call "picture is on" went on, and Jimmy Walker came in with his wife, the former Betty Compton.

Drama touched his entrance into the darkened theatre. Lowell Thomas, the voice of Movietone News, was saying "In the days of Jimmy Walker" and the clip flashed the meeting many years ago on City Hall steps of the then Mayor James J. Walker and Queen Marie of Roumania, who died yesterday.

Jimmy walked down the shadowy aisle behind his wife to their seats, looking straight into his smiling image of days that are gone, when, as mayor of the world's greatest city, he welcomed a queen with a typical Walker quip.

Other celebrities present were Winthrop Aldrich, president of Chase National Bank, and Mrs. Aldrich; Herbert Bayard Swope, Ambassador Guggenheim, Mr. and Mrs. Joseph Brooks, Moss Hart, George Kaufman, Lew Lehr, Ed Thorgersen, Mrs. Rose Gershwin, Gordon & Revel, Jack and Hannah Dempsey, Herman Place, Ferde Grofe, Morton Downey. There were 1,479 tickets sent out. Every seat was filled. "Alexander's Ragtime Band" tooted a prophecy of success.

Zanucks See Reels Cover King's Visit

By PIERRE AUTRE

Paris, July 19.—Darryl F. Zanuck, vice-president in charge of 20th Century-Fox production, now vacationing here, was among the film executives who watched the parade down the Champs Elysees today as King George VI of England arrived for a state visit to France. Approximately 100 newsreel cameramen, representing six French, four British and the American newsreels, made a camera record of the arrival of the King.

Mr. Zanuck's wife and children were with him on the balcony of the company's offices, where a special platform had been built for the children. Mr. Zanuck met the French press yesterday on his return from a flight to Amsterdam, where he had gone to visit Don Ameche, recovering after an operation for appendicitis. Newsreels in color were taken of the arrival of King George. The black and white film, sent to England when developed, may be flown from Ireland to Canada tomorrow. Television and radio broadcasts also covered the event here.

English Group Urges Film Use Regulation

London, July 19.—Stringent regulations regarding the non-commercial use and sale of motion picture film are suggested in the Government report of the Departmental Committee for the Use of Celluloid, published today. The committee was established by the Government to study the situation and to advise on new legislation.

It suggests the prohibition of the sale or rental of toy projectors capable of using ordinary motion picture film and the prevention of the sale or rental to the general public of nitro-cellulose film of any size. Exceptions would be made in the case of scientific bodies. The group has designated any film containing three per cent or less of nitro-cellulose as non flam.

Allied to Meet at Shore

Allied of New Jersey will hold its meetings during the summer in Asbury Park, it is said by Irving Dollinger, president. The next meeting is scheduled for next Wednesday at the Berkeley Carteret Hotel.

Hammons May Drop Shorts For Features

(Continued from page 1)

reluctance of Mr. Hammons to withdraw from short subject production, a field to which he has devoted [illegible]ally his entire career.

Mr. Hammons was not at his office yesterday and could not be reached for comment on the reports at his home. He has declined persistently to discuss his future plans, however, asserting that while he is working on several deals he is not in a position to comment on them for publication until one or another has been concluded. His decision to discontinue short subject production, however, is said to have been based upon the current prevalence of double featuring and the inroads the practice has made on both the use of short subjects and the revenue derived from them.

Set Plans to Merge Educational and G.N.

(Continued from page 1)

and two or three series of western pictures for the new season, Mr. Alperson said. With 18 features and a series of eight westerns already set under the Fine Arts Pictures deal, two more Renfrew of the Royal Mounteds from Phil Goldstone's Criterion Pictures and one Anna Sten feature to be produced by Eugene Frenke, Mr. Alperson declared the amalgamation of the two firms would bring approximately $1,500,000 into the new organization for production of the 15 pictures needed to fill out the contemplated feature program and the added westerns series.

Mr. Alperson and Loyd Wright, in a statement regarding the financial condition of G. N. from May 28 to July 1 declared that receipts were $211,326 and disbursements $144,298, leaving a balance of $67,027.

Settle Anna Sten's Claim

Los Angeles, July 19. — Federal Court today approved a compromise settlement of the $168,750 claim of Anna Sten and United Players Productions, Inc., against Grand National calling for a payment of $30,000 with the proviso that G. N. produce two Anna Sten features, the first of which will start in 90 days. United and Miss Sten brought the claim charging breach of contract.

Cowdin Sails Today After English Talks

(Continued from page 1)

minimized here in view of the fact that arrangements were completed with two New York banks recently which provide adequate working capital for the company under a revolving fund similar to that which was formerly in effect with the Bank of America. The arrangement is reported to be a continuing one and of sufficient proportions to make additional financing unnecessary.

Mr. Cowdin's trip was described at the Universal home office as his usual annual visit with C. M. Woolf and other officials of General Film Distributors.

SKY
GIANT

He-man Hero Richard Dix as the reckless Viking who rode the clouds in glory . . . Handsome Chester Morris as the cocky flying cadet . . . Lovely Joan Fontaine as the girl whose love built a wall of hate between two comrades of the airways . . . IN A DRAMA AFLAME WITH THE THRILL OF FLIGHT . . . ALIVE WITH THE BEAT OF HUMAN HEARTS! . . . ANOTHER BIG SUMMER SHOW FROM RKO!

SKY GIANT

starring **RICHARD DIX**
CHESTER MORRIS
JOAN FONTAINE
with **HARRY CAREY**
PAUL GUILFOYLE

RKO RADIO PICTURES

Directed by LEW LANDERS
Produced by ROBERT SISK
Story and screen play by Lionel Houser

McNelis Trial Date Is Set for Sept. 2

Sept. 2 has been set as the date for trial of Catherine McNelis, her brother, John P. McNelis, affiliated with her in Tower Magazines, Inc.; Joseph D. Flynn and E. Frederick Low, all of whom pleaded not guilty to indictments charging use of the mails to defraud.

Miss McNelis and her brother are free [illegible] bail of $5,000, and the other defe[illegible]s in bail of $2,000 each. The indictments charge that the circulation of the Tower publications had been misrepresented to advertisers.

Alger Asks Compensation

George W. Alger, special master in the RKO reorganization proceedings, yesterday filed a petition requesting Federal Judge William Bondy to fix "reasonable compensation" for his services as special master in hearing and reporting on four issues of fact and law referred to him.

Mr. Alger listed his services on the question of the original plan of reorganization and on the petitions of Ernest W. Stirn, Edward J. Hickey and Ira A. MacPherson, and stated that he had received no compensation for hearing any of these matters.

Baynes Gets Attachment

Supreme Court Justice Philip J. McCook yesterday issued a warrant of attachment against the property of Atlantic Film Productions, Ltd., upon the request of George McLeod Baynes, plaintiff in a $30,000 suit against Atlantic. The plaintiff's suit is based on an alleged contract made in 1936 whereby he was to represent Atlantic in the distribution of "Thunder in the City" in the United States and Canada. Baynes claimed that he secured Columbia Pictures as distributor, but that he had received no compensation.

Wall Street

Para. Issues Hit New Highs

	Open	High	Low	Close	Net Change
Col.	16⅜	16½	16¼	16½	+ ⅜
Col. pfd....	35⅜	35⅜	35⅜	35⅜	+ ⅞
Cons.	1½	1⅝	1½	1⅝	+ ¼
Cons. pfd...	7½	7⅞	7½	7⅞	+ ⅜
E. K.	175¼	179½	175¼	179	+3⅞
E. K. pfd..	171	171	171	171	.....
G. T. E. ..	15⅞	16⅛	15¾	16	+ ¼
Loew	54¾	56¼	54¾	56	+1⅝
Para.	12⅞	13¼	12¾	13⅛	+ ⅜
Para. 1.....	99	100	98⅜	100	+1⅞
Para. 2.....	12⅞	13	12¾	13	+ ⅝
Pathe	8⅝	8⅞	8⅛	8⅛	— ¼
RKO	3⅛	3½	3⅛	3⅜	+ ⅜
20th Fox ..	26⅞	26⅞	26¼	26⅜	— ⅜
20th pfd.....	37	38	37	37¾	+1¾
W. B.	8	8	7¾	8	+ ⅛
W. B. pfd..	43	43	42½	42½	+6½

Curb Increase Holds

	Open	High	Low	Close	Net Change
G. N.	⅜	7/16	⅜	7/16	.....
Monogram	3	3	2⅞	2⅞	.....
Sentry	¼	5/16	¼	5/16	+1/16
Sonotone ..	1¾	1¾	1¾	1¾	+ ⅛
Tech.	23¼	23⅜	22¾	23¼	.....
Trans-Lux	2¼	2¼	2¼	2¼	.....
Univ. Corp.	2⅜	2½	2⅜	2½	+ ⅛

Keith Bonds in Year Record

	High	Low	Close	Net Change
Keith 6s '46.......	91	91	91	+1
Loew 3½s '46.....	100¼	100	100	.....
Para. B'way 3s '55	63	62½	63	+1⅞
Para. Pict. 6s '55	83	82¾	83	+1
RKO 6s '41.......	79	76½	79	+2½
W. B. 6s '39......	85⅝	83	85	+2

(Quotations at close of July 19)

The Newsreel Parade

Movietone News
Vol. 20, No. 89
(20th Century-Fox)

Movietone missed Douglas Corrigan. The welcome to Howard Hughes is shown, and the chief story is President Roosevelt's Pacific review of the fleet. It is well done. An excellent pictorial history of the late Queen Marie of Roumania is offered and the forest fires of the northwest and the naptha blaze in Wellsville, N. Y., make spectacular material.

The rest of the reel includes the ceremonies at the restoration of Rheims Cathedral, Lew Lehr poking verbal fun at girls sun bathing under cellophane, and the sporting division, which pictures Paul Runyan winning the pro golf title, Dizzy Dean returning to the mound, and Sea Biscuit coming through to win handily in a coast race. Running time, 10 mins. A.

News of the Day
Vol. 9, No. 287
(M-G-M)

News of the Day editors have concocted a smart piece of coverage on Douglas Corrigan's flight. They caught the young flier on his arrival at Roosevelt Field from the coast, and he is seen examining his plane. To build the story, shots of Col. Lindbergh and his *Spirit of St. Louis* are shown before his takeoff, and a diagram map shows Corrigan's flight from the coast and across the ocean. Likewise tied in are the pictures of the ticker-tape greeting of New York to Howard Hughes, with a similar welcome predicted for Corrigan.

The rest of the issue contains the President's review of the fleet in the Pacific, forest fires sweeping the northwest, the girl who emulates Lady Godiva in an English village, and the ceremonies at the reopening of Rheims Cathedral. Paul Runyan captures the pro golf crown and Sea Biscuit the Hollywood Gold Cup in the sporting coverage. Running time, 9 mins. A.

RKO Pathe News
Vol. 9, No. 104
(RKO)

Cameramen did a good job on New York's welcome to Howard Hughes and his mates on their parade in lower Manhattan. Shots of the flying millionaire are included and a motorcycle police mishap adds to the story.

Other clips are: Paul Runyan winning the P. G. A. championship over Sammy Snead; rites at the ordination of 58 priests in Notre Dame Cathedral, Paris; Tony Galento challenging all comers to a heavyweight fracas; the Yeomen of the Guard receiving their regimental colors from King George; the oil refinery fire at Wellsville, N. Y., and President Roosevelt, speaking at San Francisco, making a plea for world peace. Running time, 9 mins. F.

King Is Absent

Ed Hatrick, head of the Hearst film interests, yesterday received this cable from Mike Clofine, managing editor of News of the Day, who is in London:

"Gaumont British is trying to get Corrigan, but I don't know as they will because the King is in Paris today."

However, Mr. Hatrick is confident Mr. Clofine will come through with footage on the "California via Dublin" aviator. Gaumont British covers News of the Day in England.

Paramount News
No. 100
(Paramount)

Paramount's footage on the Corrigan flight is buried in the middle of the continuity, but it probably will be the biggest thing on the screen wherever shown and exhibitors can play it that way.

Corrigan is shown stepping out of his old crate at Roosevelt Field, and the sides of the thing wrinkle as he emerges. His wobbly instrument panel atop a gas tank can be seen. Then a young fellow climbs into a plane similar to Corrigan's and says: "His tank is here. It's so high he can't see out the front window. He has to look out the side." A projection room audience howled. Then the Floyd Bennett airport manager explains how Corrigan commented on a weather report. This combined with the special subject on Howard Hughes' return is an amazing study in contrasts.

The rest of the reel is routine—Dizzy Dean's return to baseball, amateur sculptors at work in a field, forest fires east and west, a big wheat crop prediction, and "Giant Killer" Runyan's professional golf victory. Running time, 9 mins. J.

Universal Newsreel
Vol. 10, No. 685
(Universal)

Aviation for the most part occupies the spotlight in this reel. Howard Hughes arrives and departs from Le Bourget in Paris. Later he is seen at Minneapolis on the last leg of his trip followed by a parade up Broadway to City Hall. The scene then shifts to Floyd Bennett Airport where Douglas Corrigan is shown with his nine-year-old ship before the takeoff which landed him in Ireland. The lead is given to President Roosevelt's review of the Pacific fleet off San Francisco. It manages a few excellent scenes of battlewagons under way and in formation.

Then there are the visit of the Crown Prince of Sweden in Minnesota, a $5,000,000 oil fire in Wellsville, N. Y., forest fires in the State of Washington and the re-dedication of the cathedral at Rheims. For a snappy finish Tony Galento and John Lewis are shown in training, the former "acting up"; and Sea Biscuit comes from behind at Inglewood to win. Running time, 9 mins. P.

Dog Track Ruling Today

ALBANY, July 19.—Supreme Court Justice Pierce Russell tomorrow will rule on the petition of the operators of the Nassau Greyhound Racetrack for an injunction against state police interference with their operations.

Colony Theatre
RAM TONIGHT AT 6:30 P.M.

Only RCA PHOTOPHONE DOES THE WHOLE JOB!

RCA Photophone alone does everything in movie sound . . . from research and development right on through to recording, reproduction and servicing.

Cleveland's Colony Theatre cashes in with Photophone

Your Theatre, too, can have the Exclusive Advantages of the Magic Voice of the Screen!

Over 5,000 houses now use this equipment which offers 10 PROOFS of its superiority! It's available to theatres of every size — at the sort of price you'll appreciate!

Having good sound in your theatre is sound business on your part. For theatre-goers nowadays are sound conscious. That's why it pays—and pays well—at the box-office when you use RCA Photophone's Magic Voice of the Screen.

Only the Magic Voice of the Screen offers you the ten outstanding proofs of superiority shown in panel below. These facts clearly indicate the wisdom of investing in this equipment. So follow the lead of more than 5,000 other theatres—chains and independents alike — get the Magic Voice! It's available for *your* kind of theatre—at *your* kind of price!

RCA Photophone's Service Organization has a low-cost theatre service plan you'll be interested in!

Better sound means better Box Office—and RCA Tubes mean better sound

RCA presents the Magic Key every Sunday, 2 to 3 p.m., E.D.S.T., on NBC Blue Network

Only the Magic Voice of the Screen Offers These 10 Proofs of Superiority

Rotary Stabilizer . . . Cellular Speakers . . . Simple Operation . . . Economical Operation . . . Push-Pull Adaptability . . . High Fidelity Reproduction . . . Simple Installation . . . Accessibility . . . Easy Payment Plan . . . Low-Cost Maintenance — Liberal Service.

RCA

Photophone

THE MAGIC VOICE OF THE SCREEN

RCA Mfg. Co., Inc. · Camden, N. J.

A Service of the Radio Corp. of America

WLW 51% Ads Reaching 80% Of Population

WASHINGTON, July 19.—Commercial programs account for 51.2 per cent of WLW time and 80 per cent of the country's population can pick up the station at night, it was admitted by officials of the company appearing before the Federal Communications Commission today during hearings on extension of the station's 500,000 watt license.

The time devoted to commercials, it was disclosed, is far greater than the average for even the 50-kilowatt group, it was shown by exhibits submitted by James Shouse, vice-president in charge of broadcasting.

Mr. Shouse's testimony also developed that 77.7 per cent of the station's time on the air is devoted to entertainment, 16,971 hours of which were presented during the year ended with last April.

Increase of the station's power from 50 to 500 kilowatts brought about an extension of the secondary rather than the primary service area, it was stated by G. F. Lydorf, WLW engineer. While sharply restricted during the day, the secondary service area at night extends from Maine to the Rocky Mountains and from the deep south well into Canada.

Fading a Problem

Striving to prove that WLW had complied with the requirements of its experimental license, Mr. Lydorf told the commission that a number of problems were under investigation. The major problem, he said, is that of fading and daily, seasonal and solar variations in the secondary service area.

All of the station's evidence is being supported by exhibits, nearly 150 of which were introduced during the first two days of the hearings, ranging from photographs of the WLW transmitter and studios to records of the time devoted to various "public service" programs.

Exhibits submitted during Mr. Lydorf's testimony indicated that WLW alone was the equivalent of a far-flung chain and that advertisers using the station would need no other outlets within the area covered. This is a a matter of considerable complaint among broadcasters using lesser power, and a number of communications have been received by the commission alleging that advertisers have dropped other stations when they went on WLW.

Pelletier Goes Abroad

QUEBEC, July 19.—Wilfred Pelletier, assistant director of the Metropolitan Opera Co., and his wife, Rose Bampton, sailed today on the *Empress of Australia*. Miss Bampton will spend several months studying in Milan, while Mr. Pelletier will engage in musical research work in France.

Hughes Lunch on Mutual

Tomorrow, from 2:30 to 3 P.M., E.D.S.T., Mutual will broadcast the National Press Club's luncheon in honor of Howard Hughes. The period will emanate from Washington. NBC is also handling the event.

Radio Personals

GERTRUDE LAWRENCE and Eddie Garr have been set for appearances on Rudy Vallee's NBC program. Garr will be heard tomorrow and Miss Lawrence next week. . . . Joseph J. Wood, president of Wood & Co., is visiting in the Midwest. . . . Alfred Wallenstein will make a guest appearance as conductor of the Philadelphia Orchestra in Robin Hood Dell, Philadelphia, on July 30. . . . Mona Morgan, Shakespearean actress and student, will be Ted Malone's guest on his "Between the Bookends" program over Mutual Friday. . . . Tom Cochran has taken offices at 2 W. 45th St. He left yesterday for Boston.

✚

Fred Weber, Mutual general manager, is in Chicago on business. He will return Monday. . . . Harriet Hilliard will be Radie Harris' guest over the latter's Mutual broadcast tomorrow. . . . Don Johnson, comedian and script writer, has been engaged to work with Ted Pearson and Les White on the Tim and Irene shows for Royal Crown. . . . Al Roth has had his contract with Rudy Vallee renewed for another year. . . . Sheldon B. Hickox, Jr., assistant to the station relations manager at NBC, is the father of a boy, his first child, born to Mrs. Hickox at the Leroy Sanitarium.

✚

Martha Scott, actress currently appearing in "Our Town," will be interviewed Friday over CBS at 5:45 P.M., E.D.S.T. . . . Mrs. Peter Andrews, mother of the Andrews Sisters, will be interviewed on Polly Shedlove's WHN broadcast today . . . Morris D. Mudge, formerly with Edward Petrie and Conde Nast Publications, has joined WOR-Mutual as eastern sales representative.

Cantor Sets Benefit Show

LONDON, July 19.—Eddie Cantor, with the Hyams Brothers, leading independent London exhibitors, has organized a pretentious benefit variety show for midnight Saturday at the State here. Proceeds will go to the Cantor Fund for children of political refugees. Gracie Fields, George Formby, Flanagan & Allen, Beatrice Lillie, Ambrose and many other headliners will contribute their services.

Sign Coughlin Contract

PHILADELPHIA, July 19.—Aircasters, Inc., of Detroit, acting for Father Coughlin, have concluded arrangements with WFIL and the Quaker network for the broadcasting of the clergyman's addresses beginning Nov. 6. WFIL, because of previous commitments, will not be able to carry the periods but is expected to record them for re-broadcasting later.

WHN to Honor Corrigan

WHN from 9:30 to 10 P. M., E. D. S. T., Friday, will offer a program in honor of Douglas Corrigan. Judge John P. O'Brien, president of the Friendly Sons of St. Patrick and James McGurrin, president of the Irish-American Historical Society, will be the chief speakers. An appropriate musical program will be furnished.

San Francisco Unit Ratifies AFRA Deal

The San Francisco local of the American Federation of Radio Artists has ratified the contract covering wage and hour terms for sustaining programs on the NBC and CBS networks, which was signed last week by union officials and executives of the broadcasting companies.

The Pacific coast chapter is the third to approve the contract. Previously members in New York and Chicago agreed to the terms. Members in Los Angeles have yet to vote. The contract is scheduled to become effective the third Sunday after the union reports back to the networks about Aug. 7.

WHO Files New Plea For Super-Power Use

(*Continued from page* 1)

commission and its application was slated for hearings coincidentally with the WLW request for extension. The station withdrew its application in advance of the hearing, apparently so that it would not be bracketed with the Cincinnati fight.

Bernie Ruling Reserved

N. Y. Supreme Court Justice Edward J. McGoldrick yesterday reserved decision on the application of Ben Bernie to dismiss the $50,000 suit of George Picker against him on the ground that no cause of action had been set forth in Picker's complaint. Suit had been brought charging that Bernie had caused "shame and ridicule" to the plaintiff by the alleged use of his name in a sketch broadcast on March 3, 1938, over the Columbia Broadcasting System.

P. & G. in NBC Contract

Procter & Gamble has reserved time on the NBC-Red for 26 weeks beginning Sept. 5. Product to be sponsored is Ivory Soap. Details of the program, which is to be heard from 4:30 to 4:45 P. M. on the Red network, Mondays through Fridays, will be announced later. The account is handled by the Compton Advertising, Inc.

WMCA to Hold Audition

WMCA will hold an audition tomorrow for "an honest man with moral qualifications to play the part of Sir Galahad" for the "Ave Maria" hour. The Fathers of St. Christopher's Inn, who sponsor the program, advertised for such a "moral" person for the dramatization of the search for the Holy Grail next Sunday.

Takes Time Over NBC

John Morrell & Co. has engaged time over 19 NBC stations for the sponsorship of "Bob Becker's Chats About Dogs." Product to be advertised is Red Hot Dog Food. The program originates in Chicago and will be heard on Sundays from 1:45 to 2 P. M., E.D.S.T. Henri, Hurst & McDonald is the agency.

Tobacco Show Renewed

CHARLOTTE, July 19.—Brown & Williamson Tobacco Co. has renewed "The Novelteers" for Avalon cigarettes for 13 weeks over WBT. The program is heard thrice weekly.

General Plan Approved fo Ad Campaig

(*Continued from page* 1)

committee are Joseph Bernhard, J. O'Connor, C. C. Moskowitz [illegible] Sp ros Skouras.

Under the general plan present yesterday a substantial budget will contributed by all participants in t campaign. The appropriation will apportioned among individual comp nies in accordance with the numb of pictures and display which fig in the campaign. Circuits will c tribute according to placement of co and number and run of theatres in dividual territories. The total app priation reportedly will be in excess $500,000 but will be under $1,000,0

The campaign will include elabor plans for supplementary activiti such as the use of lobby displa trailers, publicity, radio, billboards a posters. Local campaigns will al supplement the national activities.

A detailed budget on the campai is to be worked out as rapidly possible by the committees. The ca paign is scheduled to get under w by Labor Day. No decision has be made yet on a slogan or key design tion for the campaign, but this, as w as other details, are to be worked o by the committees at future meeting A full time director, likewise, h not been named yet.

Will H. Hays will leave for t coast today to work with Nicholas I Schenck, who is now in Hollywoo on plans for producer participation the campaign.

Hollywood Unit Set For Trade Ad Driv

HOLLYWOOD, July 19.—Studio pu licity department heads and theat representatives, under the chairma ship of Fred Beetson, met here tod to prepare plans for cooperation in t industry's national campaign to stim late business and to name a committ to carry on the work.

Members of the Hollywood commi tee are: Frank Whitbeck, M-G-M Herbert Moulton, Paramount; Ho ard Benedict, RKO; Frank Seltz Roach; Fred Marshall, Columbi Harry Brand or Troy Orr, 20th Ce tury-Fox; David Lipton, Universa Robert S. Taplinger, Warner George Dickson, Disney; Al Vaugha Goldwyn; Paul Snell, Principal; Ru sell Birdwell, Selznick Internationa John LeRoy Johnston, Wanger; T Richmond, Grand National; J Reddy, Lloyd; William Pierce, J Monogram; Walter Compton, R public; Charles Leonard, United A tists; Ben Wallerstein, Warner Th atres; Jack Gross, RKO Theatre Thornton Sargent, Fox West Coa and Harry Wallen, Paramount Th atres.

Details of the projected campaig will be published later.

Loew's Books "Algiers"

"Algiers" has been booked to pla all first run Loew houses beginnin July 29. On that day the film wi open in 19 cities, while in the r mainder it will open on Aug. 5.

DO NOT REMOV

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

OL. 44. NO. 14 NEW YORK, THURSDAY, JULY 21, 1938 TEN CENTS

U. S. BRINGS SUIT CHARGING MONOPOLY IN THE INDUSTRY

HAYS SAYS ACTION CAN CLEAR UP LAW

pokesman for Industry Welcomes Fair Endeavor to Interpret Trade Practice Statute

Speaking in behalf of the industry, ill H. Hays, president of the Motion cture Producers and Distributors of nerica, yesterday said the suit would welcomed in the hope that it would rify the law applicable to the instry's problems.

'The entire matter is being apached in that spirit through which neficial results can come to all conned," he declared.

'If the present action instituted by Department of Justice, in civil ceedings, clarifies the law applile to the complex business operans of the motion picture it should mote the further progress of the een."

Says Trade Welcomes Probe

Mr. Hays' statement follows:

'Motion picture producers, distribus and leading exhibitors of the ion will generally welcome the spect of a comprehensive, fair and clusive endeavor to clarify the apcation of existing laws to the trade toms inherent in the development the motion picture industry. The ire matter is being approached in t spirit through which beneficial ults can come to all concerned. urts clarify and explain the meanof law. Such a suit as this can just that.

The trade customs of the industrv re born and have developed under que and peculiar necessities never ore encountered in commerce or .

In all of its worldwide relations American motion picture industry found its Government to be helpful understanding in every respect. 'It is hoped that judicial clarifica will dispel the fog of uncertainty h regard to some customs which e grown up in the industry. Pices, like other dramatic entertain-

(*Continued on page 6*)

Arnold Came Here To File U. S. Case

Thurman Arnold, Assistant Attorney General in charge of the anti-trust division, came to New York personally to file the suit, indicating how important it is considered by the Department of Justice. It was filed in the names of Attorney General Homer S. Cummings and U. S. District Attorney Lamar Hardy.

After the action had been filed Judge Henry W. Goddard signed an order for service of subpoenas on all defendants, corporate and individual, for appearance in court within 20 days, indicating that the Government intends to proceed promptly.

Eight Principal Companies, Subsidiaries, Individuals Defendants in Civil Action Aimed by Government to Clarify Anti-Trust Measures as They Affect Films

The Department of Justice filed an anti-trust suit in the United States District Court here yesterday under the Sherman Anti-trust Act against the eight major motion picture companies, their affiliated companies and 134 individuals alleging monopolistic practices and asking sweeping changes in trade practices.

Changes asked are:

Dropping of theatre control by Paramount, 20th Century-Fox and Warners.

Withdrawal from production by Loew's, Inc., and RKO.

Permanent injunctions and appointment of trustees to carry out the court's order.

Injunctions against talent loans and other agreements not available to independents.

Free access to all product by exhibitors.

Abandonment of block booking and forcing of shorts and newsreels, arbitrary designation of playdates, protection, overbuying, double bills, the levying of score charges and designation of minimum admissions. To carrying this out the Government asks that all sales contracts including any of these features be declared illegal.

The Government's complaint, the most sweeping in the history of industry litigation, alleges the existence of a monopolistic control of production and exhibition through the exercise of virtually all of the trade practices in vogue in the industry.

Asks Naming of Trustees

The action asks that trustees be appointed by the court to operate the theatre interests of the defendants until the divestment is accomplished in whatever manner is prescribed by the court. It asks a preliminary injunction restraining all eight defendants from building, buying, leasing or acquiring, directly or indirectly, any additional theatres.

The court is asked to declare all contracts illegal which give to one theatre or circuit of theatres an unfair trade advantage over another by specific concessions, not made in contracts with all theatres. In addition, injunctions are asked to restrain all defendants from enforcing the trade practices complained of by the Government against independent operators.

Permanent injunctions against carrying out of other alleged attempts to

(*Continued on page 6*)

Government:

Asks that Loew's and RKO divest themselves of their studios, and Paramount, Warners and 20th Century-Fox of their theatres.

Announces as its primary objective "the restoration of free enterprise and open competition among all branches of the motion picture industry."

States that it "desires to encourage and not to retard the development and orderly operation of the motion picture industry," and that "it must act through litigation because it has no power to speak authoritatively or finally on any issue except through institution of judicial proceedings. However, though the form of its action be adversary, its substance permits and the policy of the department encourages the fullest cooperation with the industry."

Will H. Hays:

Says, "The trade customs of the industry were born and have developed under unique and peculiar necessities never before encountered in commerce or law. *** It is hoped that judicial clarification will dispel the fog of uncertainty with regard to some customs which have grown up in the industry." *** The industry "will generally welcome the prospect of a comprehensive, fair and conclusive endeavor to clarify the application of existing laws to the trade customs inherent in the development of the motion picture industry. the entire matter is being approached in that spirit through which beneficial results can come to all concerned. Courts clarify and explain the meaning of law. Such a suit as this can do just that."

◂ Purely Personal ▸

CAPTAIN PAUL KIMBERLEY, managing director in London for National Screen Service, who has been in New York for the past week on an annual vacation, will sail Saturday on the *Georgic* for England. He is accompanied by his daughter.

●

MORRIS HELPRIN, American representative for ALEXANDER KORDA, sailed from England yesterday on the *Ile de France* and is due in New York on Tuesday. He will begin preparation for the Music Hall opening of "Drums" in the early fall.

●

AL KRELLBERG of the law firm of Krellberg & Fitzsimmons, is due next week on the *Ile de France* from a European trip. While abroad MR. KRELLBERG closed various deals for the companies he represents. He has been away for six weeks.

●

EVERETT CALLOW has been appointed advertising and publicity manager of the Warner Philadelphia circuit. He was formerly district manager in charge of south New Jersey, Wilmington and Chester.

●

WILLIAM J. HANNEMAN of the Paramount art department has again become a father. It was a girl—his fifth! The birth took place at the South Nassau Community Hospital.

●

DOUGLASS MONTGOMERY is playing "Romeo" this week at the Rockridge Summer Theatre in Carmel, N. Y. After a year on Broadway, Montgomery will return to the coast.

●

GENE AUTRY, Republic western star, returned yesterday to Philadelphia after a day's stay in New York. He will return here in September on a personal appearance tour.

●

ALAN SCHEAFFER of SPYROS SKOURAS' office is recuperating from an appendicitis operation performed at New Rochelle Hospital on Monday.

●

WOLFE COHEN, Canadian district manager for Warners, is in town conferring with ROY HAINES, eastern and Canadian sales manager.

●

PAT REIS, secretary to HOWARD DIETZ at M-G-M, is vacationing in Connecticut with her husband and they plan to head for Maine.

●

BEN KALMENSON, Warner western and southern sales manager, is in Atlanta on business. He will return in about a week.

●

LOUIS NIZER plans to leave next week for a combined business and pleasure trip to Hollywood and Honolulu.

●

SPYROS SKOURAS has called off his contemplated trip to Europe.

●

. . . Omaha

WILL SINGER, manager of the Brandeis, has gone to Chicago on a combined business and pleasure trip.

JAMES H. THOMPSON has been moved from the Town Theatre to the manager's desk at the Winn Theatre. Both houses are owned by R. D. GOLDBERG.

EARLE PERKINS, Warner manager, recently celebrated his 21st wedding anniversary.

●

. . . Pittsburgh

JAMES BALMER'S parents are celebrating their 57th wedding anniversary in Atlantic City.

DON STITT, JR., son of the Harris manager, was taken to the hospital for an appendix operation.

CLARENCE EISEMAN is around the United Artists office again after a case of the flu.

DON FRANK, who sometimes assists on film reviews for the *Sun-Telegraph*, is back from Hollywood.

●

. . . Seattle

SAM SAX, manager of production at the Vitaphone studio in New York, spent several days here en route from a vacation in the Orient accompanied by MRS. SAX.

HUGH BRUEN, former president of the M. P. T. O., and now an exhibitor in Whittier, Cal., visiting this city.

CECIL GWINN of Centralia, EUGENE GROESBECK of Enumclaw, WALTER GRAHAM of Shelton and ERNIE SHIELDS of Kent among the out-of-town exhibitors attending the monthly luncheon meeting of the M. P. T. O. at the Film Club.

VIC GAUNTLETT, publicity director for Hamrick-Evergreen Theatres, is general chairman of the annual "Potlatch" festival to be held here July 28-30.

He Buys Them

When Herb Yates alighted from the train with Gene Autry at Penn Station early yesterday morning, someone asked him why he didn't wear a 10-gallon hat, like the western star.

"I buy the darn things; do I have to wear them, too?" was his rejoinder.

Crowd Expected at Fabian Golf Today

A number of film and theatre men from out of town will be among those attending the Fabian Theatres golf tournament at Preakness Hills Country Club at Paterson today. Reservations indicate an attendance of 125.

In addition to those previously listed, there are the following entries: Leo Justin and Morris Jacks of the Walter Reade circuit; Lou Golding, Fabian upstate division manager; Phil Fox, Columbia manager in Albany; Ward Kreag, manager, Community Theatre, Catskill; Harry Black, Proctor Theatre, Troy; Saul Ullman, Fabian city manager in Schenectady, and Harry Thomas.

Prizes have been donated by exchanges, supply houses and others.

Rules Bingo Is Illegal

SCRANTON, July 20.—City Solicitor Jerome I. Meyers has ruled that Bingo is illegal under Pennsylvania law. The game has been offering serious competition to local theatres. The city authorities are conducting a study of the situation before taking action.

'Schaefer Calls Ad Meeting Next Week

Representatives of producers, distributors, affiliated and unaffiliated circuit operators and exhibition interests have been invited to attend a conference to discuss the industry's national campaign to stimulate business at the Hotel Astor here on July 27, next Wednesday.

George J. Schaefer, vice-president of United Artists, and chairman of the distributors' committee of the M. P. P. D. A. on the drive, sent the invitations yesterday by telegraph to representatives throughout the country.

The wire from Mr. Schaefer read in part: "This is the one time in the history of our industry that everyone should unite and we earnestly request your presence. . . . We believe united action is necessary, as our individual efforts will not be adequate. With this thought in mind we feel that we have an unprecedented plan of such magnitude that it will show positive success and be to your essential best interest and to that of the entire industry."

"Algiers" $95,000 Take at Music Hall

"Algiers" zoomed the Music Hall's take to $95,000 for the week ending last night, proving the strongest attraction at the house in several weeks. The film is being considered for a three-week run. Newspaper reviews were uniformly good.

Warners' "Four's a Crowd" will follow "Algiers" in a pre-release run at the Music Hall.

"Port of Seven Seas" sagged at the Capitol, netting in the neighborhood of $17,000 for the week.

"The Amazing Dr. Clitterhouse" opened yesterday to the biggest business at the Strand in the last three months, according to the management. The first day's take was said to be about $6,000. The film is in for two weeks and may go a third.

"Marriage Forbidden" will start a second week at the Criterion tomorrow. Columbia's "City Streets" will open at the Globe on Saturday.

Levine Denies He'll Join Grand National

HOLLYWOOD, July 20.—Nat Levine today denied reports that he was connected in any way with the proposed Grand National merger with Educational. He said he was interested only in his own productions and would make pictures independently one by one and arrange distribution deals singly for them.

He is now dickering with U.A. Reports had him in charge of production in the new G.N. setup.

Dietz Plane Grounded

HOLLYWOOD, July 20.—The grounding of his plane delayed the arrival here of Howard Dietz for six hours thus necessitating a postponement of a scheduled conference with Gabe Yorke who yesterday was named chairman of a committee of Hollywood studio publicity heads to work out plans for a concerted advertising campaign. It is expected that Dietz and Yorke will meet tomorrow.

Schaefer to Stay, States Silverstone

HOLLYWOOD, July 20.—Reports that George Schaefer would leave United Artists were set at rest today by Murray Silverstone, who asserted th[illegible] Mr. Schaefer would continue with [illegible] company indefinitely. Mr. Silverstone added "and I hope that he will continue with us for more than 100 years, as he is one of the finest and ablest men in the business."

Mr. Silverstone said reports of friction between U.A. owners were entirely untrue and that he was here on a regular business visit to talk with all producers about forthcoming product.

"What about the Selznick International deal?" he was asked.

"While I am here I am discussing with Mr. Selznick the possibility of his staying with U.A. naturally," he said, "but nothing definite has been accomplished. The situation remains unchanged and the discussions are on a mutually friendly basis. There is no special reason for my trip to the coast at this time. Reports that several U.A. partners are disagreeing on matters of policy, are erroneous. What's more, they're silly," he continued.

Cantor Benefit Sold Out

LONDON, July 20.—The Eddie Cantor benefit show at the State scheduled for Saturday night, with the proceeds to go for refugee children from Germany, already has been sold out, netting a minimum of £10,000. The comedian also has collected £20,000.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Banner, Al Finestone, Thomas Fitzsimmons, Sherwin A. Kane, Irene Kuhn, Joseph Priore.

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Talent Guilds Are Valuable, Avers Dunlap

Scott R. Dunlap, vice-president in charge of Monogram production, said yesterday that Hollywood's guilds will eventually become extremely valuable, not only to the little fellows they are primarily interested in helping, but to the studio employers.

"The guilds are policing the business, and I am convinced they're going to make contracts work both ways. They are policing members as well as the studios. By that I mean that while they are seeing that the little fellow gets his rights, they are also seeing to it that he gives value for salary received.

"I have said in Hollywood and I'm repeating it," he added, "that this is no time to increase cost of production in any studio. With the present difficulties confronting picture business and all American business, everybody who's working for any business should have a greater sense of responsibility.

"I'm sure the Hollywood guilds recognize this and are planning and acting accordingly."

Mr. Dunlap has been on both sides of the fence. Before he became a Monogram producer he was for many years a talent agent with his own firm, Frank & Dunlap.

Advises Watching Extras

"There's one thing the Actors' Guild is going to have to watch," he said, chuckling. "They'll have to crack down on those over-ambitious bit players and see to it that every actor on a set doesn't insist on being a stunt man, because of the extra few dollars involved. For instance, I have a bunch of extras running toward the camera in a picture. The director wants a woman in the foreground to fall down. She falls down and gets $10 extra for it. Then when we shoot again everybody in the picture falls down. That kind of thing can become ridiculous and that's where the guild has to step in and exert pressure on its members."

Mr. Dunlap denied the rumors he will leave Monogram to accept a bigger offer. "I've had offers, sure. That's picture business. But I've got four more years on my Monogram contract, without options. I'm staying. I'm starting the Jackie Cooper picture 'Gangster's Boy' and the first of a Boris Karloff series, 'Mr. Wong, Detective,' in August. And I've got others lined up."

The producer will attend a board of directors meeting Thursday and return to the coast Saturday.

Rodgers and O'Shea To Attend Opening

William F. Rodgers, M-G-M general sales manager; Ted O'Shea, district manager, and other home office executives are scheduled to attend the official opening of the company's new exchange in Buffalo on Monday. Ralph Maw, branch manager, will be host.

M-G-M also recently opened new exchange quarters in Milwaukee. Air conditioning is planned for other offices.

Strand Lobby Lie Detector Gets Off to Flying Start

Lie detectors work on three principles, it seems—blood pressure, pulse rate and nervous reactions. That one in the Strand lobby this week is the nervous reaction type.

It looks like two shiny black boxes on an equally black shiny table, an automobile ammeter on the wall, a microphone and loud speakers and a handle for the prevaricators to hold. It draws a crowd every time Hy Fein, the inventor, and his assistant sit down behind it.

One day, about 2:30, a tall young man wearing dark glasses rambled toward the machine. This young man doesn't ordinarily ramble, but it was hot and he wanted to seem casual. He grasped the handle of the machine. The ammeter trembled a bit. It does this with some people—a sort of anticipatory exercise, the inventor explained.

"You're Sid Rechetnik, aren't you?" asked a questioner. (It's always wise to make sure about the identity of these fellows who wear dark glasses on cloudy days.)

"Yes," he replied. The ammeter pointer didn't move.

"Is this a publicity stunt?"

"No," he responded in a firm voice. The point bounced over to 60 ammeters, or maybe it was horse-power.

"Is this a big box-office picture?" The questioner was looking up at the "Cowboy from Brooklyn" sign.

"Yes." The pointer didn't move. The inventor explained that when the li—, er, responder, really believed his answers to be true the machine gave him credit for it.

"You are about to be married, are you not?"

Sid colored a bit below the glasses and said "No."

The machine failed to react again, which may have meant that Sid's average was improving.

By that time the crowd was so thick and the spotlights were so hot that the interview was closed. The tests are staged from 11 to 1, 3 to 5 and 7 to 9 daily.

May Reopen Chicago Oriental in 6 Weeks

CHICAGO, July 20.—The Oriental in the Loop is expected to open within the next six weeks. Operated by Balaban & Katz for the past 15 years, the house was closed last spring because of poor business.

The 3,500-seat theatre is operated through the Oriental Theatre Corp., which holds a 50-year lease, it is understood, providing a minimum rental of $200,000 yearly with a percentage arrangement when business is above a certain figure. It is this $200,000 rental that prompted B. & K. to hold off reopening the theatre, according to report. The circuit is said to feel that the present price is too much and is planning to hold off reopening until a new lease is agreed upon.

Lachmann Opens Offices

HOLLYWOOD, July 20.—Marc Lachmann has established offices on Sunset Boulevard from which he will serve as publicity manager for film and radio personalities.

Just Made It

Annabella, 20th Century-Fox actress, made the *Queen Mary* gangplank with only a few moments to spare, just before sailing for Europe yesterday. Flanking her were Earle Wingart and Leonard Gaynor of the publicity department, who were in somewhat of a dither about getting off the boat in time. It seems Annabella spent the morning shopping for hats on Fifth Ave. She took along about a dozen.

Coast Liberal Group Urges Film Freedom

HOLLYWOOD, July 20.—Liberal groups met here last night at the Hotel Roosevelt and protested the pressure of organized minority groups against the freedom of the screen. The meeting declared its determination to fight encroachment on the right of producers to make films with political and social themes if they desire.

The meeting was attended by about 350, and was called by the Motion Picture Artists' Committee. John Abbott, film librarian of the Museum of Modern Art in New York, presided. The focus of the meeting was the picketing and protesting of Walter Wanger's "Blockade." Mr. Wanger, chief speaker, in a long address, declared the "time has come for Hollywood to strike back" at its critics. "The motion picture is of high estate and a very important pillar in the democratic structure we are so proud to live under. It must be protected," he said.

Affirm Tax Deficiencies

WASHINGTON, July 20.—The Board of Tax Appeals today affirmed deficiencies of $11,531 and $3,864 determined by the Commissioner of Internal Revenue against the 1932 and 1933 income taxes of Zasu Pitts Woodall. The deficiencies were imposed on the ground that the actress was separated from her husband during the period covered by the returns and was not entitled to the community property privileges of the revenue law.

Boston Passes 'Blockade'

BOSTON, July 20.—Mayor Maurice J. Tobin yesterday declined to ban "Blockade" here, after viewing it following a request from Catholic groups to the City Council that the film be banned as Communistic. It will open tomorrow in Loew houses.

Reade-Altec Deal Signed

Altec service and repair-replacement agreements have been signed for the Walter Reade circuit houses in New York City, the rest of the state and New Jersey. Bert Sanford, Jr., acted for Altec in the deal, and Walter Reade, Jr., and Leo Justin for the circuit.

British Trade Is Stirred by G.B. Meeting

By AUBREY FLANAGAN

LONDON, July 20. — Considerable trade interest has been stirred here over this Friday's annual meeting of stockholders of the Gaumont British Pictures Corp. There is much speculation as to whether John Maxwell, head of Associated British Pictures, who resigned recently from the G.B. directorate, will be present and will speak as one of the stockholders.

Significance is attached in some quarters to the fact that Mr. Maxwell's resignation followed immediately after the directors' meeting which passed the final financial statement. The general trade belief is that the resignation was indicative of Mr. Maxwell's dissatisfaction with the financial condition of the company. Mr. Maxwell's present position, since his resignation, permits him to criticize the management more freely than before, it has been pointed out.

GB Affiliate Net £328,922

LONDON, July 20.—General Theatres Corp., associated with the Gaumont British group, has reported a net profit for the year of £328,922, a decrease of £8,119. A final dividend of six per cent on the ordinary shares makes a total dividend of 15 per cent for the year.

Griffis to England Soon on Production

Stanton Griffis, chairman of Paramount's executive committee, will sail about Aug. 15 for London where he will set the company's British production plans under the new quota requirements.

David E. Rose, head of Paramount's British production, is due today from the coast by plane and will sail on the *Ile de France* next Thursday. While the company's plans will be indefinite until Mr. Rose surveys the field in London, it is said that Paramount has no plans for its own production this year but will make arrangements with outside producers.

Paramount intends to acquire high budget films, which will have double or triple English quota credits, for distribution in the United States as well as England.

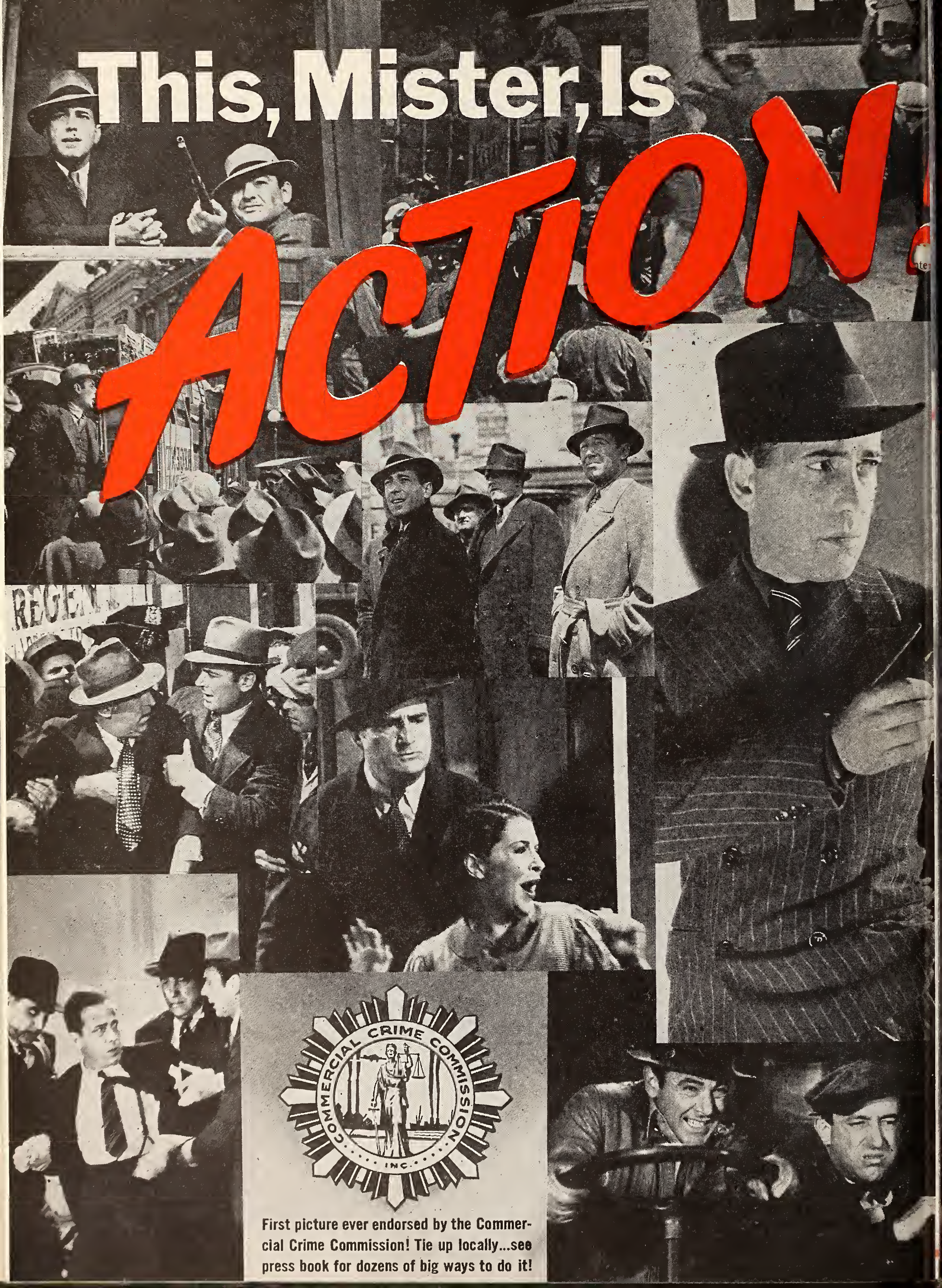
Kirsch Is Named to Saperstein's Place

CHICAGO, July 20.—Jack Kirsch was unanimously elected president of Allied Theatres of Illinois to fill the term of the late Aaron Saperstein which expires next March. Van Nomikos, who has been acting president, will continue as vice-president.

Kirsch stated, "We plan to continue from where Mr. Saperstein left off. Our detailed plans will be announced later."

Saperstein's Father Dies

CHICAGO, July 20.—Rabbi Abraham Saperstein, father of the late Aaron Saperstein, died here yesterday following a long illness. He was 82.


This, Mister, Is
ACTION!

First picture ever endorsed by the Commercial Crime Commission! Tie up locally...see press book for dozens of big ways to do it!

Man! **How They've Packed This Action Into**

"RACKET BUSTERS"

Nothing to touch it since 'G-Men'—and WARNER BROS. made both!

with

HUMPHREY BOGART

GEORGE BRENT • GLORIA DICKSON • ALLEN JENKINS • WALTER ABEL

Original Screen Play by Robert Rossen and Leonardo Borcovici • A Cosmopolitan Production

Directed by LLOYD BACON

Duals Ban and Rigid Contracts Sought

U. S. Charges Industry Rule By Monopoly

(Continued from page 1)

monopolize, are asked, as well as the usual plaintiff's plea for "such other and further relief as the court deems necessary."

The Government's 119-page complaint names a total of 167 defendants. It includes a history of the motion picture from 1640, when it says a Jesuit monk discovered the stereopticon, up to the present day. The historical chapter runs for 18 pages. Following it is a 34-page chapter describing the operations of the industry and presenting a dictionary of trade terms. These chapters are replete with industry statistics.

Supplementing the 119-page complaint was a 14-page, single-spaced, mimeograph statement released to the press by the Department of Justice, in which the reasons for the suit and its aims are set forth.

Government Aims Recounted

This statement asserts that the primary aim of the proceeding is the "restoration of free enterprise and open competition among all branches of the industry."

"To this end, and as a first step," the statement continues, "a separation of production and exhibition interest is sought in order that all motion picture theatres shall be free from the domination and control of any producer or any group of producers and shall be immediately responsive and responsible to the tastes and demands of their respective patrons. Freed from producer control, it is hoped that the theatres of the country will become a free, open and untrammeled market to which all producers may have access for the distribution and licensing of films based upon merit. Exhibitors likewise, will have access to all available product in accordance with their respective ability to pay for and utilize that product."

May Ask New Laws

The Government's statement asserted that, in addition to its direct application to the film industry, the proceeding would be of value to other industries similarly organized and operating as a means of guidance in interpreting the application of the anti-trust laws to themselves. Additionally, the department's statement intimated that if the proceeding revealed that the present anti-trust laws are incapable of eliminating the practices which are frowned upon, Congress may be asked to remedy the situation by enacting amendments to the present laws or new anti-trust laws which would serve that purpose.

"The results of the investigation and trial will be brought to the attention of Congress if it appears that further aid is needed," the department's statement declares under the

(Continued on page 8)

The Defendants:

All eight major companies, their principal subsidiaries and 134 individual directors are named in the Government's civil anti-trust action.

Changes probably will be made in the list of defendants before the case reaches court, because, in some instances, corporate setups have been changed and a number of the individuals named are no longer connected with the companies with which they are named.

The list of corporate defendants follows:

Paramount Pictures, Inc.; Loew's, Inc.; Irving Trust Co., New York, Trustee in Bankruptcy for Radio-Keith-Orpheum Corp.; Warner Bros. Pictures, Inc.; Twentieth Century-Fox Film Corp., Columbia Pictures Corp., Universal Corp. and United Artists Corp.

Subsidiaries and individuals named are:

Paramount

Paramount News, Inc.; Paramount Pictures Distributing Co., Inc.

Individuals

Barney Balaban, Adolph Zukor, Neil F. Agnew, Y. Frank Freeman, Henry Herzbrun, John W. Hicks, Jr., Austin C. Keough, Walter B. Cokell, Stanton Griffis, Stephen Callaghan, Duncan G. Harris, John D. Hertz, Harry O. King, Charles A. McCulloch, Harvey D. Gibson, A. Conger Goodyear, Earl I. McClintock, Maurice Newton, Norman Collyer, Harold A. Fortington, Ernest V. Richards, Jr.

Loew's

Metro - Goldwyn - Mayer Corp., Metro-Goldwyn-Mayer Distributing Corp. of Texas.

Individuals

Nicholas M. Schenck, Arthur M. Loew, J. Robert Rubin, Edward A. Schiller, Edgar J. Mannix, Al Lichtman, Sam Katz, David Bernstein, Leopold Friedman, Louis B. Mayer, William F. Rodgers, Isidore Frey, Charles C. Moskowitz, John R. Hazel, William A. Phillips, David Warfield, George N. Armsby, William A. Parker, Harry Rapf.

Radio-Keith-Orpheum

RKO Radio Pictures, Inc.; Keith-Albee-Orpheum Corp.; Pathe News, Inc.; The Van Buren Corp.; RKO Proctor Corp.; RKO Midwest Corp.

Individuals

Leo Spitz, Ned E. Depinet, William Mallard, William H. Clark, Jules Levy, George N. Armsby, Cornelius N. Bliss, Maurice Goodman, James G. Harbord, Edward W. Harden, DeWitt Millhauser, David Sarnoff, Frederick Strauss, Lunsford P. Yandell, Courtland Smith, Merlin H. Aylesworth, Malcolm Kingsberg, Leon Goldberg.

Warner Bros.

Vitagraph, Inc.; The Vitaphone Corp., Warner Bros. Circuit Management Corp.

Individuals

Harry M. Warner, Albert Warner, Jack L. Warner, Sam E. Morris, Herman Starr, Stanleigh P. Friedman, Robert W. Perkins, Joseph Bernhard, Gradwell L. Sears, Samuel Carlisle, Waddill Catchings, Charles S. Guggenheimer, Morris Wolf, S. Charles Einfield, W. Stewart McDonald.

Twentieth Century-Fox

Movietonews, Inc., Twentieth Century-Fox Corp. of Texas, Twentieth Century-Fox Distributing Corp., National Theatres Corp., The Chase National Bank of the City of New York.

Individuals

Joseph M. Schenck, Sidney R. Kent, William C. Michel, Darryl F. Zanuck, Felix A. Jenkins, Sidney Towell, William Goetz, H. Donald Campbell, John R. Dillon, William P. Philips, Herman G. Place, Seton Porter, Daniel O. Hastings, Truman H. Talley, Spyros P. Skouras, A. S. Gambee, H. C. Cox, John P. Edmondson, Herman Wobber.

Columbia

Columbia Pictures Corp. of California, Ltd., Screen Gems, Inc., Columbia Pictures of Louisiana, Inc., Columbia Pictures Distributing Co., Inc.

Individuals

Harry Cohn, Jack Cohn, A. Schneider, Charles Schwartz, Abe Montague, Saul Bornstein, Jack Kerner, Leo M. Blancke, Mendel B. Silberberg, William S. Holman, Charles B. Mintz, George Winkler, Theodore J. Elias.

Universal

Universal Pictures Co., Inc., Universal Film Exchanges, Inc., Big U. Film Exchange, Inc.

Individuals

J. Cheever Cowdin, Charles R. Rogers, Samuel Machnovitch, James P. Normanly, Nathan J. Blumberg, Peyton Gibson, Paul G. Brown, William Freiday, Daniel C. Collins, Ottavio Prochet, Adolph Ramish, Budd Rogers, Daniel M. Sheaffer, Willis H. Taylor, Jr., Matthew Fox, William A. Scully, Joseph H. Seidelman.

United Artists

Attilio H. Giannini, George J. Schaefer, Harry D. Buckley, Arthur W. Kelly, Loyd Wright, Harry J. Muller, Mary Pickford, Douglas Fairbanks, Charles Chaplin, Dennis F. O'Brien, Edward C. Raftery, Samuel Goldwyn.

Right Kind of Step, States Cincy Leader

CINCINNATI, July 20.—Commenting on the Federal anti-trust suit against major distributors, Harold Bernstein, president of the Greater Cincinnati Independent Exhibitors' League, said: "This is certainly a step in the right direction. It looks like independent exhibitors are getting recognition at last and will occupy a position in the industry to which they are entitled and for which they have long been fighting."

Local independents interviewed are jubilant over the turn of events. Exchanges here declined comment when asked for statements.

Hays Believes Suit Can Help Clear Up La

(Continued from page 1)

ment, must be created, not manufactured. Pictures go on tour, as does a road company, each in a definite theatre first, for a specified period and within a given territory to draw upon. This explains the well known trade expressions of first-runs, clearance and zoning. Yet so finely adjusted is the system that the most expensive production of the year is available in time to the smallest theatres in the land for the lowest possible admission price.

"Not merely the methods but much of the structure of the industry is the result of necessity. The assurance of a continuous supply of product and the regular service of entertainment is vital to the very existence of the theatre. Thus it was that the processes of integration began that have brought the well-established units which today are such important and useful factors.

"In this industry the advantages of big business and little business supplement each other through the joint efforts of the great units making and distributing the greater pictures and the smallest theatres exhibiting them in every hamlet in the country.

Calls Competition Natural

"In this great field the keenest competition always is the order of the day. With every studio competing to produce the best entertainment, every distributor competing for sales, and every theatre competing for the best film product involving 12,000,000 individual transactions every year, the problems of trade relations have grown with the growth of the industry. This industry has not shirked its responsibility for the solution of these problems. A committee of leading producers and distributors is now engaged in considering readjustments in the intricate machinery of this business to the end that it may even better serve the public interest.

"The middlemen of the industry, the distributors and the exhibitors have seen in self-regulation, rather than in legislation, the final solution of the trade problems peculiar to the business. If the present action instituted by the Department of Justice, in civil proceedings, clarifies the law applicable to the complex business operations of the motion picture industry it should promote the further progress of the screen."

G. N. Wins in Lease Case

HOLLYWOOD, July 20.—Special Master in Bankruptcy David B. Head has recommended to the court that the claim of the State Theatre in Denver alleging breach of a lease contract by Grand National be thrown out. Special Master Head ruled that the pact was valid despite the fact that the company was forced to seek court relief in its financial difficulty.

Would Bar Distributor-Owned Theatres

Government's Aim to Clear Law, It Says

Anti-trust suits such as brought by the Government yesterday against the major companies have as objectives to "act as a deterrent to practices leading to a restraint of trade and monopoly control" and to "provide a means of maintaining competitive conditions in the future and make violations less likely."

The clarification is given by the Department of Justice in a statement of general policy explaining the purposes of an anti-trust proceeding "involving a great industry and affecting millions of people."

The Government's statement indicates that the film prosecution is only part of a broad consideration of the whole field of concentrated industry.

May Affect Other Trades

"In addition to the benefit to this particular industry and its patrons, the present suit may settle questions that are vital in the application of the anti-trust laws to other industries in which manufacturers or producers, knit together through a common trade association, seek directly or indirectly to dominate and control markets," the statement says.

A restoration of free and open competition is the primary aim of the action, according to the Government. The statement continues:

"It is the belief of the Department of Justice that certain rearrangements must be made in the moving picture industry in order to maintain competitive conditions in the future. Those rearrangements require a more constructive effort than mere protection for past practices. The aim of the civil suit which is now instituted is to accomplish those arrangements under the guidance of the court."

Furthermore, says the statement, "the custom of business men to seek from the department some vague form of approval for their plans of operation which involved anti-trust questions is now generally discredited."

Calls Court Only Resort

The department recognizes that only through the guidance of the courts can there be a crystallization of the legality of trade practices and that such procedure must be followed to "provide Congress with a guide for amending the laws, where they are achieving uneconomic result." It is further stated:

"The constructive task of the Department of Justice, therefore, may only be accomplished through judicial proceedings which enable the department to state is objectives in such a way that its policy may be examined by the court with reference to existing law and changed bv the legislature if the existing law does not present an economic solution of the problem. This method of action through judicial proceedings furnishes the only path to constructive achievement.

"Under this policy, a lawsuit should be considered as the beginning of cooperation between the courts, the legislature, the Department of Justice and the industry to achieve a common end. The department's position can be only stated in court. Any negotiations for settlement that the parties undertake are conducted with reference to particular charges. If any settlement is reached by way of consent decree, or otherwise, it is subject to judicial approval and a full public explanation."

Proposals Are Sought

To facilitate these ends, it is necessary to put each suit "in its proper setting" by a statement intended to go beyond the immediate issues and "survey the general problem of which the suit is a part," continues the department. The purpose of such a statement "is to open the door to constructive proposals at any stage of anti-trust litigation, whether directed to the courts under present provisions of law or to the recommendation of additional legislation."

Eight Complaints:

The correctness of any view of the economic effects of the control alleged to be held by the majors must be subject to proof, it was admitted. But the Department's beliefs were summarized as follows:

1. "Independently-owned theatres are being driven out of business because of the onerous and discriminatory conditions not only on the rental of film but with respect to other trade practices. At the present rate at which independently-owned theatres are being driven to financial failure, it will only be a question of a short time before there are no independents left in the field.

2. "New competitors who attempt to enter the field of motion picture exhibition find it almost impossible to secure film for exhibition on any reasonable and non-discriminatory basis. The result is that there is practically no effective new competition.

3. "Those independently-owned theatres that have managed to date to survive are compelled, in order to get pictures, to operate under terms which leave them very little freedom in the selection of film and in the management of their own business.

4. "Independent producers find it practically impossible to secure a satisfactory market for their film because of the domination by the major companies over the exhibition houses. These independent producers are up against an almost hopeless bargaining disadvantage in securing markets for their film in exhibition houses that are controlled by the major producers with whom the independent producers are trying to compete.

5. "New capital investment in the motion picture business is discouraged because of the great difficulty of competing on a fair basis with the major companies, either in production or exhibition, so long as the major companies control the principal markets for film.

6. "Theatre patrons in any given community are not given an opportunity to exercise choice as to the type of pictures they desire to see. Under present conditions it is impossible for community taste to find expression through a locally-owned theatre free to bargain for the type of films its patrons wish. As matters now stand, each community is regimented into accepting the kind of picture which will make the most profits on a nationwide scale.

7. "There is no opportunity for new forms of artistic expression which are not approved by those in control of the major companies, even though there exist communities which would support them.

8. "Because of the fact that the film producers from time to time have discussed with the Department the legality of their operations and have secured, in past administrations, the view of the government, it was indicated, the Department of Justice believes the equity suit to be a more equitable step than the institution of a general criminal proceeding but, it was pointed out, specific violations with respect to which these equitable considerations do not apply are not thus protected.

Yorke to Do State Film

Emerson Yorke has been engaged by the State Planning and Development Commission of New Hampshire to produce a two-reel color film describing the historic, scenic, recreational and industrial features of the state, the film to be shown at the New York World's Fair.

F. W. C. Probe Is Not Affected by Suit, States Law

LOS ANGELES, July 20.—Informed of the anti-trust civil suit filed against eight majors in New York, Albert J. Law, special assistant U. S. Attorney General in charge of investigation into monopoly charges in Fox West Coast situations here, said today that his investigation was not affected by the eastern action.

"My investigation here with Harold Collins, also special Assistant Attorney General, has been going on for months," Law said, "and I shall wind up the probe by the middle of August. My findings in the southern California area may have some bearing in the suit already filed, but only perhaps as part of a general picture of industry activities."

The investigation here was launched after complaints of independent exhibitors that Fox West Coast had a monopoly of product from the majors. Fox West Coast has been operating under two consent decrees on monopoly charges for several years. The books of Fox West Coast and all major exchanges here have been examined as part of the probe.

Film Stocks Fall Sharply On Suit News

Motion picture company securities, and to an extent the entire stock market, were seriously effected yesterday by the filing of the Government anti-trust action against the major companies.

With news of the action, the film securities reacted sharply, leading shares slipping off as much as four points at one time. In general the market as a whole went off about a point.

The quotations of the day among amusement securities were in strong contrast with the trend of the past couple of weeks. Whereas every issue but one in which there was trading on Tuesday either held its previous gains or showed new increases for the day, yesterday's quotations at the close of trading revealed only one issue on the big board, Loew's preferred, and Universal on the curb, registering a gain, while all remaining securities were off.

Six Issues Decline

Among the declines for the day were Loew's common, off 3¾, Paramount first preferred, down 10 points, Universal preferred, off three, Warners preferred, down 3⅞, 20th Century-Fox preferred, off 2¾, 20th Century-Fox common, off two.

On the bond market, RKO 6's dropped off 2½ points, and Warner Brothers 6's were down three points.

Wall Street

Board Declines ⅛ to 10 Points

	Open	High	Low	Close	Net Change
Col.	16	16	14¼	15	—1½
Cons.	1⅝	1¾	1⅝	1⅝	.....
Cons. pfd.	7¾	7¾	7¾	7¾	— ⅛
E. K.	179	179	178½	178¾	— ¼
G. T. E.	16⅜	16⅜	14	14¾	—1¼
Loew	55⅝	55⅞	52	52¼	—3¾
Loew pfd.	107	107	106⅝	106⅝	+ ⅝
Para.	13⅛	13⅛	11⅛	11⅜	—1¾
Para. 1	100	100	90	90	—10
Para. 2	13⅛	13⅛	11¼	11¼	—1¾
Pathe	8⅜	8⅜	7⅝	7¾	— ⅜
RKO	3½	3½	3⅛	3¼	— ⅛
20th Fox	26½	26½	24¼	24⅜	—2
20th pfd.	36½	36½	35	35	—2¾
Univ. pfd.	42¼	42¼	42	42	—3
W. B.	7⅛	8	6¾	6⅞	—1⅛
W. B. pfd.	41	41	38⅝	38⅝	—3⅞

"U." in Curb Gain

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	7/16	7/16	.....
Monogram	2⅞	2⅞	2⅞	2⅞	— ⅛
Sonotone	1¾	1¾	1¾	1¾	.....
Tech.	22⅝	22⅞	22	22⅞	— ¼
Trans-Lux	2¼	2¼	2¼	2¼	.....
Univ. Corp.	2½	2½	2½	2½	.....
Univ. Pict.	5⅞	5⅞	5⅞	5⅞	+1¼

Bonds Have Losses

	High	Low	Close	Net Change
Loew 3½s '46	100¼	100⅛	100⅛	— ⅛
Para. Pict. 6s '55	99½	99	99	—1
Para. Pict. '47	83½	82½	82½	— ½
RKO 6s '41	78¾	76½	76½	—2½
W. B. 6s '39	85	81	82	—3

(Quotations at close of July 20)

U. S. Charges Industry Rule By Monopoly

(*Continued from page 6*)

heading: "Suit May Develop Need for Congressional Action."

That the Government has been preparing a major monopoly action against the organized industry has been known throughout the trade for many months. The actual investigation leading up to the filing of the action is believed to have been begun almost three years ago. At that time, Department of Justice investigators obtained access to the files and records of the M.P.P.D.A. and spent several months going over them. The files and records of all major companies and their exchanges and affiliated operating companies have been scanned in the meantime. Predictions that the Government was at last in readiness for actual filing of the proceeding have been bruited throughout the trade for weeks.

That the action was brought in equity, rather than criminally, likewise was anticipated by the trade. The Government's statement sets forth two reasons why this was done.

Seeks "Free Competition"

"The department has concluded," the statement says, "that free competition in the industry (both in production and exhibition) ought to be restored and that the most direct course to that end is to divorce the business of production and distribution from that of exhibition. Such a result can be accomplished only through an equity decree which will require the major companies to divest themselves either of their ownership of theatres or of production and distribution facilities. One reason for determining to proceed first in equity rather than criminally is, therefore, the fact that only an equity decree can accomplish the result which the department believes to be essential."

The second reason, the statement relates, is that the department believes, in the light of its past attempts in conjunction with the industry to adjust the complaints of independent exhibitors which were brought to the Department of Justice, "it would be inequitable to institute a general criminal proceeding relating to the general subject matter of this suit."

Criminal Action Possible

However, the statement here adds an insinuation that criminal actions in some instances may follow adjudication of the equity proceeding. It says: "Specific violations with respect to which these equitable considerations do not apply are, of course, not covered by this statement."

Both the department's statement and the bill of complaint refer to or recite a long list of trade practices which it regards as contributing to a monopolistic condition in the industry. The ownership of theatres by producers-distributors is emphasized as the cardinal sin, how ever. The restoration of free competition in the industry, the department reiterates again and again, rests upon the establishment of freedom to sell and to buy films. To establish this freedom, it contends, exhibition must be separated from production and distribution.

To substantiate its contention the department includes figures purporting to show that affiliated circuits through an alleged control of buying used major company product to a combined average of about 96 per cent of their total picture requirements. It alleged virtual control of "metropolitan de luxe" houses by affiliated circuits and dominance of the national exhibition picture, in addition. The theatre operations of all five affiliated circuits, by cities and states, are listed in the complaint, presumably to support a Government allegation that national circuits seldom encroach on each other's territory. It describes pooling arrangements in St. Paul, Pittsburgh and Cleveland.

Monopoly Effects Listed

The affiliated theatre operations, it charges, work a hardship not only on the competing exhibitor but on the independent producer, as well, through restriction of his market.

The economic effects of the industry's operating methods, as viewed by the department, include the ultimate extinction of the independently-owned theatre, discouragement of effective new competition in the exhibition field; the placing of independent producers at a commercial disadvantage; the discouragement of new capital investment in production and exhibition; the suppression of "community choice" in film bookings, and the ultimate stifling of new forms of "artistic expression."

Myers' Reaction

Washington, July 20.—Abram F. Myers, general counsel of Allied States, declared here today with reference to the suit filed by the Government against the majors:

"The Government's action affords the Big Eight a golden opportunity to clean house once and for all and to correct existing relations with the Government, the independent exhibitors and the public. They can now bring forward their proposals for conforming to the law and for fair trade practices and if acceptable to the Government can be embodied in a final and enduring decree. It is hoped that instead of resenting the Government's action, all will turn their thoughts to measures for meeting its demands to the end that the industry may pursue its way peacefully and unmolested."

Otterson Has 25 Films

John E. Otterson, head of the movement to import and exhibit especially artistic productions made by leading French and British directors for the benefit of selective American audiences, has cabled from Europe that he has closed deals for a program of at least 25 British and French films. Carroll S. Trowbridge, in charge of sales and distribution, states that negotiations are under way for the establishment of a nationwide circuit of "exclusive" theatres.

Half of Republic's Franchises Are Set

With 50 per cent of Republic's territorial franchise owners signed to new five-year pacts, company officials are confident that the others will renew their distribution agreements soon.

For the next few weeks James R. Grainger, president and distribution head, will concentrate on winding up negotiations with franchise holders and working on large circuit deals.

The latest to sign new franchises are Nat Lefton for Cleveland and Cincinnati territories and Herman Rifkin, New England distributor, for Boston and New Haven. Nine of the 18 franchise owners have signed to date, embracing 14 of the company's 34 offices. All deals start July 1.

Mr. Grainger will be honored at a testimonial luncheon in Buffalo today, tendered by Jack Berkowitz, local franchise holder. Exhibitors and film men have been invited.

Republic Will Make "Ranger" as Serial

The "Lone Ranger" feature scheduled by Republic for 1938-'39 has been shelved and a "Lone Ranger" serial will be made instead, replacing one of the four serials announced for the season. Another film will be made for the originally planned feature.

It was thought that a feature would cash in on the "Lone Ranger's" popularity built by the current serial, but the franchise owners vetoed the idea in the belief that another serial would have greater draw.

William Saal of the home office is in Detroit conferring with George Trendle of the King-Trendle broadcasting interests on arrangements for the "Lone Ranger" serial. The broadcasting company holds the rights to the character.

AFA Will Organize Vaudeville Players

The organization of vaudeville performers will be undertaken by the American Federation of Actors at once, it was disclosed yesterday in letters sent to Broadway theatres using stage shows.

Ralph Whitehead, executive secretary of the A. F. A., notified the Music Hall, Paramount, Loew's State, Roxy and Strand of the impending organizing move and requested conferences on a contract and closed shop agreement for their stage performers. Harry Caulkins will be in charge of the organizing drive.

Cleveland Grosses Hold

Cleveland, July 20.—First run business here is holding to a normal summer average, circuit heads report. The Liberty at Vermilion has been taken over by Nazora Zegiob. George Shenker has closed the Pearl and Grove at Lorain for four weeks. The Clark, recently acquired by James Schreck, has been closed for repairs.

Brandt Brothers Return

Lou and Bernard Brandt, who went abroad with John E. Otterson in connection with the importation of foreign films, returned last night on the *Champlain*. They are brothers of Harry and William Brandt.

"Antoinette" Leads Strong Coast Lineup

Los Angeles, July 20.—What big pictures can do even in the midst of a summer heat wave was demonstrated here last week. "Marie Antoinette" went $5,000 over par on a take of $15,000 at the Carthay Circle.

"Algiers" more than doubled the average take at the 4-Star with $7,900. "Snow White and the Seven Dwarfs," in its third week at the Hillstreet and Pantages, pulled $10,500 at the former and $7,500 at the latter.

Total first run business was $115,800. Average is $100,950.

Estimated takings for the week ending July 20:

"MARIE ANTOINETTE" (M-G-M)

CARTHAY CIRCLE—(1,518), 50c-$1.50, 7 days, 2nd week. **Gross:** $15,000. (Average, $10,000)

"LOVE FINDS ANDY HARDY" (M-G-M)
"YELLOW JACK" (M-G-M)

CHINESE—(2,500), 30c-75c, 7 days. **Gross:** $13,200. (Average, $12,500)

"MOONLIGHT SONATA" (Pall Mall-U. A.)

ESQUIRE—(900), 40c-55c, 7 days, 4th week. **Gross:** $1,400. (Average, $2,500)

"ALGIERS" (U. A.)

4 STAR—(900), 40c-55c, 7 days. **Gross:** $7,900. (Average, $3,250)

"THE LOWER DEPTHS" (Burstyn-Mayer)

GRAND—(750), 35c-40c, 7 days. **Gross:** $900. (Average, $1,200)

"SNOW WHITE AND THE SEVEN DWARFS" (RKO)

HILLSTREET—(2,700), 30c-65c, 7 days, 3rd week. **Gross:** $10,500. (Average, $6,500)

"LOVE FINDS ANDY HARDY" (M-G-M)
"YELLOW JACK" (M-G-M)

Loew's State—(2,500), 30c-75c, 7 days. **Gross:** $14,500. (Average, $14,000)

"SNOW WHITE AND THE SEVEN DWARFS" (RKO)

PANTAGES—(3,000), 30c-65c, 7 days, 3rd week. **Gross:** $7,500. (Average, $7,000)

"TROPIC HOLIDAY" (Para.)

PARAMOUNT—(3,595), 30c-65c, 7 days. Stage: F. & M. revue, Stepin Fetchit, Rube Wolf and his orchestra. **Gross:** $19,000. (Average, $18,000)

"MY BILL" (W. B.)
"MEN ARE SUCH FOOLS" (W. B.)

WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days. **Gross:** $13,000. (Average, $14,000)

"MY BILL" (W. B.)
"MEN ARE SUCH FOOLS" (W. B.)

WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days. **Gross:** $12,900. (Average, $12,000)

"Sheik" Set for London

London, July 20.—"The Sheik," the Rudolph Valentino reissue, will open at the Carlton next week, and "The Son of the Sheik," handled by General Film Distributors, will open at the Leicester Square on July 29.

"Heart" for 175 Spots

David O. Selznick's "The Young in Heart" will be shown in 175 major first runs throughout the country during the week of Sept. 2, Labor Day week, according to the United Artists home office.

Film Scenes at Palace

London, July 20.—Herbert Wilcox today filmed sequences for "Sixty Glorious Years" at Buckingham Palace. A complete production unit filled the famous quadrangle.

"Sonata" Hub Holdover

Boston, July 20.—"Moonlight Sonata" has entered its ninth week at the Fine Arts Theatre here.

"Wonderful" $7,500 Draw, Minneapolis

MINNEAPOLIS, July 20.—The week's box-office high in Minneapolis went to "Having Wonderful Time" at the Orpheum, which checked in $7,500 against an average of the last 60 days of $4,000. "Tropic Holiday" at the State for eight days took $6,000 against a seven-day average of $5,000.

In St. Paul at the Paramount "Lord Jeff" was the town's high grosser with $4,000 against a normal of $3,700. Double bills at the Riviera and the Tower also topped their averages.

Total first run business in Minneapolis was $17,000. Average is $13,000. Total first run business in St. Paul was $10,300. Average is $10,150.

Estimated takings:

Week Ending July 14:

Minneapolis:

"HAVING WONDERFUL TIME" (RKO)
ORPHEUM — (2,900), 25c-40c, 7 days. **Gross:** $7,500. (Average, $4,000)

"TROPIC HOLIDAY" (Para.)
STATE—(2,300), 25c-55c, 8 days. **Gross:** $6,000. (Average, $5,000)

"WIVES UNDER SUSPICION" (Univ.)
CENTURY — (1,600), 25c-40c, 7 days. **Gross:** $2,500. (Average, $2,700)

"LITTLE WOMEN" (RKO)
WORLD—(400), 25c-55c, 6 days, 2nd week. **Gross:** $1,000. (Average, $1,300)

St. Paul:

Week Ending July 15:

"LORD JEFF" (M-G-M)
PARAMOUNT—(2,500), 25c-50c, 7 days. **Gross:** $4,000. (Average, $3,700)

"JOSETTE" (20th-Fox)
ORPHEUM — (2,000), 25c-40c, 7 days. **Gross:** $2,500. (Average, $2,800)

"YOU AND ME" (Para.)
"BLOND CHEAT" (RKO)
RIVIERA—(1,000), 25c-40c, 7 days. **Gross:** $1,600. (Average, $1,300)

"PRIDE OF THE WEST" (Para.)
"CITY STREETS" (Col.)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $1,700. (Average, $1,500)

"DIVORCE OF LADY X" (U.A.)
WORLD—(400), 25c-35c, 7 days. **Gross:** $1,000. (Average, $850)

"Seas" Is Leader In Buffalo Slump

BUFFALO, July 20.—Helped by favorable publicity, the Century started well with the crusading "Religious Racketeer," making its world premiere on a double bill with "Ladies in Distress." But the novelty quickly wore off and Fanchon Royer's independently produced tract ended with only $3,200, nearly an all-time low for the house.

"Port of Seven Seas" and "Mr. Moto's Gamble" at the Hippodrome had the strongest popular appeal. It made $6,700, only $100 off average.

Total first run business was approximately $29,300. Average is $38,600.

Estimated takings for the week ending July 16:

"TROPIC HOLIDAY" (Para.)
BUFFALO — (3,000), 30c-55c, 7 days. **Gross:** $8,300. (Average, $12,000)

"WHITE BANNERS" (W. B.)
GREAT LAKES—(3,000), 30c-50c, 7 days. **Gross:** $6,000. (Average, $7,500)

"PORT OF SEVEN SEAS" (M-G-M)
"MR. MOTO'S GAMBLE" (20th-Fox)
HIPPODROME—(2,500), 25c-40c, 7 days. **Gross:** $6,700. (Average, $6,800)

"RELIGIOUS RACKETEER" (Royer)
"LADIES IN DISTRESS" (Rep.)
CENTURY—(3,000), 25c, 7 days. **Gross:** $3,200. (Average, $6,000)

"MURDER IN GREENWICH VILLAGE" (Col.)
"FLIGHT INTO NOWHERE" (Col.)
LAFAYETTE—(3,300), 25c, 7 days. **Gross:** $5,000. (Average, $6,300)

Montreal Grosses Show Slight Gain

MONTREAL, July 20.—"The Son of the Sheik" aroused considerable curiosity and had the verbal advertising with the result that it registered $6,500, against par of $7,000, at the Princess, where it headed a double bill for a week.

"Toy Wife," as the single attraction at the Palace, accounted for a take of $8,000 as compared with average of $11,000 while "Tropic Holiday," topping a two-feature program, grossed $7,000 for the Capitol where the all-year average is $9,500. With more people back in town business generally was improved.

Total business was $26,000. Average is $32,500.

Estimated takings for the week ending July 16:

"TROPIC HOLIDAY" (Para.)
"PRISON FARM" (Para.)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $7,000. (Average, $9,500)

"THE BARONESS AND THE BUTLER" (20th-Fox)
"RASCALS" (20th-Fox)
ORPHEUM—(919), 25c-35c-50c, 7 days. **Gross:** $4,500. (Average, $5,000)

"TOY WIFE" (M-G-M)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 ays. **Gross:** $8,000. (Average, $11,000)

"THE SON OF THE SHEIK" (Col.)
"LITTLE MISS ROUGHNECK" (Col.)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. **Gross:** $6,500. (Average, $7,000)

Competition, Head Cut into K.C. Grosses

KANSAS CITY, July 20.—First run grosses slipped with hot weather, two days of circus showing to 15,000, and two nights of Country Club Plaza "Fiesta" pulling 25,000, to help give box-offices anemia. Big money and the best showing was made by "Shopworn Angel" and "To the Victor" at Loew's Midland, where the take was $9,100, $2,400 under the line.

Total first run business was $28,000. Average is $37,700.

Estimated takings:

Week Ending July 13:

"WIVES UNDER SUSPICION" (Univ.)
FOX TOWER—(2,200), 25c-40c, 6 days. Stage: Harry Savoy, Libonati Trio, Gilbert & Howe, and Melody Duo. **Gross:** $5,600. (Average, 6 days, $6,200)

Week Ending July 14:

"MY BILL" (W. B.)
"BLIND ALIBI" (RKO)
MAINSTREET—(3,100), 25c-40c, 7 days. **Gross:** $4,700. (Average, $8,000)

"SHOPWORN ANGEL" (M-G-M)
"TO THE VICTOR" (G. B.)
MIDLAND—(4,000), 25c-40c, 7 days. **Gross:** $9,100. (Average, $11,500)

"PRISON NURSE" (Para.)
NEWMAN—(1,900), 25c-40c, 7 days. Stage: Major Bowes' International Revue; 3 Southern Gentlemen; Marshall Rogers; Quinn Sisters; Johnny & Julius; Helen Diller; Danny Drayson; Five Harmonica Jacks; Sol Stauser; Bill Broadway; Dave Brown, Neeley Edwards. **Gross:** $5,200. (Average, combination bill, $8,000)

"THREE BLIND MICE" (20th-Fox)
UPTOWN—(2,000), 25c-40c, 7 days, 2nd K. C. week. **Gross:** $3,400. (Average, $4,000)

Raye-Hope Vehicles Set

HOLLYWOOD, July 20.—Bob Hope and Martha Raye will be co-starred by Paramount in "Never Say Die" and also in "Give Me a Sailor." Paul Jones will produce.

"Shopworn Angel" $9,000, Milwaukee

MILWAUKEE, July 20.—"Angel" and "Fast Company" collected the week's high money, $9,000, in eight days at Fox's Wisconsin. This was $1,000 to the good.

Second money went to the circuit's Palace, where "Always Goodbye" and "We're Going to be Rich" snared $5,800 in nine days, just $800 above average.

Total first run business was $28,400. Average is $26,500.

Estimated takings:

Week Ending July 14:

"ALWAYS GOODBYE" (20th-Fox)
"WE'RE GOING TO BE RICH" (20th-Fox)
PALACE—(2,400), 35c-50c, 9 days. **Gross:** $5,800. (Average, $5,000)

"YOUNG FUGITIVES" (Univ.)
RIVERSIDE—(2,300), 25c-30c, 7 days. Stage: vaudeville. **Gross:** $4,800. (Average, $5,000)

"HAVING A WONDERFUL TIME" (RKO)
"SAINT IN NEW YORK" (RKO)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $3,800. (Average, $4,500)

"BLOCKADE" (U.A.)
"SINNERS IN PARADISE" (Univ.)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $5,000. (Average, $5,000)

Week Ending July 15:

"SHOPWORN ANGEL" (M-G-M)
"FAST COMPANY" (M-G-M)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $9,000. (Average, $8,000)

"Wonderful" Dual Boston Top, $14,000

BOSTON, July 20.—"Having Wonderful Time" and "Wives Under Suspicion" made the best comparative showing in a dull week here by grossing $14,000 at the RKO. This was $1,000 over par.

The only other spot to get into the profit column was Loew's Orpheum which also grossed $14,000 with "Shopworn Angel" and "Man's Castle."

Total first run business was $56,000. Average is $59,500.

Estimated takings for the week of July 15:

"WHITE BANNERS" (W.B.)
"RASCALS" (20th-Fox)
FENWAY — (1,329), 25c-35c-40c-55c, 7 days. **Gross:** $4,000. (Average, $4,500)

"SHOPWORN ANGEL" (M-G-M)
"MAN'S CASTLE" (Col.)
LOEW'S STATE—(3,537), 25c-30c-40c-55c, 7 days. **Gross:** $9,500. (Average, $11,000)

"SHOPWORN ANGEL" (M-G-M)
"MAN'S CASTLE" (Col.)
LOEW'S ORPHEUM—(2,907), 25c-35c-40c-55c, 7 days. **Gross:** $14,000. (Average, $13,000)

"TROPIC HOLIDAY" (Para.)
"PRISON FARM" (Para.)
METROPOLITAN — (4,332), 25c-35c-40c-55c, 7 days. **Gross:** $7,500. (Average, $12,000)

"WHITE BANNERS" (W.B.)
"RASCALS" (20th-Fox)
PARAMOUNT—(1,970), 25c-30c-40c-55c, 7 days. **Gross:** $7,000. (Average, $8,000)

"HAVING WONDERFUL TIME" (RKO)
"WIVES UNDER SUSPICION" (U.A.)
RKO MEMORIAL—(2,907), 25c-40c-55c, 7 days. **Gross:** $14,000. (Average, $13,000)

"Crowd" to Music Hall

"Four's a Crowd," Warner film featuring Errol Flynn and Rosalind Russell, is scheduled to open at the Music Hall early next month. National release has been set for Aug. 20.

R. L. Grant Leaves For English Talks

The New Zealand film and theatre situation will be discussed with London film executives by R. L. Grant, managing director of British Empire Films and B. I. P. representative in New Zealand, who sailed yesterday on the *Queen Mary*.

Mr. Grant was here on product deals. He plans to return in about two months for a short stay en route to New Zealand by way of the coast.

Ernest C. Rolls, representative of the newly formed Australian and New Zealand Theatres, Ltd., also sailed, after booking a number of attractions for stage presentation. He arranged bookings for "I Married an Angel" and "The Women," which will tour the Williamson-Tait group of houses with which some Snider-Dean theatres are affiliated.

Sylvia Sidney was another traveler. She will return in the fall to start in "One Third of a Nation," to be produced at Eastern Service Studios for Paramount release.

"6 United Showmen," UA Book, Is Issued

Comprehensive in the extreme is "Six United Showmen," United Artists' announcement book fashioned by Monroe Greenthal and containing a foreword by George J. Schaefer.

Its 44 pages are bound into a substantial, rigid cover of buckram, 11½ by 14 inches, the cover carrying a strip of film on which appear miniature portraits of Samuel Goldwyn, Alexander Korda, David O. Selznick, Walter Wanger, Edward Small and Hal Roach.

The inside pages, printed on coated stock, feature full page portraits of the producers, the number of films each will make and attractive illustrations depicting scenes from their forthcoming productions. Also listed are the names of the 53 stars, 33 writers and 10 directors.

Use Same Players in New Film-Stage Idea

HOLLYWOOD, July 20.—Road Show Pictures, Inc., through which it is planned to produce four outdoor musicals starring Gene Austin and Candy & Coco, has been formed here by Max and Arthur Alexander. The enterprise will offer to theatres as a single roadshow unit the produced film and an incidental vaudeville feature starring the three entertainers.

Associated in the venture is Alfred Stern. Max Alexander will produce the films.

Ship Films to Lepers

Through the efforts of Will H. Hays, president of the M.P.P.D.A., approximately 1,000 reels of features and shorts have been donated by various film companies to leper colonies in the Philippine Islands, in conjunction with the Leonard Wood Memorial.

Lepers in the various localities will be trained in the operation of projection equipment. The films are being shipped without charge to the memorial association through the cooperation of the Roosevelt Line, the Wiggins Terminals and the Film Exchange Transfer Co. The shipment left yesterday aboard the *Jeff Davis*.

Short Subjects

'Beside a Moonlit Stream'

(Paramount)

Here is a new way to put over a screen song, bouncing ball and all, for the song hit comes unexpectedly as a part of the birthday celebration given by the animals to the baby bear. No more ingenious tricks have been performed by cartoon animals since the little folk of the forest cleaned up the dwarfs' cottage in "Snow White." The music is an actual photography sequence accompanying the cartoon. Dailey's "Stop and Go" Rhythms Orchestra features the singing of Howard du Lany, ace vocalist with the organization, and after Howard does "Beside a Moonlit Stream" there is an animated cartoon sequence of the animals again closing an interest-provoking story. Running time, 8 mins. "G."

"Rainbow's End"

(Vitaphone)

Good music and a colorful minstrel show put on by "hoboes" provide a grade of entertainment that should find favorable reception. The cast offers Gus Van, Eddie Peabody, Swor and Lubin and Eddie Leonard. The action, proceeding from the box car atmosphere to presentation of the show involves the sort of material, humorous and tuneful, that is usually satisfactory. Running time, 22 mins. "G."

"Tupapaoo"

(M-G-M)

Here is another in the "What Do You Think" series that packs the weird punch of its excellent predecessors. This number concerns the curious, coincidental phenomena surrounding falling meteors, South Sea native superstition and civilization's arrogant instrusion on a peaceful people. The unfoldment and the narration by Carey Wilson are in good taste. Running time, 11 mins "G."

"Halfway to Hollywood"

(Columbia)

Tom Kennedy and John Arthur, aided by Ann Doran and a number of other familiar players, give this comedy many moments of pleasant entertainment of a rather unusual sort. It is the usual boss-comes-to-dinner story at the beginning, but later it offers a home film production angle. Intermixed are fairly humorous gags on the insurance business. Running time, 18 mins. "G."

"Going Places No. 52"

(Universal)

This number is devoted wholly to pleasant scenes in and about Mexico City. They cover people, places, buildings, markets and other things of interest. Lowell Thomas delivers the narration with emphasis on historical backgrounds. The photography is excellent. Running time, 10 mins. "G."

"Buzzy Boop"

(Fleischer-Paramount)

Introducing a new character, in support of Betty. Buzzy is a youthful relative, slightly on the brat side, and her tomboy antics are provocative of many laughs. She bests the boys at their marbles and games so they sic a ferocious goat on her. But goats, like worms, often turn and this one attacks the provokers until Buzzy does one of those incredibly neat tricks, possible only in the agile imagination of an animator, and rescues everyone. Short ends with Betty passing out crullers and Buzzy being adopted by the "gang." Running time, 7 mins. "G."

"Poor Little Butterfly"

(Mintz-Columbia)

This is a Technicolor cartoon version of "Madame Butterfly," but with silly gags and theatrical business blended into the animation to give it wider appeal. Animals and insects are the chief characters and the method of injecting comedy is not outstanding. Running time, 8 mins. "G."

"Fabulous Marseilles"

(P. P. Devlin)

The harbors, old and new; churches, lookouts, avenues, eating of bouillabaisse, the Chateau d'If and numerous other aspects of this French port are attractively covered in this "Screen Traveler." The photography alternates between the factual and artistic. Vocal comment is a good job of historical research presented in an interesting manner. Running time, 11 mins. "G."

Hollywood Preview

"Boy Meets Girl"

(Warners)

Hollywood, July 20.—Judging from preview audience reaction, Samuel and Bella Spewack's raucous comedy-satire of Hollywood is destined to be as sensational a screen attraction as it was a stage play. In preparing the screenplay the writers chose to make but few deviations from the original script and property in hand. James Cagney, Pat O'Brien, Marie Wilson, Ralph Bellamy, Frank McHugh, Dick Foran, Bruce Lester and a half-dozen lesser lights stack up an entertainment and exploitation feature that should have the patrons talking for weeks.

Given excellent mounting by Associate Producer Sam Bischoff with plenty of evidence that he wanted nothing that was originally Spewack tampered with, Lloyd Bacon's direction saw to it that no punches were pulled in the action, dialogue, situations and characterizations.

Production czars, scenarists and ham cowboy actors are the objectives of satirical tomfoolery this time. Two daffy screen writers, Cagney and O'Brien, who spend their time not thinking up plots for pictures but ones to annoy their employers and all who cross their path, have only one formula—boy meets girl, girl meets boy—then what? Into a crazy situation wherein Bellamy, a producer, is about to go mad walks Marie Wilson, a waitress. She collapses and, upon coming to, announces she is going to have a baby. She neglects to mention, which may be fortunate in some situations, that her husband died in a ship disaster. But her circumstances gives the authors an idea. The baby will be Fading Cowboy Star Foran's co-star. Meanwhile Miss Wilson has been smitten with Lester, an extra, but McHugh, an agent, complicates things by using Foran to propose to her so the baby can have a father and both long-term contracts, after which Cagney and O'Brien will be fired. But they have other ideas.

Turning a Carthay Circle premiere into a shambles, Lester, egged on by Cagney, grabs the microphone to proclaim that he is Miss Wilson's long lost husband and the baby's father. Fired for the hoax, O'Brien who must support his expensive wife, persuades Cagney to cook up one more plot that will restore their jobs. They fake a cable from England, using the name of a British film magnate, offering to buy Bellamy's studio on the condition that the baby star, O'Brien and Cagney go along with the assets. The gag backfires when Susie, educated by a couple of months in high school, discovers Lester is a nobleman and she will not permit the baby to stay in pictures because she is going to marry Lester and go back to England with him. In the meantime Cagney and O'Brien have managed to wangle themselves into unbreakable contracts.

Returning to the lot where he first met fame, Cagney gives the kind of performance that started him up the ladder. In her first featured role of importance, Miss Wilson gives a performance proving that those first earmarking her for eventual stardom were wise in their choice. She clicked just as effectively with the customers as did the man who. when he landed in Dublin, said he had flown in the wrong direction. As usual O'Brien proved an ideal partner for Cagney and no little responsibility for the picture's entertainment and commercial potentialities is due to the manner in which Bellamy, McHugh, Foran, Lester, Ronald Regan. Dennie Moore and Harry Seymour and Bert Lanlon, the latter two in a song demonstration interlude, went about their work.

While it is enjoyable, farce-comedy, "Boy Meets Girl" is adult entertainment and a picture for those who are not too hasty in jumping at conclusions, inasmuch as the matter of the baby's paternity is explained in plenty of time to make the merry excitement merrier.

Running time, 85 minutes. "A." Gus McCarthy

Short Subjects

"Stars in Stripes"

(Mentone-Universal)

Ed East and Ralph Dumke, th "Sisters of the Skillet," play forbidde swing music in a night spot and ar promptly hauled off to jail. Whil there a collection of performers com to ease the boys' incarceration and i appropriate surroundings a harmonic band, a blues singer, a dance te and a skating act do their respect stuff in a reliably entertaining fashion. At length East and Dumke, wit the entire prison roster, walk fro the place while the warden is entranced with his own vocal efforts Running time, 17½ mins. "G."

"Screen Snapshots 17-11'

(Columbia)

With this issue "Screen Snapshots' celebrates its 18th anniversary. The material involved was culled from its files and is a highly interesting and contrasting document of change i Hollywood and its colorful personages. The then and now technique is used. The audience should eat it up. Running time, 11 mins. "G."

"Surf Heroes"

(M-G-M)

Pete Smith applies his versatile vocal comment to the activities of the life saving personnel on the beach at Santa Monica. At first seriously, Smith later gets his humorous touches into the scene. There are fine shots of the sea in its spectacular moments worked into the documenting of the methods and technique of modern day beach patrols. Running time, 10 mins. "G."

"Night Intruder"

(Vitaphone)

The Floyd Gibbons series of "True Adventures" will return to its former dramatic and gripping status if this film is any indication. The yarn concerns the intrusion of a burglar in a suburban house while an unsuspecting quartet of women is playing bridge. A youngster next door spots the intruder. The police are called. The women continue their game. The burglar gathers up his loot and is making his getaway when the law forces arrive. The culprit attempts to escape and is killed. The story is played up for all its harrowing worth and its really packs a punch. Running time, 14 mins. "G."

"Paramount Pictorial P7-11"

(Paramount)

This number is given to scenic views of Alpine streams, the location of elephant seals on Guadelupe Island in the Pacific and the manufacture of wine and cultivation of grapes in California. The three sequences are nicely diversified and should hold attention. Running time, 10 mins. "G."

"International Rhythms"

(Nu-Atlas-RKO)

Russian, Chinese, Hawaiian and southern music are cleverly combined for interesting variety here. The setting is a night club and Roy Smeck, Ada Brown, Princess Chiyo and others perform. Good. Running time, 10 mins. "G."

FCC Attacks WLW Check Of Ad Claims

Washington, July 20.—The Federal Communications Commission today launched the first of several ex[illegible]ed attacks against super-power station WLW, charging that the station personnel had failed properly to check the advertising claims of program sponsors.

James Shouse, vice-president in charge of broadcasting, was questioned at length by Assistant General Counsel George B. Porter of the commission as to the steps taken to assure that advertising was proper. Shouse was asked, specifically, whether any investigation had been made to learn if a company running a prize contest had actually "paid off"; whether certain medical programs were considered proper; whether the allegedly extravagant claims of a mattress advertiser had been checked, and whether certain "kid" programs were considered appropriate.

Lasts Two Days

Indicating the importance which both the station and the commission place upon programs, the greater part of two days was devoted to testimony and examination on that phase of WLW operations.

From the tenor of the questions propounded by commission counsel it was evident the F.C.C. has been keeping a sharp eye on WLW programs in anticipation of the hearing and is not entirely satisfied with the character of some of the features offered.

The presentation of WLW's petition for extension of its super-power license is gradually building up to a showing of the financial operations of the Crosley Co., on which it is expected the commission will make its major stand, in view of the charges that the station has used its experimental permit for commercial purposes.

Kellogg in KDKA Deal

Pittsburgh, July 20.—Recent new business booked by KDKA includes a transcribed series of sports celebrity interviews sponsored by the Kellogg Co. J. Walter Thompson Co. arranged the deal. The station also has three new spot announcement programs, sponsored by International Harvester Co., Williamson Candy Co. and Standard Air Conditioning Co.

Ogilvie Will Head BBC

London, July 20.—Professor Fredrick Wolff Ogilvie, economist, president and vice-chancellor of Queen's University, Belfast, yesterday was appointed head of the British Broadcasting Co. He will assume his duties Oct. 1, succeeding Sir John Reith, who resigned to become chairman of the Government-subsidized Imperial Airways.

Penn to Take "Vox Pop"

The Penn Tobacco Co. on Oct. 1 will assume sponsorship of "Vox Pop," the program conducted by Parks Johnson and Wally Butterworth. The period will go out over the NBC-Red from 9 to 9:30 P.M.

Find 1,200 Jobs

Omaha, July 20.—WOW's "Job Clinic" ended its 14th month on the air with a total of 1,200 persons placed in jobs throughout this section during that period. The clinic consisted of interviews with applicants during the 30-minute program on Sunday nights.

Pirates Home Game Radio Rights Sold

Pittsburgh, July 20.—For the first time, the Pittsburgh Pirates have sold the broadcasting rights to their home games, except on Sundays and holidays, to a commercial account. General Mills and Socony-Vacuum, co-sponsors of the away-from-home games over KDKA and WWSW, who held an option on that privilege when and if the ban were lifted, have acquired this privilege for an unannounced sum.

It was believed the baseball club's decision came as a result of the "illegal" broadcasting of games both here and abroad by station KQV. The Pittsburgh Pirates have gone into Federal Court asking a restraining order as well as $100,000 damages. The hearing originally was set for last week and then postponed until July 26. In the meantime, KQV through some undiscovered means has continued to relay play-by-play accounts of the games to its listeners.

Asks Air System Patent

Wilmington, July 20.—Action was filed here yesterday in the U. S. District Court by Johnson Laboratories, Inc., of Chicago, asking the court to direct the United States Commissioner of Patents to issue to it, as assignee, a letter patent on certain new improvements by Waldimir J. Polydorff in "inductive tuning systems."

To Air Address of King

WOR-Mutual on Friday will rebroadcast, in cooperation with the BBC, the address of King George VI from Villers Bretonneaux, France, on the occasion of the dedication of the Australian National War Monument. The address will be heard from 2:30 to 3 P.M., E.D.S.T.

Murray on Canada Tour

Ottawa, July 20.—Major Gladstone Murray, general manager of the Canadian Broadcasting Corp., left here tonight to investigate the radio situation in the mining areas of northern Ontario and Quebec. He will return here via Montreal early next week.

To Sponsor Zeke Manners

The Madison Personal Loan Co. will sponsor "Zeke Manners and His Gang" over WNEW for six half-hours per week. Duration of sponsorship is indefinite. Klinger Advertising Agency handles the account.

Frank E. Brandt Dies

Rock Island, Ill., July 20.—Frank Erwin Brandt, 68, associate editor of *The Rock Island Argus*, and radio commentator, died at his home here yesterday.

AFM Sends Out New Recording Licenses

The license agreement form prepared by the American Federation of Musicians for use by recording and transcription companies as a result of the agreement recently reached with the A. F. M. was sent out yesterday to all recording and transcription companies.

Unless otherwise terminated for some reason, the license agreement will be terminated on Sept. 15, 1938, according to the printed form. The federation is given the right to terminate the agreement in the event of violation by giving one week's notice. The license provides the specific manner of designating all recordings made under the terms of the license agreement, whether for non-commercial home phonograph use or for electrical transcriptions. Dubbing or recording is forbidden without the written consent of the federation.

To Air Life in U. S. For French Audience

A radio series depicting life in the United States for the French radio audience, which will include 30 half-hour transcribed broadcasts, is now in preparation here by the French Government in cooperation with CBS.

Dedier G. van Ackere, Columbia's Paris representative, is acting for the French state network, "P. T. T." (Postes Telegraphes et Telephone). He is working here with William N. Robson of the CBS program director's staff. Among the cities to be "covered" will be Washington, New Orleans, Richmond, Seattle, Chicago, Detroit, Boston, Hollywood and San Francisco.

Three Renewals on WOR

The renewals have been set over the WOR-Mutual network. They include "Little Orphan Annie," sponsored by Ovaltine, beginning Sept. 26. Mondays through Fridays, at 5:30 P. M.; "Houseboat Hannah," transcribed series sponsored by Procter & Gamble for Crisco, Mondays through Fridays, 2:30 P. M., beginning Aug. 1, and "Bill Bailey's Orchestra," sponsored by Refrigeration & Air Conditioning Training, electrical transcriptions, Sundays, 10:15 A. M. Blackett-Sample-Hummert, Compton Advertising, Inc., and National Classified Advertising, respectively, handled the accounts.

Broadcast from England

Montreal, July 20.—Ceremonies attendant upon the installation of Lord Tweedsmuir, Governor General of Canada, as Chancellor of the University of Edinburgh, were broadcast over the Canadian Broadcasting Corp.'s national network tonight at 7:20. The program was relayed to Canada by the British Broadcasting Co. on a special trans-Atlantic beam.

NBC to Air Two Races

The NBC-Red network will broadcast two important races from Arlington Park, near Chicago, on July 23 and July 30. The Arlington Classic Stakes will be heard on the first date and the Arlington Futurity on the second. Both will be heard at 6 P.M., E.D.S.T. Clem McCarthy will be at the microphone.

▸ Radio Personals ◂

LUCY MONROE recently left for Louisville via United Airlines. She will appear in a version "Rio Rita." . . . Larry Nixon, special events director of WNEW, on Saturday will be the guest of honor at Adrian's Piccadilly Roof in honor of Nixon's book, "Vagabond Voyaging." . . . Carl Hohengarten, director of the "Laugh Liner" orchestra on CBS, on Saturday will conduct at Grant Park, Chicago. . . . Noel Gerson, WGN publicist, is vacationing for a month at Atlantic City. . . . Katharine Roche, who conducts the "June Baker" program on WGN, will sail on the *Normandie* Aug. 3, on her first visit abroad.

+

Dr. Sigmund Spaeth will broadcast his latest song, "Honolulu Luau," on a program over WOR-Mutual July 24 at 7 P. M., E. D. S. T., which will originate from KGNB, Honolulu. . . . Sheila Barrett flew to Chicago last night via American Airlines. . . . Ben Bernie will be a guest on Benny Goodman's program July 26 over CBS. He is coming in from Detroit to be on hand. . . . Ray Saunders will replace Cy Morgan on the WHN 6:45 P. M. sports period beginning next Monday. . . . Chela and Freddy, South American radio comedy team, visited the "Marie Antoinette" exhibit at the Astor yesterday. They are scheduled to sail tomorrow on the *Santa Paula* for an engagement in Venezuela.

Last Unit Ratifies AFRA-Network Deal

The Los Angeles local of the American Federation of Radio Artists has unanimously voted approval of the union's pact with the CBS and NBC networks covering wage and hour terms for talent appearing on sustaining programs, it was learned here yesterday.

This action on the part of the coast division brings about complete approval of the contract by members of the entire organization. The deal already had been ratified by members in New York, Chicago and San Francisco. The union shortly will report back to the networks and the contract will become effective on or about Aug. 7.

Renew Aspirin Program

"Second Husband" has been renewed over CBS for another year, beginning with the broadcast of Aug. 2. The program is sponsored by Sterling Products for Bayer Aspirin. Helen Henken and the Famous Actors' Guild are featured. It is heard on Tuesdays from 7:30 to 8 P.M., E.D.S.T. Blackett, Sample & Hummert is the agency.

To Air "Alison's House"

"Alison's House," by Susan Glaspell, will be the next production in the NBC series of dramatizations of Pulitzer Prize plays. It will be heard from Chicago tonight. Eugene O'Neill's "Beyond the Horizon" will be broadcast on July 28. The program is heard from 9 to 10 P. M., E. D. S. T.

Congratulations...

UNITED ARTISTS • METRO-GOLDWYN-MAYER

In the recently announced Association of Motion Picture Advertisers Awards which were based upon balloting by a representative cross section of the nation's exhibitors, both large and small, Metro-Goldwyn-Mayer and United Artists won *every* FIRST.

Best all around campaign
  FIRST—METRO-GOLDWYN-MAYER
  SECOND—UNITED ARTISTS

Best campaign direct to public
  FIRST—METRO-GOLDWYN-MAYER

Best display
  FIRST—UNITED ARTISTS

Best trade campaign
  FIRST—METRO-GOLDWYN-MAYER

Best publicity campaign
  FIRST—METRO-GOLDWYN-MAYER

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Conciliation Efforts Go on Despite Suit

ove for FWC Master Is Called Off, However

The industry's current effort to rmulate a plan of self-regulation of ade practices will be continued without interruption despite the filing of e Department of Justice's monopoly tion against the organized industry, was learned yesterday.

However, the industry proposal for e appointment of a special master to ear trade complaints against Fox est Coast which involve the connt decree entered into by the circuit ith the Government in 1933 has been bandoned. This was a direct result the filing of the monopoly proceedg.

It was learned that on the occasion the visit of industry attorneys to hurman Arnold, Assistant Attorney eneral, about three weeks ago, for e purpose of discussing the Fox

(Continued on page 2)

ourt to Hear RKO Motions on Sept. 8

A motion to confirm the report of pecial Master George W. Alger pproving the RKO plan of reorganiation will be heard in U. S. District ourt here on Sept. 8, Federal Judge illiam Bondy indicated yesterday.

The motion will mark the start of nal hearings on the plan which will followed by the selection of a oard of directors and management r the reorganized company. Setting the hearing date indicates that the

(Continued on page 6)

TC Violation May Cause License Loss

WASHINGTON, July 21.—Radio adertising of patent medicines not in cord with the requirements of the ederal Trade Commission and the ood and Drug Administration may e sufficient cause for refusal of liense renewals to broadcasters, it was dicated today by action of the Fedal Communications Commission.

The commission's attitude was disosed in an order for a hearing on e renewal application of WJJD,

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More Radio—P. 6

Gulick Chosen To Coordinate Big Ad Drive

Appointment Is Approved By Three Committees

Paul Gulick, former publicity manager for Universal, was designated coordinator of committee activities for the industry's national advertising campaign at a meeting yesterday of the distributors' committee of which George J. Schaefer is chairman. The appointment had been approved previously by the advertising committee, headed by Howard Dietz, and the affiliated circuits' committee, of which Y. Frank Freeman is chairman. Gulick will begin his full time work on the campaign Monday, working under the direction of the three committees.

While several slogans for the campaign are under consideration by the advertising committee no final choice has been made yet.

Mr. Schaefer's committee reconvened last night following a late afternoon adjournment to consider various proposals relating to the appropriation for the campaign and its apportionment among the participants. The campaign is scheduled to get under way shortly after Labor Day.

Midwest Warner Men To Meet at Chicago

CHICAGO, July 21.—Representatives of Warners' midwest branches will meet at the Blackstone Hotel here Saturday and Sunday for the third of the company's regional bookers and ad salesmen's meetings.

A. W. Schwalberg, supervisor of exchanges, will conduct the sessions, assisted by Stanley Hatch, advertising accessories sales manager, and I. F. Dolid, assistant to Norman H. Moray, Vitaphone sales manager.

The home office representatives will return to New York early next week to prepare for the fourth and final meeting to be held at the Hotel Warwick there July 29 and 30. Eastern

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N. Y. Court Upholds Ban on Dog Racing

ALBANY, July 21.—Greyhound racing suffered another severe blow which is expected to remove this form of competition from the theatre field for this season at least, when Supreme Court Justice Pierce Russell of Troy

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SEE U.S. BID FOR CONSENT DECREE

Sweeping Nature of Case Is Surprise.—Company Heads Are Silent

The motion picture business started yesterday to digest the Government's anti-trust suit against the eight major companies.

Long threatened, the petition filed by the Department of Justice in the Federal Court of New York at noon Wednesday was so sweeping in its attack on trade practices and in its demands for readjustments that the suit might as well have been totally unexpected.

The statement issued by Will H. Hays was the only formal comment available. The defendant companies elected to let Mr. Hays' statement stand without amplification.

As interesting as the brief itself, was the mimeographed statement issued by the Department of Justice outlining the purposes and objectives of the suit and giving the Department's reasons for proceeding through the courts.

There was speculation, everywhere, over all the details of the Government's action, over the complaints and

(Continued on page 2)

Suit Clears Atmosphere, Says Allied

A consent decree embodying proposals of the major companies "for bringing themselves into conformity with the law" will be acceptable to Allied as a means of meeting its demands for relief to independent exhibitors.

This is urged in an Allied bulletin issued by Abram F. Myers, general counsel, in Washington, and devoted to the filing of the Government's antitrust suit.

"July, 1938, will go down in exhibitor history as the month in which Allied's long but persistent battle for exhibitor rights was won," the bulletin states.

"The decision in the North Dakota (theatre divorcement) case and the filing of the Government's suit do not in themselves effect the desired result, but they are the handwriting on the wall.

"The filing of this action clears the atmosphere, removes uncertainty, provides an opportunity for the in-

(Continued on page 2)

ITOA Attacks U.A. Percentage Selling

United Artists' new sales policy of selling on percentage only is "condemned" in a resolution adopted by the membership of the I.T.O.A.

The resolution charges that "the policy is arbitrary and unfair insofar as subsequent run theatres are concerned, and such a policy would make it impossible for subsequent run theatres to play United Artists' product."

It is also charged that "such policy is evidently being adopted by United Artists to prevent subsequent run theatres from playing their product."

Pick-a-Back Plane Brings Reels Here

The five newsreels chalked up another "first" on their delivery records yesterday when the English "pick-a-back" plane arrived at Port Washington with the first shipment of newsreel film ever to make the west-east voyage by air. The

(Continued on page 3)

Pettijohn, Breen Back from Europe

A European war is remote because with the exception of England none of the countries can afford the expense, it was reported by C. C. Pettijohn, general counsel of the Hays office, who returned yesterday on the *Rex* from a month's vacation.

Joseph I. Breen, Production Code administrator in Hollywood, returned with Mrs. Breen from a tour of Italy and Switzerland. Both Hays office officials were greatly interested in

(Continued on page 6)

Dietz, Yorke Group Hold Meeting Today

HOLLYWOOD, July 21. — Howard Dietz of M-G-M, chairman of the working committee for the industry's publicity and advertising campaign, tomorrow will meet with Gabe Yorke, local chairman, and all studio publicity heads at the offices of the M.P.P.D.A. It is understood that he will detail plans formulated at the eastern meeting Monday.

Mr. Dietz and Nicholas M. Schenck will start east Friday.

See U. S. Bid For Agreeing Upon a Decree

(Continued from page 1)

over the sweeping remedies asked by the Department of Justice, but uppermost in the minds of the industry, at large, was guessing over the next step.

Many read into the Government's formal statement of explanation an invitation to the defendant companies to discuss new trade practices. There was talk of negotiations directed toward a consent decree.

The emphasis with which the announcement issued by the Department of Justice pointed out that the Courts and not the Department of Justice must interpret the legality of alleged monopolistic practices, coupled with the statement that a "lawsuit should be considered as the beginning of cooperation between the courts, the legislature, the Department of Justice and the industry to achieve a common end" indicated to some observers that the Department of Justice expects to discuss a compromise between existing practices and the reforms which it seeks to enforce.

Defence Still Unorganized

Whether there will be discussions or not, nobody knows because there has been no opportunity to formulate plans for all defendant companies.

However, observers wondered whether the defendant companies could possibly undertake negotiations on the basis of the sweeping demands for reformation of trade practices outlined in the Government's brief, wondered if the trade practices which have evolved through the industry's experience could be sufficiently altered, without chaos, to reach an approximation of what the Government wants.

Observers, too, saw in the Government's unusual announcement, beyond its conciliatory tone, a threat of criminal prosecution, and an intimation of legislation to effectuate its purposes if negotiation and civil action fail.

Some of the 167 company and individual defendants named in the proceeding were served with subpoenas yesterday. Each defendant has 20 days from the date of his service in which to file an answer.

Delays Inevitable

After the filing of answers, legal procedure permits the defendants to move in the U. S. District Court for bills of particulars from the Government. If any large number of the defendants had such motions granted, a considerable amount of time would be involved the preparation of the particulars. Additional time would be occupied in the probable efforts of attorneys for both sides to agree on stipulations of fact. In view of these and other conceivable delays, most attorneys are agreed that there is little possibility of a trial date being set before next spring, at the earliest. The trial undoubtedly would be long drawn out because of the large number of defendants and would be appealed to the U. S. Supreme Court regardless of the outcome.

Final determination, according to legal opinion, could not be hoped for in less than 18 months to two years.

Suit Clears Atmosphere, Says Allied

(Continued from page 1)

dustry to clean house and should be welcomed.

"Self-regulation is a fine principle and should be practiced by all industries capable of doing so. There is no dodging the fact that in the matter of monopolistic organization and practices, the motion picture producers and distributors, linked together through the Hays Association, have failed utterly to curb their own predatory tendencies.

"Now that this suit has been filed, the Big Eight have a golden opportunity to clean house and to straighten out their relations with the government, the independent exhibitors and the public. They can now bring forward their proposals for bringing themselves into conformity with the law. If such proposals are acceptable to the Government, they can be embodied in a decree which cannot be disregarded whenever the temptation arises so to do.

Sees Trade at "Crossroads"

"The motion picture industry is at the crossroads and its future will be determined by the course it now adopts. The Big Eight must bring about an abrupt change in their public relations policies. They must realize that they cannot get by with flagrant violations of the law and unfair and oppressive practices by purely political methods. The 'fixing' days are gone forever. They must make up their minds hereafter to deal frankly, fairly and directly with all who have a legitimate concern with the operations of the industry. It is a job for men of experience, integrity and tact; definitely it can not be accomplished by conniving political methods.

"Allied hopes that out of this maelstrom will come dignity, peace and security for a great industry. Moreover, she stands ready and willing to cooperate with like minded executives among the motion picture producers and distributors."

Ellis Continues Monday

Hollywood, July 21.—Emil K. Ellis, here by order of the N. Y. Supreme Court to take the testimony of Loew's, Inc., executives in the stockholder suit charging illegal disbursement of company funds, on Monday will hear new depositions by Harry Rapf concerning documentary evidence which the defendant's counsel has agreed to furnish.

Mrs. Firnkoess Passes

Mrs. John Firnkoess, mother of John E. Firnkoess of the Century Circuit, passed away Wednesday at Daytona Beach, Fla. She is survived by her husband, John Firnkoess, Sr., and another son, Earl, of Miami, Fla.

RKO Executives on Coast

Hollywood, July 21.—Ned E. Depinet, S. Barret McCormick and Dave Strumpf arrived today for RKO product conferences with Pandro Berman and Howard Benedict.

Conciliation Efforts Go on Despite Suit

(Continued from page 1)

West Coast proposal, the film company lawyers became aware that the Department of Justice would proceed with the monopoly action and that it entertained little interest in the plan to clear complaints against Fox West Coast through a court appointee who would be satisfactory to the Attorney General's office. The situation then encountered reportedly convinced company lawyers that effectuating the West Coast plan would not be worth the effort.

An echo of the attorneys' experience is believed to be contained in that part of the Department of Justice press release which accompanied the filing of the monopoly complaint which sets forth that ". . . it was the custom of business men to seek from the Department some vague form of approval for their plans of operation which involved anti-trust questions. That practice is now generally discredited. The truth is that without a judicial proceeding the department is not in a position to inform the industry of what arrangements it will accept."

Individual Assent Insufficient

The statement also asserts that "approval voiced by individual representatives of the Department in private conference cannot be binding on the department or create immunity from prosecution."

In regard to the industry's own effort at developing a plan of self-regulation, it was pointed out that success in the undertaking promised immediate remedies for many trade practice complaints, whereas the mechanics of the Government's judicial proceeding, irrespective of the outcome of the case, make a final determination of the action unlikely for at least a year and, perhaps, longer.

The distributors' negotiating committee, which completed its preliminary work this week, has forwarded a first draft of its program to Sidney R. Kent in Maine for approval. As soon as this has been obtained, letters requesting exhibitor representatives to meet with the negotiating committee will be sent out.

Tax Credit to 20th-Fox

Washington, July 21.—An overassessment of income tax of $140,000 today was credited by the Commissioner of Internal Revenue to 20th Century-Fox Film Corp. The overassessment represents the excess of a tax assessed against the company on the basis of a tentative return for 1930 filed by the concern, over the actual tax liability as determined after investigation.

Zanuck Seeks Corrigan

Among the film offers reported to have been received by Douglas Corrigan, Atlantic flyer, is one from Darryl F. Zanuck, who is said to have cabled from Paris a suggestion for a five-year contract calling for three pictures a year with an incidental vaudeville tour of 10 weeks at $2,000 a week.

Miss Lawrence Back; Italian Film Unmade

Rosina Lawrence, who went to Italy to make "Rigoletto" for Era Film Co., of which Vittorio Mussolini is president, returned yesterday on the *Rex* without making the picture. She was to star in the film, which was scheduled as the Italian company's major production.

Miss Lawrence, who has appeared in Hal Roach and 20th Century-Fox films, is the last to return [illegible] the American talent which was ex[illegible]ed from Hollywood to make "Rigoletto." Jeanie Macpherson returned recently after preparing the script. The picture may be made later, according to Miss Lawrence, but reports from Rome are that it has been shelved.

Monogram Board Meets

The board of directors of Monogram Pictures held its quarterly meeting yesterday. Only routine business was transacted, according to company officials. Scott Dunlap, production head, and Trem Carr, who came from the coast to attend the meeting, will remain in New York over the week end, their probable departure date being set for Monday.

Call Off UMPTO Meet

Philadelphia, July 21.—Lacking a quorum of paidup members, the United M.P.T.O. called off its meeting scheduled for today. President Lewen Pizor said he has been named a member of the committee to meet July 27 in New York on the industrywide advertising drive.

Lee Tracy Is Married

Yuma, July 21.—Lee Tracy and Helen Thomas Wyse were married here yesterday.

MOTION PICTURE DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Banner, Al Finestone, Thomas Fitzsimmons, Sberwin A. Kane, Irene Kuhn, Joseph Priore.

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◂ Purely Personal ▸

LOU WEINBERG, Columbia's circuit sales chief, and MAX WEISFELDT, short subjects sales supervisor, will compete for the title of the industry's worst golfer in the near future. Current betting is that the co[illegible]ed scores in the match will not "b[illegible]k" 300.

•

RAFAEL RAMOS COBIAN of Cobian Productions, Inc., arrived yesterday from Hollywood with the print of his first Spanish picture, "Mi Dos Amor," for Paramount release, and will negotiate for further productions with that company.

•

JAMES R. GRAINGER, Republic president, will arrive today from Buffalo and leave tonight for Dallas for conferences with W. G. UNDERWOOD and C. C. EZELL, franchise holders. He will be gone most of next week.

•

HARRIS P. WOLFBERG, M-G-M district manager in Kansas City, and MRS. WOLFBERG, who have been in town for a few days, will spend the weekend at Great Neck and will return to Kansas City early next week.

•

ARNOLD M. PICKER, Columbia foreign department executive, became a father yesterday. The new arrival, a girl, was born at Doctors' Hospital and weighed seven pounds, nine ounces.

•

ALBERT HOWSON, Warner censorship director, will be interviewed Monday at 6:30 P.M. over WYNC on the subject, "The Biographical Film."

•

ETHEL MERMAN came in from the coast yesterday for a three-week vacation. She will attend the Roxy opening of "Alexander's Ragtime Band."

•

GEORGE L. CARRINGTON, vice-president of Altec Service, has returned to New York from a 10-day trip through the middle west.

•

JOEL SWENSON of the Hays office had intended to visit Norway and Sweden this summer but has deferred the trip to next year.

•

WILLIAM SUSSMAN, 20th Century-Fox eastern district manager, will leave Tuesday for conferences at the Boston exchange.

•

DAVID E. ROSE, head of Paramount production in England, will sail from New York July 28 on the *Ile de France*.

•

JACK BENNY plans to leave Hollywood tomorrow for Saratoga, N. Y. He will return to the coast in a month.

•

ROY HAINES, Warner eastern and Canadian sales manager, left last night for Buffalo. He will return Monday.

•

HARRY COHN, Columbia president, is in New York from the coast for a few weeks.

•

WILL HAYS, en route to the coast by train, is due there Saturday.

Short Subject Reviews

"The Great Adventures of Wild Bill Hickok"

(*Columbia*)

That fertile field for film plots—the era of the emergence of Texas and the southwest from the dominance of unscrupulous carpet-baggers—is used as background for this serial which also involves the title character in the ensuing adventures. There is plenty of the right kind of serial action with Indians, shootings, hard riding, and fighting to create an interested following.

Gordon Elliott has the title role. He gives a convincing portrayal of the western character and is first rate where the action is concerned. The film was handsomely photographed by Benjamin Kline and George Meehan. Mack V. Wright and Sam Nelson directed. The first chapter runs 28 minutes. Additional installments run 18 minutes. "G."

"Hollywood Handicap"

(*M-G-M*)

A light vignette of the racetrack with an excellent demonstration of "vocal music" by the original "Sing Band." This colored troupe does its stuff with refreshing novelty and the surrounding framework of story cleverly involves many film personalities who are known for their devotion to the bangtails. Good. Running time, 10 mins. "G."

"Nellie, the Indian Chief's Daughter"

(*Universal*)

A burlesque variation of the villain-heroine-hero theme is the idea back of this cartoon. It follows familiar lines. The animation tricks provide the comedy. Good. Running time, 7 mins. "G."

"Sons of the Plains"

(*Vitaphone*)

A brief and attention-holding story of pioneer days, done in Technicolor, the beautiful outdoor kind and featuring the Mauch twins is offered here. As babies the boys are separated when Indians attack their parents' wagon and carry off one while the other is hidden. Later, in adolescence, they meet. One is the adopted son of an Indian chief and the other is returning from California. A clever sideplot is injected into the narrative here, dealing with Indian agents' treachery and a bit of suspense is worked up that eventually brings the boys to recognize each other as brothers. It's different and should draw favorable response. Running time, 19 mins. "G."

"The Jeep"

(*Fleischer-Paramount*)

Popeye's canine friend from the cartoon pages, the dog that disappears and possesses all sorts of magical powers, makes its debut here. Popeye has the dog track down the lost "Swee' Pea," which it does, but not before much unique and clever animation is screened. Good. Running time, 7 mins. "G."

"Mechanix Illustrated"

(*Vitaphone*)

Done in color, this reel offers glimpses into the workings of research laboratories where such activities as the killing of microbes with ultraviolet rays and experiments with liquid air are carried on. Also there are sequences dealing with the compact kitchens on Pullman diners and the manufacture of paint. The comment is lightly technical and the material presented with interesting variety and theatrical effect. Running time, 10 mins. "G."

Grainger Is Honored At Buffalo Luncheon

BUFFALO, July 21.—Exhibitors in western New York turned out in force today at a reception and luncheon for James R. Grainger, president and sales head of Republic, at the Hotel Statler. This was his first upstate visit since his new appointment.

Jack Berkowitz, local Republic head, sponsored the affair. Among those listed as attending were Vincent R. McFaul and Robert P. Murphy of Sheat Theatres; A. Charles Hayman, Richard Walsh and George McKenna of LaHay Theatres; Louis Schine of the Schine circuit; Mr. and Mrs. George Gammel of Gammel Theatres; Mr. and Mrs. A. C. Behling; Joseph A. Schuchert; Theophilus, Constantine and Nicholas Basil of Basil Bros.; William Dykstra, George J. Biehler, Matt Konczakowski, Stanley Kosnowski, Harry H. Goldsmith, Harry Yette, Jack Bellman, Ted Jarvis, Marvin Atlas, Sylvester Graff, I. R. Lounsberry, Clifford Jones, Jake Levene, Al Zisser, Burt Buchanan, Harry Rondet, Harry Dillemuth, Spencer Balser and Jake Rappaport.

Wall Street

Board Declines Continue

	Open	High	Low	Close	Net Change
Col.	14⅝	15⅜	14¼	14¾	— ¼
Cons.	1⅝	1⅝	1⅝	1⅝	.....
Cons. pfd..	7⅝	8⅛	7⅝	8⅛	+ ⅜
E. K.	177½	179	177½	178	— ¾
G. T. E....	14⅜	15	14	14	— ¾
Loew	51½	51⅞	48¾	49⅞	—2⅜
Loew, pfd..	106½	107	106¼	106¼	— ⅜
Para.	11⅜	11½	10	10⅝	— ¾
Para. 1.....	92½	92½	89¼	89¼	+ ¾
Para. 2.....	11	11⅜	10	10½	— ¾
Pathe	8⅛	9	7⅞	9	+1¼
RKO	3	3⅛	2¾	2⅞	— ⅜
20th Fox ..	24⅜	24⅞	23¼	23⅝	— ¾
20th pfd....	34½	34½	33	33	—2
Univ. pfd...	41	41	39½	39½	—2½
W. B.	6¾	6⅞	6	6⅝	— ¼
W. B. pfd..	38½	39	38	38	— ⅝

Technicolor Heaviest Curb Loser

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	7/16	7/16	.....
Sonotone ..	1⅝	1¾	1⅝	1¾	.....
Tech.	22½	22½	21¼	21¼	—1⅝
Univ. Corp.	2⅝	2⅝	2½	2½	.....

Bonds Off ½ to 5½ Points

	High	Low	Close	Net Change
Loew 3½s '46....	100⅛	99½	99½	— ⅝
Para. Pict. 6s '55	98	96¼	96¼	—2½
Para. Pict. '47....	82¼	80½	80⅝	—1⅜
RKO 6s '41.......	73	71	71	—5½
W. B. 6s '39......	82	80	80	—3½

(Quotations at close of July 21)

Pick-a-Back Plane Brings Reels Here

(Continued from page 1)

material was sent out as a special supplement to the regular issue. The films deal with the reception of Douglas Corrigan in Dublin and the visit of the British royal family to France, and were shown in the metropolitan area last night.

The synopses of the various reels follow:

Movietone News: The Corrigan story and royal family visit to France. President Roosevelt in Yosemite Park and aboard the cruiser *Houston.* Hankow preparing for attack. German advisers to Chinese Army departing. Evacuation problem studied by American Ambassador to China. Floods in Japan. Rodeo in Salinas, Cal. Arkansas Peach Queen selected. "Little Rhody Boys" take office for day in Providence. Slum clearance gets under way in New York. Celebrities at showing of "Alexander's Ragtime Band." Girl Scouts off for cruise on a schooner. Lew Lehr with monkeys.

News of the Day: Corrigan story. President in Yosemite Park and on *Houston.* Ambassador Kennedy visiting President Hyde of Ireland. Irish troops taking over Spike Island from British. Women's Page. Paul Runyan, golfer, in slow motion shots. Police supervise children's boxing bouts. Floods in Japan.

Paramount News: Corrigan story. Royal visit to France. Girl Scouts on schooner cruise. German Army advisers departing for Berlin. Roumanian flyer crashes plane in Norwalk, Conn., necessitating postponement of projected flight. Youths who "kidnapped" yacht return to Santa Cruz, Cal. Statue of Liberty undergoes rebuilding. Headliners' Club in Atlantic City present awards for best reporting in radio, war reporting, cartoon and newsreels, last named to Al Mingalone of this reel.

Universal Newsreel: Corrigan and British visit to Paris. President off on *Houston* for fishing following Yosemite Park sightseeing. Advisers to Chinese Army leave for Berlin. Air show in Villacoublay, France. Rodeo in Salinas, Cal. Kennedy visits Ireland. British test new speed plane. Dogs draw "chariots" in Baker, Ore., race. Fred Snite, Jr., in infantile paralysis lung, watches races at Arlington Park. Fourteen Girl Scouts off on cruise. Irish troops occupy Spike Island. Indians play whites in state of Washington polo game.

RKO Pathe News: Corrigan story. King of Sweden celebrates his 80th birthday. Slum clearance begins in New York. President Roosevelt at Yosemite Park. Football in Singapore. Flying priest, Father Schulte, arrives in north woods of Canada. German advisers to Chinese military depart from Hankow. Scientists battling waters of turbulent Colorado River. Film stars play polo in California.

London Rules Approved

LONDON, July 21.—The London County Council has agreed to the recommendation of its entertainment committee and will impose the new rules relative to the operation of film houses on all new licenses approved even before Jan. 1, 1939, when the rules originally were to go into effect.

A LITTLE GIRL TAKES A VACATION AND TEACHES US ALL A LESSON!

Some weeks ago, Shirley Temple and her parents left home to see America, just as thousands of other American families do every Summer. They wanted no fanfare, no publicity. All they wanted to do was to visit the many places they had heard about.

But although they tried hard to avoid crowds, everywhere that Shirley Temple went people rushed to get a glimpse of her. Most of them were adults. Poor and wealthy, some obscure and many in the most exalted walks of life, all dropped everything to look at Shirley Temple.

There is a lesson in this for everybody in the motion picture industry.

What a wonderful business this is! What an amazing hold it has upon the people! Make no mistake, the American public loves the movies and its people.

The vacation trip of Shirley Temple shows better than anything else the enormous reservoir of public interest which we, as showmen, have not even begun to tap.

Of course, Shirley's vacation, with its attendant publicity, is a tremendous boon to exhibitors playing her next picture, "LITTLE MISS BROADWAY." But it is even more than that. It is a challenge to everybody in this business to do his utmost to get the last ounce of value from this great public enthusiasm.

SHIRLEY KEEPS SWIM DATE AT F.

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Franklin D. Roosevelt
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SHIRLEY TEMPLE VISITS HYDE PAR

Declines to Go Swimming W
Mrs. Roosevelt 'Becaus
of My Hair'

Visitor

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Leaving White

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MOTION PICTURE
DAILY

Shirley Temple To
Shows Adult Appe

One of the unique features of Shir
ley Temple's trip across the countr
with her parents has been the adult
appeal of her personality Everywhere
she has gone she has been as much
sought after by grownups as thy
children.
President Roosevelt quit work to
entertain her at the White House,
Secretary of the Treasury Morgen-
thau turned aside from fiscal prob-
lems to spend considerable time with
her, Mrs. Roosevelt invited her up to
Hyde Park and devoted practically an
entire day to her entertainment. On
Sunday Governor Lehman and Mrs.
Lehman entertained her at their home
at Purchase, N. Y.

A GOVERNOR AND
Mr. Lehman with Shirley Te
Purchase, N. Y., yesterday.

ERNOR VISITED
Y SHIRLEY TEMPLE

vs Leapfrog and Goes
ming at Purchase

THE NEW YORK TIMES.
July 10.—

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2 'First Ladies' Enjoy 'Hot Dogs'

There were hot dogs at Val Kill cottage yesterday, just like those eaten by the Crown Princess of Sweden, when Shirley Temple, nine-year-old Queen of Hollywood,

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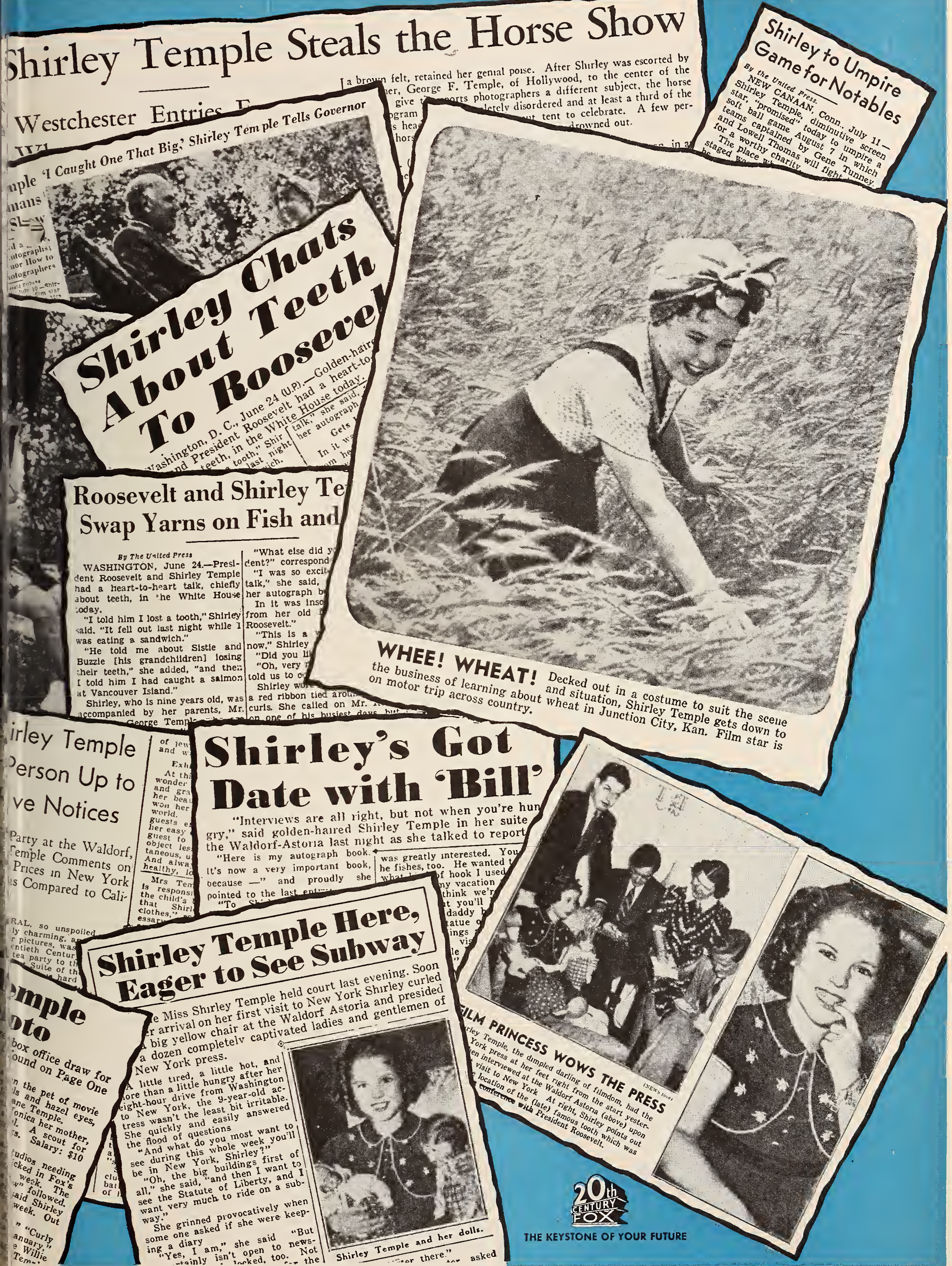
Shirley Carries Hyde Park That Roosevelt Lost

Poughkeepsie, July 9.—Chubby Shirley Temple, who stole the hearts of America's audiences to become Holly-

Last March,
Mrs.
Franklin D.
Roosevelt
paid a visit to
Shirley



Shirley Temple Steals the Horse Show

Westchester Entries F
W

a brown felt, retained her genial poise. After Shirley was escorted by
er, George F. Temple, of Hollywood, to the center of the
give t ports photographers a different subject, the horse
ogram letely disordered and at least a third of the
s head nt tent to celebrate. A few per-
hors drowned out.
in a

Shirley to Umpire Game for Notables

By the United Press.

NEW CANAAN, Conn., July 11—Shirley Temple, diminutive screen star, "promised" today to umpire a soft ball game August 7 in which teams captained by Gene Tunney and Lowell Thomas will fight for a worthy charity.

The place wh
staged wa

'I Caught One That Big,' Shirley Temple Tells Governor

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ald Tribune
July 10—Shir-
film star

Shirley Chats About Teeth To Roosevel

Washington, D. C., June 24 (U.P.).—Golden-hair
nd President Roosevelt had a heart-to
teeth, in the White House today.
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talk," she said,
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Gets

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Roosevelt and Shirley Te Swap Yarns on Fish and

By The United Press

WASHINGTON, June 24.—President Roosevelt and Shirley Temple had a heart-to-heart talk, chiefly about teeth, in the White House today.

"I told him I lost a tooth," Shirley said. "It fell out last night while I was eating a sandwich."

"He told me about Sistie and Buzzie [his grandchildren] losing their teeth," she added, "and then I told him I had caught a salmon at Vancouver Island."

Shirley, who is nine years old, was accompanied by her parents, Mr.
George Templ

"What else did y
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"I was so excit
talk," she said,
her autograph b
In it was insc
from her old
Roosevelt."
"This is a
now," Shirley
"Did you li
"Oh, very
told us to c
Shirley w
a red ribbon tied arou
curls. She called on Mr.
on one of his busiest days, but

WHEE! WHEAT! Decked out in a costume to suit the scene and situation, Shirley Temple gets down to the business of learning about wheat in Junction City, Kan. Film star is on motor trip across country.

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irley Temple Person Up to ve Notices

Party at the Waldorf,
Temple Comments on
Prices in New York
s Compared to Cali-

RAL, so unspoiled
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Shirley's Got Date with 'Bill'

"Interviews are all right, but not when you're hun gry," said golden-haired Shirley Temple in her suite the Waldorf-Astoria last night as she talked to report

"Here is my autograph book. It's now a very important book, because —" and proudly she pointed to the last entr
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Shirley Temple Here, Eager to See Subway

e Miss Shirley Temple held court last evening. Soon r arrival on her first visit to New York Shirley curled a big yellow chair at the Waldorf Astoria and presided a dozen completely captivated ladies and gentlemen of New York press.

A little tired, a little hot, and ore than a little hungry after her eight-hour drive from Washington to New York, the 9-year-old actress wasn't the least bit irritable. She quickly and easily answered the flood of questions

"And what do you most want to see during this whole week you'll be in New York, Shirley?"

"Oh, the big buildings first of all," she said, "and then I want to see the Statute of Liberty, and I want very much to ride on a subway."

She grinned provocatively when some one asked if she were keeping a diary

"Yes, I am," she said "But tainly isn't open to news- locked, too. for the

Shirley Temple and her dolls.

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FILM PRINCESS WOWS THE PRESS

(NEWS foto)

rley Temple, the dimpled darling of filmdom, had the York press at her feet right from the start yesteren interviewed at the Waldorf Astoria (above) upon visit to New York At right, Shirley points out e location of the (late) famous tooth which was conference with President Roosevelt.

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

WLW Insists Higher Power Helps Public

WASHINGTON, July 21.—WLW representatives today attempted to show the beneficial results to listeners from a boost of the station's power from 50 to 500 kilowatts, testifying before the Federal Communications Commission that experiments showed that reception was materially improved at the higher power.

These surveys, it was indicated, were made as part of the station's experimental program under its experimental super-power license.

Gerald E. Branch, engineer in charge of the work, testified that studies made last summer indicated that six-tube sets are the most popular and that 36 per cent of the set-owners surveyed owned 1937 receivers.

94% Note Increase

Experimental transmissions with 50 and 500 kilowatts in which listeners were asked to participate, Mr. Branch testified, showed that of 1,402 listeners reporting 94 per cent believed that the volume was greater on 500 kilowatts than on 50 kilowatts, while 4.8 per cent reported no difference and 1.2 per cent felt power was better on 50 kilowatts. Eighty-six per cent of the reporters said static, noise and interference was less on the higher power, while 12.4 per cent found no difference and 1.6 per cent said it was greater on 500 kilowatts; 87 per cent reported increased clarity and quality on 500 kilowatts, 11.7 per cent reported no difference and 1.3 per cent had better reception on 50 kilowatts.

While fading characteristics show litle difference when power is changed, 85 per cent of the listeners reporting felt it was less on 500 kilowatts, one-half per cent held it less on 50 kilowatts and 2.5 per cent found it the same on both powers.

FTC Violation May Cause Lisence Loss

(Continued from page 1)

Chicago, based on a preliminary investigation made as a result of complaints that the station had carried advertising of certain patent medicines.

The investigation, it was explained, did not disclose that the advertising was in accord with stipulations entered into by the manufacturers with the Federal Trade Commission and Food and Drug Administration following action by those agencies.

Crosley to Air Facsimile

CINCINNATI, July 21.—Crosley Radio Corp. today was granted special experimental authority by the Federal Communications Commission to operate a facsimile station from midnight to 6 A. M. with 50 kilowatts from Aug. 1 to Feb. 1.

Start WOR Show Tonight

A dramatic series called "Curtain Time" will bow in over the WOR-Mutual network tonight at 10:30 P. M., E. D. S. T. The program originates on WGN in Chicago.

Radio Personals

WALTER WINCHELL will return to the Jergen program on July 31. . . . Spencer Tracy will trade banter with Charlie McCarthy on the Maxwell House program this Sunday. . . . Mary Margaret McBride will resume her broadcasts over CBS on Aug. 1. . . . Cy Newman, WOR-Mutual expert on turf matters, will broadcast the important races at Saratoga beginning July 30.

Horton on Canadian Net

MONTREAL, July 21.—English films got a pat on the back from Edward Everett Horton when he went on the air here last night over the national network from CBM of the Canadian Broadcasting.

He sails from here today in the Canadian Pacific liner *Montclare,* accompanied by W. D. Horton, his brother and manager, Mrs. W. D. Horton and the actor's mother, Mrs. Isabella Horton.

Denies Plea of Bernie

Supreme Court Justice Edward J. McGoldrick yesterday denied the application of Ben Bernie to dismiss the $50,000 damage suit against him brought by George Picker, without prejudice to a later renewal of the application. Justice McGoldrick also denied the application of Picker to add the U. S. Rubber Co. and Columbia Broadcasting System, Inc., also without prejudice.

Files Suit on Radio Name

The Jewish Court of Arbitration, Inc., filed suit yesterday in the N. Y. Supreme Court against the Jewish Radio Service, Inc., Voice of Brooklyn, Inc., known as WLTH Radio Theatre, and Samuel J. Gellard, and asked the court to restrain the defendants from the alleged wrongful use of the name "Jewish Court," "Jewish Court of Arbitration," and "Jewish Court of Peace" in broadcasts over WLTH.

WOR to Air Bolivar Fete

WOR tomorrow from 2 to 2:30 P.M. will broadcast from Floyd Bennett Field the demonstration commemorating Simon Bolivar's birthday. The speakers will include Mayor LaGuardia, Carlos Davila, former President of Chile, and the consuls general of Chile, Colombia and Mexico.

CBS Broadcasts Flight

CBS yesterday reported an exclusive broadcast of the landing of the English pick-a-back plane at Montreal in the course of its Southampton to New York flight. The broadcast was heard locally at 11:15 A. M., E. D. S. T.

Schudt on Canadian Trip

CINCINNATI, July 21. — William Schudt, Jr., general manager of WKRC, local Columbia owned and operated station, is on a two-week vacation in Canada.

Court to Hear RKO Motions on Sept. 8

(Continued from page 1)

company's reorganization proceedings should be concluded before the end of the year.

Judge Bondy will begin a month's vacation Monday. He instructed H. C. Rickaby, attorney for Atlas Corp., proponent of the plan, to apply to Federal Judge Henry W. Goddard on July 28 for a show cause order fixing the Sept. 8 hearing and providing for the issuance of notice to stockholders and creditors. The court was advised that Mr. Alger's formal report would be handed down July 27.

Meanwhile, it was indicated that Atlas will permit its option to acquire the balance of RCA's holdings of RKO securities to lapse with its expiration July 31. Atlas has until that date to obtain a six-month extension of the option by acquiring one-twelfth of the remaining securities for $500,000 cash. It was reported, however, that negotiations have been discontinued already and will not be resumed. Peter J. Rathvon, an associate and adviser of Floyd B. Odlum of Atlas, will leave today on a vacation extending beyond the expiration date of the option. He has been an active figure in the negotiations.

Seek RKO Allowance

Price, Waterhouse & Co., accountants, yesterday applied to the U. S. District Court for an allowance of $3,500 for services in the RKO reorganization proceedings. The petition asked for the allowance for auditing the books of RKO for the first six months of 1938.

Midwest Warner Men To Meet at Chicago

(Continued from page 1)

and Canadian branches will be represented.

The following will attend the Chicago meeting:

Chicago—Art Patzlaff, J. Sokley, G. Benson, H. Mandell W. Martin, J. Stinson. Cincinnati—Miss L. Schmidt, J. Brunetti, R. Smith, J. Schmidt, O. Schroeder. Cleveland—S. Kositsky, R. Salyer, H. Bein, T. Felice. Des Moines—J. Ancher, P. J. Walsh, G. C. Folsom. Detroit—F. Jene, F. Jones, J. B. Tracy, G. Rossman, J. Baringhaus. Indianapolis—H. Hays, W. Wallace, J. Sullivan. Milwaukee—B. Schwenke, Miss E. LaDuc, R. Holdom, J. Kaiser. Minneapolis—H. J. Blass, E. J. McErlane, J. Beahen, Miss G. Guimont, W. Anderson. Omaha—Miss A. Neal, S. A. Madsen, H. Martin. St. Louis—Mrs. F. Murphy, D. Edele, R. Stockkglausner. Winnipeg—D. A. Joyal, P. Cohen.

"Million" Gets $32,500

"I'll Give a Million" garnered $32,500 at the Roxy, winding up the week last night. "Marriage Forbidden" went to $8,500 at the Criterion and was held for a second week.

Two Weeks for "Hardy"

"Love Finds Andy Hardy" is set for two weeks at the Capitol, where it opened yesterday. M-G-M reported the first day's gross exceeded the "Three Comrades" opening.

Pettijohn, Breen Back from Europe

(Continued from page 1)

news of the Government's anti-trust suit against the industry but refused to be quoted for publication.

Mr. Pettijohn visited Paris, Rome and Cannes. While in the Italian capital he renewed acquaintance with Vittorio Mussolini, son of Il Duce. The two were shipmates wh[illegible] Mr. Pettijohn returned from a E[illegible]ean vacation last year.

Mr. Breen reported his observation that American films are still high in popularity abroad despite efforts being made in European countries to improve domestic product. He visited Cinema City near Rome and was impressed. Four films were in work at the time.

Mr. Breen conferred at the Hays office yesterday and then left for Philadelphia to see his brother, James J. Breen, an attorney, who is ill in Jefferson Hospital there.

Fight Aids Boston Take on "Blockade"

BOSTON, July 21.—The controversy over "Blockade" is credited with tripling normal business when the film opened here today at Loew's State and the Orpheum.

Mayor Maurice Tobin, who rejected the demand to ban the film made by Catholic groups, tried to pacify them by suggesting that they see the picture. A special screening was arranged but the groups are still dissatisfied and it is said that the matter will be referred to in the churches on Sunday.

Catholic support has been lined up behind Senator Thomas Burke's proposal to ban films with alleged communistic leanings.

N. Y. Court Upholds Ban on Dog Racing

(Continued from page 1)

today held that option methods of sales is in violation of the law. Justice Russell's opinion was handed down when he refused to grant an injunction asked by Nassau and Rensselaer County operators from alleged interference by state troopers.

The chances of obtaining Constitutional Convention approval for gambling is in doubt, due to a preliminary 73 to 69 vote by which the Hirshberg amendment was refused advancement last week.

Name New Advisory Council in England

LONDON, July 21.—Lord Stonehaven today was appointed chairman of a new advisory committee to be formed by the Home Office relative to censorship and similar problems.

The official announcement by Sir Samuel Hoare indicates that the Home Office at last is proceeding with the long-threatened advisory council, which probably will act as liaison in the administration of the laws relating to censorship and the like.

Approved by U. S. Body

HOLLYWOOD, July 21.—Warner Bros. have disclosed that "Racket Busters" will have the seal of the Federal Commercial Crime Commission on its main title with a line of the body's approval of the film.

MOST WIDELY USED

ONLY one raw-film factor matters much to the motion picture public. But that factor, photographic quality, is the most important of all. ... Reason enough why Eastman Super X has become the cameraman's stand-by... the world's most widely used motion picture negative medium. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *SUPER X*

PANCHROMATIC NEGATIVE

Special To All Accounts At No Extra Cost

CORRIGAN IN DUBLIN ON MONDAY

GEORGE VI IN PARIS ON TUESDAY

MERCURY HOPS SEA ON WEDNESDAY

ALL IN MOVIETONE NEWS ON THURSDAY

20th CENTURY FOX

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nothing to do
till Friday . . .

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MOTION PICTURE DAILY

First in
Film and
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Brief,
Accurate
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L. 44, NO. 16 NEW YORK, MONDAY, JULY 25, 1938 TEN CENTS

logan to Be Chosen Today For Campaign

o to the Movies Month' One of Those Favored

The industry's advertising and pub- ity men will meet today to choose slogan and determine the date for e start of the national advertising mpaign to stimulate business and ing the new season's pictures to pub- attention in advance of their re- ase.

Of the numerous slogans suggested favor at the moment is the one, o to the Movies Month" as a des- nation for the drive, accompanied the slogan, "Take Your Family to e Movies Today." The slogan, lotion Pictures' Greatest Year," is so popular with many of the adver- ing men. The date for the drive to proposed today is Sept. 19 to ct. 13.

Advertising and publicity men of companies will attend today's ses- n. Howard Dietz, chairman of the

(Continued on page 4)

ndependents Join Advertising Talks

Independent producers and independ- nt circuit operators and exhibitors ill be represented in the industry's tional campaign this fall to stimu- te theatre attendance, in addition to e major company organizers of the mpaign, it was revealed by George J. chaefer, chairman of the distributors' mmittee for the drive, yesterday. Ac- ptances from leading independent ads have been received for the gen- al industry meeting called by Mr.

(Continued on page 4)

hio ITO Warns On Wrong Invitations

The I. T. O. of Ohio, through what pears to be a misunderstanding, ged exhibitors in the state to ignore e invitations sent out last week by eorge J. Schaefer to attend the gen- al meeting on the industry's national dvertising campaign for better busi- ess which will be held Wednesday t the Astor.

A special bulletin sent out by the rganization over the weekend inter- rets Mr. Schaefer's invitations as a

(Continued on page 4)

More Radio—P. 7

Atlas Will Let Option Lapse On RKO Stock

Price of RCA Holdings Regarded as High

Atlas Corp. will permit its option on the remaining RKO securities held by RCA to lapse, July 31, without acquiring any additional securities, spokesmen for both Atlas and RCA stated over the weekend.

Although an official statement was lacking, confirmation of this information is indicated in the departure on vacations of Peter J. Rathvon, associate and adviser in the negotiation to Floyd B. Odlum of Atlas, and F. T. Zinn, attorney for RCA, who has been active in the negotiations on behalf of David Sarnoff. The reasons given for the termination of the negotiations were that Atlas considered the $5,500,000 option price on the remaining securities held by RCA as "too high," and RCA's insistence on board and management authority in reorganized RKO in the event the option was extended for six months.

The Atlas option was obtained in 1934 for a three-year period. It was extended last January for six months

(Continued on page 7)

Kritsberg Chosen As Head of Amkino

Samson Kritsberg has been appointed president of Amkino Corp., Russian film distributor for North and South America. He formerly was vice-president of the organization but had no active position until the appointment in April of V. I. Verlinsky, Amkino president, as head of the newsreel and shorts division in Mos-

(Continued on page 7)

A New Pose

Ben Mancuso, right hand bower of Jimmy Sileo, film photographer, decided he wanted a "different" pose for Ethel Merman when she came in on the Century the other day. At the last moment he suggested she wave the lantern to start the train back to the yards. She did, and the picture got a real break in the dailies, when Leonard Gaynor of 20th Century-Fox started it on the rounds. Mancuso is taking bows.

Few Unions Accept Summer Wage Cuts

Wage reductions accepted by theatre crafts in the key cities have been sporadic so far this summer, with only a comparatively few locals acceding to cuts, according to information received by circuit home offices.

The Akron operators' local has turned down a proposal for summer wage relief and other cities have had the same experience. No reductions have been given by the New York operators' and stage hands' unions, but it is probable that the theatres will oppose scheduled increases in the fall.

Contracts with the unions running two or more years prevent wage re-

(Continued on page 7)

ITO Outing to Draw 700 to Indian Point

More than 700 persons, including exhibitors and film men with their wives and families, are expected to attend the I.T.O.A. annual outing at Indian Point tomorrow.

A full day's program has been arranged, with a variety of games, stunts and prizes. The feature will be a

(Continued on page 7)

Report 410 House Contracts In 37 States in Six Months

Contracts for 410 theatre construction projects were awarded in 37 eastern states in the first six months of this year, it is reported by the Dodge Reports division of F. W. Dodge Corp. The projects include new construction and substantial remodeling.

The total value of the projects for the half-year was $12,086,000, less than in the same period in 1937 but far ahead of 1935 and 1936. The building provides for 1,576,000 sq. ft. of floor space, compared with 2,121,000 sq. ft. reported for the 1937 half-year.

The trend continues to smaller houses, as indicated in 420,000 sq. ft. for 72 projects in June as compared with 460,000 sq. ft. for 71 pacts in May.

In the first six months of 1937 there were 445 theatre construction contracts awarded at a valuation of $14,509,400. In the corresponding 1936 and 1935

(Continued on page 2)

Kent Asserts Industry Must Regulate Self

Better Than Litigation In Long Run, He Says

"The most intelligent and satisfactory solution of our problem eventually will be reached through self-regulation, rather than through litigation," is the belief expressed yesterday by Sidney R. Kent on behalf of the distributors' committee for formulation of a plan of self-regulation of trade practices.

The statement was made in connection with Mr. Kent's declaration that the filing of the Department of Justice monopoly action against the organized industry would not halt the negotiating committee's work. The Government's proceeding, however, will result in "some delay in bringing the deliberations to the point of conference with exhibitor representatives," Mr. Kent asserts.

His statement follows:

"The civil suit instituted by the Department of Justice has in no way changed the determination of our committee to secure a solution of our trade problems. It is a responsibility which we undertook and will attempt to complete.

"The trade practice questions now raised in the government's petition demand a most careful re-examination of all the questions involved. This will

(Continued on page 6)

See Further Delay In Labor Pact Meet

HOLLYWOOD, July 24.—Indications today were that the studio basic labor pact conferences held yearly in New York, usually in April, will be postponed further until the end of September in a delay unprecedented in the history of the parleys. The postponement is said to have been caused by the absence of Dan Tobin, teamster international president, who is in England to attend the British Trades Congress. It is reported that Mr. To-

(Continued on page 7)

Farley to Act Soon On Bank Night Case

James A. Farley, Postmaster General, is scheduled to act shortly on the application of Affiliated Enterprises, owner of Bank Night, for a rehearing on the order barring Affiliated from use of the mails on ground

(Continued on page 4)

◂ Purely Personal ▸

J. CHEEVER COWDEN, Universal board chairman, will arrive on the *Ile de France* from London tomorrow. Other passengers include MORRIS HELPRIN, London Films publicity director here; E. L. RUTLEDGE, 20th Century-Fox managing director in New Zealand; JOHN E. OTTERSON, ALFRED KRELLBERG, MORRIS GEST and FEODOR CHALIAPIN, son of the late singer.

●

SAM S. COHEN, M-G-M attorney, and MRS. COHEN sailed Saturday on the *Champlain* for a month's vacation in Europe. Other travelers were MRS. KENNY BAKER and children and the CALGARY BROS. of vaudeville.

●

KITTY JANTZEN, European film actress, and her husband, RICHARD EICHBERG, producer, are in town from the coast for a couple of weeks before sailing for England.

●

JAMES R. GRAINGER, Republic president, will arrive in Dallas today after stopovers in St. Louis and Chicago. He will remain in Dallas most of the week.

●

RALPH BRANTON of the A. H. Blank circuit left New York for Des Moines over the weekend following a visit at the Paramount home office.

●

JOHN HAY WHITNEY, chairman of the board of Selznick International, arrived in New York from the coast over the weekend.

●

ALFRED WEISS, president of Consolidated Theatre Supply Co., sailed Saturday on the *Rex*. It's a business trip.

●

GEORGE W. WEEKS, Monogram sales head, is continuing his field survey and will leave this week for New Orleans and Memphis.

Work East for Talks

HOLLYWOOD, July 24.—Cliff Work, Universal studio manager, is en route to New York to confer with J. Cheever Cowdin and Nate Blumberg, company heads, on the company's next group of productions, including "Rio," the next-starring vehicle for Danielle Darrieux. Mr. Work has with him the negative of "Letter of Introduction." Mr. Cowdin, who is now in Europe will return this week for the conferences.

Pact Suit Names Lloyd

Harold Lloyd Corp. and Harold Lloyd have been named defendants in a $75,000 damage suit filed in the U. S. District Court by William Jordan Raff and Lowell Brentano. The suit is based on the alleged breach of a written contract by the defendants which purportedly provided for the production of a picture.

Kelly Names Two Aides

Arthur W. Kelly, vice-president in charge of United Artists' foreign distribution, has named William M. Levy as sales manager in Argentina and Carl Ponedel as manager of the San Juan, Puerto Rico, office. Ponedel succeeds Joseph Barkey, resigned.

Goat and 'Pome' Waiting for Loser of U.A. Selling Drive

Somebody's going to get United Artists' goat today.

What's more, he'll have to keep it. For a while, anyway, and permanently, after Dec. 31, if he has not succeeded in getting off the bottom of the list of U. A. sales.

Jack Schlaifer, head of the western sales division, and Harry Gold, head of the eastern, are making book that neither of them will be pestered with the thing which will remain for a year as a daily reminder of low sales pressure in the losing office.

Smith in Charge

Sales Manager A. W. Smith is in charge of the campaign and approves of the goat. The animal is two feet high, with real horns, real skin, rollers on the bottom and a pair of eyes with a reproachful expression. The Gorgeous Goat was built by Messmore & Damon for $100, who also executed the tin plaque, complete with poem, which hangs around Nanny's neck.

The "pome" serves as a further reminder to the unhappy salesman who inherits the nanny that he didn't do so well with sales. Says the "pome":—

"The goat goes east, the goat goes west
"To chew up somebody's pants and vest!
"I'm the goat, and I'm going the rounds
"To advise you to hustle by leaps and bounds.
"Though a popular guy and a real best-smeller,
"I'll stick with you if you land in the cellar,
"By letting your business take a dive
"To the bottom standing in the U. A. drive.
"So increase your sales by bounds and leaps
"Or you'll get this darned goat for keeps!"

Deny Restraint Plea In 20th-Fox Action

Federal Judge Vincent L. Leibell has denied an application of William L. Gross as assignee of Theatre Magazine Co. to restrain the further exhibition of the picture, "George White's 1935 Scandals" by 20th Century-Fox for the alleged plagiarism of the August, 1929, cover of *Theatre Magazine* in the picture. Judge Leibell set the suit down on the calendar for trial Dec. 5, 1938.

A cross application of 20th Century-Fox for a dismissal of the complaint was granted by Judge Leibell, with leave to Mr. Gross to amend his complaint within 20 days. The dismissal was on the ground that the complaint did not affirmatively state that Andre Durenceau, original creator of the magazine cover, was a citizen when he obtained his copyright.

O'Loghlin to South On Kent Sales Drive

KANSAS CITY, July 24.—James P. O'Loghlin, 20th Century-Fox Canadian district manager and S. R. Kent drive leader, left here today for the south after completing his first week's itinerary on branch meetings preparatory to the drive, which will start in August.

By using planes, Mr. O'Loghlin is able to crowd meetings in two cities into one day. Next week's sessions will be held in Oklahoma City, Dallas, Memphis, New Orleans, Atlanta, Charlotte, Washington, Philadelphia, Pittsburgh and Cincinnati.

The series of meetings started in Los Angeles July 15, with 10 cities covered in the first week. Roger Ferri is accompanying Mr. O'Loghlin.

Report 410 House Contracts In 37 States in Six Months

(Continued from page 1)

periods, the totals were $7,542,000 and $5,797,000, respectively. The figures show that the year 1937 reached a four-year peak.

The half-year ended with a strong upturn in theatre building, the Dodge summary showing that June was the high point in the contract awards for the six-month period.

"There had been some expectations that the June contracts would nearly close the gap between the 1938 and 1937 half-year volumes," says Dodge Reports. "Despite the hopeful June record this could not be accomplished, due to the higher level reached in June, 1937, which was also the top month of the half-year.

"Some encouragement may be found in the fact that last month's total contract value was well ahead of individual monthly totals for the second half of 1937."

The figures were compiled on the basis of reports to Dodge Corp. from 750 representatives in the field. The service does not extend to the states west of the Rockies.

The Dodge summary, including a four-year comparison of theatre building contract values during the January-to-June period follows:

	1938	1937	1936	1935
Jan.	$1,187,000	$1,416,300	$1,078,800	$1,371,400
Feb.	2,369,000	1,976,500	788,700	713,500
March	2,064,000	2,824,800	1,721,800	797,800
April	2,071,000	1,838,600	2,087,400	576,000
May	1,514,000	2,918,200	1,032,800	1,358,800
June	2,881,000	3,535,000	833,000	979,700
Six-Month Totals	$12,086,000	14,509,400	7,542,500	5,797,200

Monogram Discusse English Productio

Monogram's board of directors, the quarterly meeting held late la week, discussed the possibility of pr ducing four pictures for next seas in England, using Monogram stars, was learned over the weekend.

Considerable discussion was devot to the question, but no definite c cision was reached at the meetir Scott R. Dunlap, produ[illegible]n hea told the board that two ne[illegible]lms a in work, "Circus Comes to Tow and "Starlight Over Texas." M Dunlap is expected to leave today his return to the coast.

Famous-Warners in De

Famous Players Canadian, embra ing 150 theatres in Canada, will pl all Warner product next season, und the terms of a contract closed by Ca Leserman, assistant general sales ma ager; Roy Haines, eastern and Car dian sales head, and Wolfe Cohe Canadian district manager. J. J. Fit gibbons and Ben Geldsaler acted f the circuit.

Harris-Republic Sign

The Harris Theatres circuit, com prising 21 houses in Pittsburgh a vicinity, has contracted for Republic entire 1938-'39 output. The deal w signed by John H. Harris and Jo McGreevy for the circuit, with Jam H. Alexander, local franchise own assisting James R. Grainger in t negotiations.

RKO Executives East

HOLLYWOOD, July 24.—Ned E. D pinet, S. Barret McCormick and Da Strumpf left today by train for Ne York following several days of sal and advertising conferences on t new RKO product.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)
MARTIN QUIGLEY, Editor-in-Chief and Pu lisher; J. M. JERAULD, Managing Edit JAMES A. CRON, Advertising Manager. EI TORIAL STAFF: Charles S. Aaronson, Jack B ner, Al Finestone, Thomas Fitzsimmons, Sher A. Kane, Irene Kuhn, Joseph Priore.
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BUSINESS IS AMAZING!

First four days *(such rain!)* **draws biggest Robinson gate** *(by almost 2 thousand!)* **since 'Bullets or Ballots'!**

At the Strand, N. Y. World-Premiere of

EDW. G. ROBINSON

in **"THE AMAZING Dr. Clitterhouse"**

with

CLAIRE TREVOR
DONALD CRISP · GALE PAGE

HUMPHREY BOGART

ALLEN JENKINS
AN ANATOLE LITVAK PROD'N

Screen Play by John Wexley and John Huston • From the Play by Barre Lyndon • A First National Picture

ACTION from WARNER BROS!

Slogan to Be Chosen Today For Campaign

(Continued from page 1)

advertising committee, who will arrive from the coast this morning, will preside. He will be assisted by Paul Gulick, who will assume his post as coordinator of the drive today. Drive headquarters will be established today on the 22nd floor of the National Association Building, 28 West 44th St., which also houses M.P.P.D.A. offices. Mr. Gulick will be assisted by a staff contributed by the advertising and publicity departments of individual companies.

With final decisions scheduled to be made today on slogans and dates, the campaign will be in complete shape by Wednesday for presentation to the industry general meeting called by George J. Schaefer, chairman of the distributors' committee on the campaign, at the Astor.

Appropriations of $70,000 from producers and distributors for the conduct of the campaign may be augmented by an additional $300,000 from circuit theatres, it was learned. A complete budget and plan for its apportionment among participants in the campaign is to be completed within a few days by the Dietz committee.

Dietz, Coast Group Talk on "Ad" Drive

Hollywood, July 24.—Howard Dietz, chairman of the working committee for the industry campaign tentatively known as "The Greater Movie Season," met over the weekend with studio publicity department heads and theatre representatives, described to them the general need and purposes of the campaign and received their promises of 100 per cent support.

It was stated that plans for studio participation in the drive will be held in abeyance until the national committee meeting in New York Wednesday. Mr. Dietz is now en route to New York to attend the session.

Schenck, Friedman, Dietz Return Today

Nicholas M. Schenck, president of M-G-M; Leopold Friedman, general attorney, and Howard Dietz, advertising and publicity head, are due from the coast by train today.

Mr. Friedman was on the coast in connection with depositions being taken by Emil K. Ellis, New York attorney, in the Loew stockholder suits. Mr. Dietz coordinated studio plans for the industry's advertising and publicity drive in the fall.

Mr. Schenck attended the wedding of his niece, Hope Burger, to Herman Wallace Hellman, in Los Angeles on Friday.

Support Social Pictures

Members of the summer student body and faculty of Columbia University have voted in favor of the production of films devoted to social problems. The group voted after a screening of "Blockade" that the film is not subversive of democratic ideals.

Bee Escaped

Dallas, July 24. — J. E. Clarke, Ross Federal field representative at Waco, spent $65 to repair his car and then started out on an assignment. Finding he was being accompanied by a bee, he decided to get rid of his buzzing friend. The car swerved and struck a concrete bridge abutment. Mr. Clarke was injured. The car was wrecked. The bee escaped.

Ohio ITO Warns on Wrong Invitations

(Continued from page 1)

bid to discuss plans for self-regulation of trade practices. The bulletin, over the signature of P. J. Wood, cites a resolution adopted by the Ohio organization, June 14, to restrain members from participating in trade practice conferences with distributors without the authorization of national Allied.

The Wednesday meeting at the Astor, as specifically stated in Mr. Schaefer's telegrams to exhibitors, is solely for the purpose of discussing plans for the industry's national better business drive in September and October. Not only is Mr. Schaefer not a member of the distributors' negotiating committee on trade practice regulation, but the distributors' trade practice plan itself is not ready yet for submission to exhibitors, it was pointed out in New York.

Loew Claims Success With National Drive

Good results are reported by the Loew circuit in its publicity and advertising campaign throughout the country in an effort to boost grosses during July and August.

With the theme of the campaign "Loew's Has the Pictures," Loew houses in the metropolitan area are using a three-sheet featuring the slogan and listing current and coming attractions.

Interviews with C. C. Moskowitz and other Loew officials appearing in newspapers stress that the circuit has no lack of good films, attempting to overcome recent publicity about a "summer shortage." The campaign was worked out under the direction of Oscar A. Doob.

Warner Men Discuss Booking at Chicago

Chicago, July 24.—Warners' booking and accessories sales plans for the new season, with emphasis on the accessories rental service, were discussed at the third regional meeting of the company's bookers and ad salesmen which concluded here today. Sessions were at the Blackstone Hotel.

Eleven midwest branches were represented, including Chicago, Milwaukee, Cincinnati, Cleveland, Des Moines, Detroit, Indianapolis, Minneapolis, Omaha,, St. Louis and Winnipeg.

A. W. Schwalberg, Stanley Hatch and I. F. Dolid, home office executives who conducted the meeting, will arrive in New York early next week. The final regional meeting will be at the Hotel Warwick, New York, next Saturday and Sunday.

Independents Join Advertising Talks

Schaefer for Wednesday at the Astor to discuss the campaign.

The heads of Monogram and Republic Pictures have been invited to attend the meeting, as have the heads of all independent production organizations.

Among the acceptances received are: Lewen Pizor, Philadelphia; A. H. Schwartz, Century Circuit, New York; E. M. Fay, Fay's Theatres; Sidney B. Lust, Washington; Michael Manos, Indiana City Theatres, Greensburg, Pa.; Max A. Cohen, Cinema Circuit Corp.; Fred Wehrenberg, St. Louis; Ben Amsterdam, Atlantic Theatres, Philadelphia; A. R. Boyd and Frank Buhler, A. R. Boyd Theatres, Philadelphia; J. Myer Schine and three associates, Schine Circuit, Gloversville; J. M. Seider, Prudential Playhouses; Edward Ansin, Interstate Theatres, Boston; W. S. Wilder, Wilder Theatres, Norfolk; John Danz, Sterling Theatres, Inc., Seattle; Edwin Silverman, Essaness Theatres, Chicago; William C. Hunt, Hunt Theatres, Wildwood, N. J.; Morton G. Thalheimer, Thalheimer Theatres, Richmond; R. E. Griffith, Griffith Theatres, Dallas; R. E. Moon, H. M. Richey, Co-operative Theatres, Detroit; R. E. Martin, Martin Theatres, Columbus, Ga.; L. J. Duncan, Al-Dun Amusement Co., Westpoint, Ga.; Glen W. Dickinson, Dickinson Theatres, Kansas City; M. B. Horowitz, Cleveland; W. C. Chesbrough, Columbus; N. H. Waters, Waters Theatres, Birmingham; Leo Brecher; Benjamin T. Pitts, Pitts Theatres, Fredericksburg, Va.; Sam Dembow, Jr., Fanchon & Marco; Walter Vincent, Wilmer & Vincent; Sam J. Switow, Switow Theatrical Corp., Louisville; J. B. Fishman, Fishman Circuit, New Haven; E. M. Loew, E. M. Loew's Theatres, Inc., Boston; Ed. Dubinsky Durwood, Dubinsky Bros., Kansas City; M. A. Lightman, Malco Theatres, Memphis; A. E. Lichtman, Washington; S. D. Cocalis, Cocalis Enterprises; M. J. Kallett, Kallett Theatres, Oneida, N. Y.; John Harris, Harris Amusement Co., Pittsburgh; Elmer D. Heins, Roanoke; Samuel Varbalow and Judge Joseph Varbalow, Victoria Amusement Co., Camden.

Monopoly Charged in Gary Theatre Actoin

Chicago, July 24.—The Gary Theatre Co., owners of the Palace, at Gary, has filed suit in U. S. District Court against eight major companies and Balaban & Katz and Warner Brothers Theatre Management Corp. charging monopoly and asking an injunction.

The company alleged that its contracts require it to wait 10 weeks after national release of films and four weeks after Chicago Loop showings. Injunctions are sought restraining enforcement of these clauses.

Lamarr Phone Talk Set

Hollywood, July 24.—Hedy Lamarr, representatives of the press and others will have a long distanece telephone conversation with Variety Club members in Baltimore Tuesday night. The interview was arranged by William Saxton, Variety Club member.

Utah Theatres Freed Of State Regulation

Salt Lake City, July 24.—A possible precedent is seen here in the decision of the Utah Supreme Court that the Utah State Trade Commission lacked the power to interfere in the operation of Bank Night or other games used in film theatres, because the operation of film houses is not "trade and commerce."

Administering a rebuke to [illegible] legislature, the court's opinion declared that "where a line of business is to be supervised or controlled in whole or in part by a state agency, the legislative enactment should in clear and decisive words indicate the intent to do so, rather than leave the power to depend on a judicial construction of doubtful words." The legislative failure to clarify the powers of the commission led to cease and desist orders to 11 Utah houses using games.

The commission had held, after the theatres sought relief, that permission given patrons to register for games without buying tickets was merely a subterfuge, but later it was decided the commission would base its case on the games being unfair to competition.

Farley to Act Soon On Bank Night Case

(Continued from page 1)

that the lottery laws have been violated.

The appeal asking that the case be reopened was filed shortly after the ban was issued some weeks ago. Through its attorney, John M. Keating, Affiliated contends that the evidence did not support the order and cited cases to show that such schemes are not illegal.

Affiliated has refrained from using the mails, according to Mr. Keating. It is learned that the company, which has its headquarters in Denver, has virtually ceased operations and is disposing of its territorial franchises to local distributors. All business by the sales representatives is being transacted verbally and collections are being made in person, it is understood.

Wall Street

Scattered Board Gains

	Open	High	Low	Close	Net Change
Col.	14¾	15⅛	14½	14¾	.....
Cons. pfd.	8¼	8¼	8⅛	8⅛	.....
E. K.	178	179⅝	178	179	+1
G. T. E.	15	15	15	15	+1
Loew	49⅜	49⅝	48⅛	48⅛	—1¾
Para.	10⅝	10¾	10¼	10⅝	.....
Para. 1	88	89	88	89⅞	+ ⅝
Para. 2	10⅜	10⅝	10⅜	10½	.....
Pathe	9⅜	9¾	9	9½	+ ½
RKO	2¾	2⅞	2¾	2⅞	.....
20th Fox	23½	24¼	23¼	23¾	+ ⅛
20th pfd.	32	32⅛	32	32⅛	— ⅞
W. B.	6½	6⅝	6⅜	6⅜	— ¼

Curb Issues Increase

	Open	High	Low	Close	Net Change
G. N.	½	½	7/16	½	+1/16
Monogram	2¾	2⅞	2¾	2⅞	+ ⅛
Sonotone	1¾	1¾	1¾	1¾	.....
Tech.	22¼	22¼	21½	21½	— ½
Trans-Lux	2¼	2⅜	2¼	2⅜	+ ⅛

RKO, Paramount Bonds Up

	High	Low	Close	Net Change
Loew 3½s '46	99¼	98	98	—1½
Para. B'way 3s '55	63	63	63	.....
Para. Pict. 6s '55	96	94	94	—2¼
Para. Pict. '47	81¾	80½	81¾	+1⅛
RKO 6s '41	72	70½	72	+1
W. B. 6s '39	81	79½	79½	—1½

(Quotations at close of July 22)

IT BEGINS A NEW ERA OF ENTERTAINMENT!

A living story... drama that reaches heart-close to things as they are...comedy that is infectious ...events you'll follow with tip-toe eagerness.

ADOLPHE MENJOU
ANDREA LEEDS
EDGAR BERGEN *and*
CHARLIE McCARTHY"
GEORGE MURPHY

RITA JOHNSON • ANN SHERIDAN
EVE ARDEN • ERNEST COSSART

THE NEW UNIVERSAL presents

A JOHN M. STAHL PRODUCTION

"LETTER OF INTRODUCTION"

CHARLES R. ROGERS, Executive Vice-President
in Charge of Production
Screen Play by Sheridan Gibney and Leonard Spigelgass
Based on an original story by Bernice Boone
Directed by John M. Stahl

NATIONAL
RELEASE
AUGUST 5th

Editors Take Hopeful Stand In Trust Suit

The considered attitude of several representatives daily newspapers, as expressed in their editorial columns, relative to the Government's civil anti-trust action against the eight major film companies, appears to be one of hope that the action will serve to clarify the situation regarding trust regulations and the industry.

They speak of the "amicable" attitude of the Government in its statement of intention, of the "conciliatory" tone of Attorney General Cummings' statement.

The more significant passages from the editorials of five important daily newspapers follow:

NEW YORK TIMES—"Probably readers of the official statement . . . were most impressed by its absence of truculent language or imputation of motive. . . . This amicable attitude, quite unusual in anti-trust law prosecutions of the past, results no doubt in part from the nature of the industry and the personal interest in its achievements by the general public."

NEW YORK DAILY NEWS—". . . Without attempting to prejudge the case, we'll say it looks like a good thing, for which the industry well may thank the Government after the agony is over. . . . We hope this suit may bring out the right answers to all the complaints being aimed at the movies, still our greatest form of mass entertainment. . . . The Government says this lawsuit is to be a friendly and helpful investigation. . . . We hope the Government bears that thought in mind."

WASHINGTON POST—". . . Mr. Arnold's approach has the virtue of being carefuly defined. . . . The fact that practices of long standing such as those complained of are still subject to a test of legality is a serious indictment of our methods of law enforcement. . . . Its conclusion that the particular type of vertical combination existing in the industry is obstructive of free and open competition and not in the best interest of the public is after all merely an opinion."

PHILADELPHIA INQUIRER—". . . . The noticeably conciliatory tone of Attorney General Cummings' statement does not suggest a revival of the old trust-busting era. He speaks of the measure of voluntary cooperation he has received from major producers. . . . Clarification of the anti-trust laws, which were virtually suspended under the NRA and are now being revived, is greatly to be desired."

DETROIT NEWS—". . . It should be noted that the Attorney General himself is not sure that the arrangements complained of constitute a violation of the anti-trust laws as they stand. The case is more or less an experimental one. . . . Motion pictures still look to be a highly competitive industry. It is our impression, indeed, that the quality of pictures of late years has been consistently better, not worse. On the whole, this matter is one on which to withhold judgment and await developments."

Fahrenheit Stuff

Cincinnati, July 24.—Diogenes and his lantern had nothing on the sanitary inspectors with thermometers who are around looking for shady spots within 100 feet of theatre entrances. After they find the shady spots they dash into the theatre with the same thermometer and relax in an upholstered seat and wait.

If the thermometer descends more than 15 degrees, it's too cold. Also it's a violation of the law.

This makes life a bit complicated for theatre managers who can't take the shady outdoor temperatures every half hour or so.

Action Makes Arnold Focus Of Attention

Washington, July 24.—The institution of trust proceedings against the film industry by the Department of Justice, foreseen in Washington as the forerunner of a general drive against producer control of retail markets in all industries, has centered attention upon Assistant Attorney General Thurman Wesley Arnold, spearhead of the campaign and largely responsible for the Department's policy.

The special assistants who aided Mr. Arnold in drawing the 119-page complaint in the film case were: Wendell Berge, John J. Abt, Paul Williams, J. Stephen Doyle, Jr., and John F. Clagett.

Degrees from Big Three

A native of Laramie, Wyo., and holder of degrees from Princeton, Harvard and Yale, Mr. Arnold, the head of the anti-trust division, is 47 years of age. He has a sense of humor and some very definite ideas about big business, which are not permitted to conflict. A professor at Yale, he found time to write "The Folklore of Capitalism," dealing with monopolies and their ramifications and of the anti-trust laws, in which he said, "The actual result (of those laws) was to promote the growth of industrial organization by deflecting the attack on them into purely moral and ceremonial channels."

That Mr. Arnold has led an active life is demonstrated by his record. He served as a first lieutenant, Field Artillery, during the World War, and was major and Judge Advocate General of the Wyoming National Guard for three years. In other fields he was mayor of his home city for a year; was a member of the Wyoming House of Representatives; was assistant to counsel for the AAA, a trial examiner for the SEC, legal adviser to the Governor of the Philippines; lecturer at the University of Wyoming, Dean of the College of Law at West Virginia University.

Despite these activities, he found time to write in addition to "Folklore," "Symbols of Government" and "Trials, Judgments and Appeals."

Suit to Help Only Lawyers Mayer Asserts

Frankly skeptical of any beneficial effects to the "little fellow" and the "orphan theatre" from the Government's suit against the industry, Arthur Mayer of the Rialto Theatre predicted yesterday nobody will gain anything except the lawyers.

"If the Government is going to look after the independent exhibitor in whom it's showing such a grandfatherly interest now, it will have to start at the very foundation and actually begin giving out permits for building new theatres.

"As an independent exhibitor I know all the problems, and this Government action isn't going to touch the crux of the matter which is how to get product as good as or better han the other fellow's earlier. There's much to be said for the case of the independent exhibitors, naturally, especially the exhibitor with the 'orphan theatre.' I've got an interest in one myself, the Gramercy, on East 23rd St. But that's our hard luck for it was our mistake getting into a situation where we knew we'd have to play behind the circuits on 14th St., but didn't dream we'd have to trail dates behind the small houses on 2nd and 3rd Avenues, which have prior protection on product.

Segregates "Orphans"

"In discussing 'orphan theatres' like my Gramercy, and the Beacon, and the new one leased by Robert Goelet to a Boston group at 53rd St. and Park Ave., I think we must distinguish between 'legitimate orphans' and 'illegitimate orphans.'

"In the case of the proposed new 53rd St. theatre the group finds it has to play pictures after the Plaza has had its pick. I believe that Leo Brecher is entitled to first consideration over and above any newcomers to the neighborhood. Just on his record."

It is no secret that the Boston group which has leased the Goelet property for a theatre on Park Ave., signed their lease when no New York theatre man familiar with the situation would touch it, and that the rental terms preclude the possibility of profits unless the gross is around $10,000 a week.

Intervention "Short Sighted"

Mr. Mayer is against Government intervention in the picture business, charges such attempts at intervention to short sighted Bourbons in the industry, and sees the present monopoly-charging suit the direct result of Neely bill lobbying.

"Elimination of block booking won't help the little fellow, no matter what they say. It will harm him. What should be done to eliminate the evils that exist between distributor and exhibitor should be in the form of concessions within the industry. My guess is that the Government suit will result in a larger cancellation privilege, and, possibly, the setting up of local conciliation boards where the small man can go and air his grievances.

"A clean cut 20 per cent cancellation clause is the answer to the problem, in my opinion. The Neely bill could have been killed last year if the producing companies had given a 15 to 20 per cent cancellation privilege, a straight one, not cancellation privileges such as we have now which are so complicated the little fellow gives up in sheer despair."

Kent Asserts Industry Must Regulate Self

(*Continued from page* 1)

require further discussion not only by members of the committee, but consideration by the respective [illegible] of all affected. To that extent, some delay may be inevitable in bringing the deliberations to the point of conference with exhibitor representatives.

"It should be noted that the statement of the Department of Justice in connection with the action filed makes clear its desire to encourage a constructive solution of the industry's problems. In this regard the Department said: 'The Department desires to encourage and not to retard the development and orderly operation of the motion picture industry.' And Mr. Will Hays in his comment on the suit brought by the Government said: 'A committee of leading producers and distributors is now engaged in considering readjustments in the intricate machinery of this business to the end that it may even better serve public interest.'

Many Meetings Held

"Since the committee was formed, numerous conferences have been held. The problems to be considered are important and the solutions intricate. Clear thinking and deliberate consideration must precede action.

"Action taken will be in cooperation with all exhibitor groups and the committee intends to get in touch with the exhibitors when the useful moment arrives. From then on it will be a matter of working out these problems jointly.

"I might add that we share the general industry belief that the most intelligent and satisfactory solution of our problems eventually will be reached through self - regulation, rather than through litigation. We shall continue the work of our Committee to that end."

No Successor to Farnol

No successor to Lynn Farnol will be designated by Donahue & Coe, Ed Churchill, agency head, has asserted. The Music Hall and other film accounts formerly handled by Mr. Farnol, who became advertising and publicity director of United Artists last week, will be absorbed by other members of the organization, Mr. Churchill said.

"Antoinette" Set Aug. 16

"Marie Antoinette" will have its New York premiere at the Astor Aug. 16. The film will play on a twice daily schedule.

RKO-Fox Houses in Deal

RKO has closed with the Fox-Skouras houses for the entire 1938-'39 list.

▸ Radio Personals ◂

HAL JAMES, program manager at the Compton Agency, has left on a business trip in the west. . . . Lanny Ross and Gloria Stuart will do a scene from "The Lady Objects" on the "Hollywood Show[illegible]" next Friday over CBS. . . . Karl [illegible]ensen, CBS actor, will begin his vacation Aug. 27. . . . James Edmonds of the Compton Agency, has been appointed head of the company's Chicago contact office. . . . William Russell, NBC singer, has been engaged by the Aetna Life Insurance Co. to narrate commercial animated cartoons. . . . Ransom Sherman, master of ceremonies on the NBC "Club Matinee" program, is planning a vacation, but he's taking a portable set with him.

+

Louis K. Sidney, director of WHN, is scheduled to leave shortly for the coast. . . . Hazel Flynn of the Music Hall publicity staff will make an appearance on the "Broadway Melody" program over WHN tonight. Other guests scheduled to appear on the show are Count Basie and Jerry Kruger. . . . Fred MacMurray and Andy Devine will appear on the initial program of "Men With Wings" over Mutual July 31. . . . Lester Gottleib, publicity coordinator of WOR, will return from his vacation today. . . . Freddie Bartholomew and Bobby Breen are participants in the Southern California All-American Soapbox Derby which will be held July 30. Mutual will broadcast the activities from 7 to 7:30 P. M., E. D. S. T.

Three CBS Programs Renewed for Autumn

CBS will have three renewal shows for the new season. Kate Smith will return to the air Sept. 29, Thursdays, 8 to 9 P. M., over 76 stations, for General Foods on behalf of Calumet and Swansdown. Young & Rubicam closed the deal.

The R. J. Reynolds Co. has extended Benny Goodman's contract for another 52 weeks, beginning Sept. 27. Benny has not been off the air all summer, and will go right on with his program over 86 stations on Tuesday at 9:30.

Camel renews Eddie Cantor on Mondays, 7:30 to 8 P. M., on Oct 3, over the same 86 station lineup. The William Estey agency closed the deal.

Program in Sixth Year

"The Romance of Helen Trent" will enter its sixth year on the air, something of a record, with the broadcast of today. The program is heard over CBS and has been presented without interruption since July, 1933. Virginia Clark and Marie Nelson, who play chief roles in the show, have been with the program since its first broadcast.

Start New WMCA Show

A new program called "30 Minutes on Broadway" started yesterday over WMCA at 1:15 P. M., E.D.S.T. Dave Vine is featured and Nat Brusiloff supplies the music. The series, which will be heard Monday through Friday, is sponsored by Elbee Furriers, Inc.

Ferguson Radio Plan To Reorganize Filed

The Ferguson Radio & Television Co., Inc., now in reorganization under Section 77B of the Bankruptcy Act, yesterday filed its proposed plan of reorganization in the U. S. District Court. The plan provides for payment to priority creditors and secured creditors in full.

It also affirms the patent licensing agreement with RCA and stated that the company would make "mutually satisfactory arrangements as to ultimate full payment" with RCA. Under the plan general creditors are to receive Class B preferred stock in full payment, the stock to be retired within five years by periodical payments. A total of $10,000 in new capital is to be obtained by the issuance of Class A preferred stock.

NBC Sets Deals on Four New Programs

NBC signed four new accounts over the weekend calling for programs to begin in September and October. Sponsors include General Mills, Musterole Co., Goodyear Tire & Rubber Co. and the Cal-Aspirin Corp., and the Charles H. Phillips Chemical Corp., jointly.

Programs to be sponsored include "Jack Armstrong," "Carson Robison and His Buckaroos" and "Goodyear Farm Service" for the first three named, respectively.

RCA Declares Dividends

RCA has declared a quarterly dividend of 87½ cents on the $3.50 on the cumulative convertible first preferred stock and a quarterly dividend of $1.25 on the outstanding share of "B" preferred stock. The dividend on the first preferred is payable Oct. 1 to holders of record on Sept. 7 and the "B" preferred dividend is payable Oct. 1 to holders of record Sept. 14.

May Renew Cantor Suit

Application will be made today to the N. Y. Supreme Court by Beatrice Freedman, as administratrix of the estate of the late David Freedman, to substitute herself as plaintiff in the accounting suit originally brought in 1936 by Mr. Freedman against Eddie Cantor for 10 per cent of Mr. Cantor's gross receipts from radio performances.

Grimm Signed by WBBM

CHICAGO, July 24.—Charlie Grimm, former manager of the Chicago Cubs, has been signed by WBBM for baseball broadcasts for the remainder of the season, giving that station an outstanding scoop. The program is sponsored by Socony-Vacuum and General Mills.

Set New Energine Show

A new series of dramatic stories, called "Spy Secrets," will replace the Energine "Newsreel," beginning July 31 over the NBC-Red network. Program will be under same sponsorship. It is heard Sundays at 5:30 P.M., E.D.S.T.

Berch in New NBC Series

Jack Berch will begin a new series over the NBC-Red network tonight at 7:45 P. M., E.D.S.T. The program will be heard five-times weekly, Monday through Friday.

To Hear Directors' Petition on Aug. 16

HOLLYWOOD, July 24.—Dr. Towne Nylander, regional N.L.R.B. director, has set Aug. 16 as the date for the opening of the hearing on the Screen Directors Guild petition to be declared the collective bargaining agency for the directors, assistants and unit managers at 11 studios.

The dates for the hearings of the petitions of other craft organizations will be set later, Dr. Nylander said. Named in the directors' petition are Columbia, First National, M-G-M, Paramount, RKO, 20th Century-Fox, Goldwyn, Selznick, Universal, Wanger and Warners. As in the Screen Writers' Guild hearing last fall, the cases involving studios will be consolidated into one, counsel for the respondents having the privilege to stipulate the inapplicability of evidence to their particular client, if necessary. It is expected that much of the documentary evidence and background on production introduced in the writers' case will be permitted to enter the records in the directors' hearing on stipulation in order to save time.

Kritsberg Chosen As Head of Amkino

(*Continued from page 1*)

cow. Mr. Kritsberg is now in full charge of Amkino. He formerly was active in Intourist, Inc., and retains his vice-presidency in that Government agency.

Amkino will release 20 features during 1938-'39, Mr. Kritsberg said. This is the same number as the current program and represents a fraction of the number of features produced in Soviet Russia.

Among the new season's films will be "Gorky's Childhood," on the life of the Russian writer; "The Oppenheim Family," from the novel by Leon Feuchtwanger, and "Alexander Nevsky," Sergei Eisenstein's first film in several years. The latter is the story of the defeat of the German invasion in the 18th century by Czar Alexander.

ITO Outing to Draw 700 to Indian Point

(*Continued from page 1*)

baseball game between the I.T.O.A. and the Motion Picture Associates. Rooters for both sides will be on hand to cheer their teams to victory. The winning nine will gain possession of the Harry Brandt Trophy, which was won by the Associates last year. The team that wins it three times keeps it.

Many will go the Point aboard the *Alexander Hamilton,* leaving the foot of West 42nd St. at 10 A.M. and returning at 10 P.M. Luncheon and dinner will be served on board. David Weinstock and John Manheimer head the committees.

Transfer Warner Action

On the petition of Warners, the suit of Booth Tarkington to restrain the exhibition of the Warner film, "Penrod and His Twin Brother," and for an accounting and damages, has been transferred to the U. S. District Court from the N. Y. Supreme Court. The transfer was made on the ground of diversity of citizenship.

Atlas Will Let Option Lapse On RKO Stock

(*Continued from page 1*)

through the purchase of an additional $500,000 of the RKO securities from RCA. In all, Atlas acquired 656,108 shares of RKO common and $5,301,104 face amount of debentures for $5,500,000. The remainder of the option which is being permitted to lapse was for 555,254 shares of common and $4,485,550 face amount of debentures an an option price of $5,500,000.

GB Meeting Votes Support of Board

By AUBREY FLANAGAN

LONDON, July 24.—With smart maneuvering on the part of the chairman, and through rank and file support, the annual meeting on Friday of the shareholders of Gaumont British Pictures Corp. turned into a demonstration of faith in the directorate.

An almost complete absence of dissent marked the session, despite criticism from Charles Nordon, attorney who represented a group of shareholders and an informal suggestion that the shareholders should accept but not approve the financial statement. The statement was approved, however. John Maxwell, who resigned recently as a member of the G. B. board, was not present as anticipated.

Isidore Ostrer, chairman, refused to comment on the inquiry into the company's affairs by the Board of Trade, or on the resignation of Mr. Maxwell. Mr. Ostrer said he thought G. B., with Baird, held the key to the future of theatre television, but that BBC collaboration is essential.

Few Unions Accept Summer Wage Cuts

(*Continued from page 1*)

ductions this summer, and in some instances the unions point out that their wage scales are lower than they were in the boom times of 1929 and 1930.

Chicago theatres have obtained a concession from the engineers, reportedly less than a 10 per cent reduction. Negotiations are under way with operators' and stage hands' unions in New Haven and other New England cities and elsewhere.

See Further Delays In Labor Pact Meet

(*Continued from page 1*)

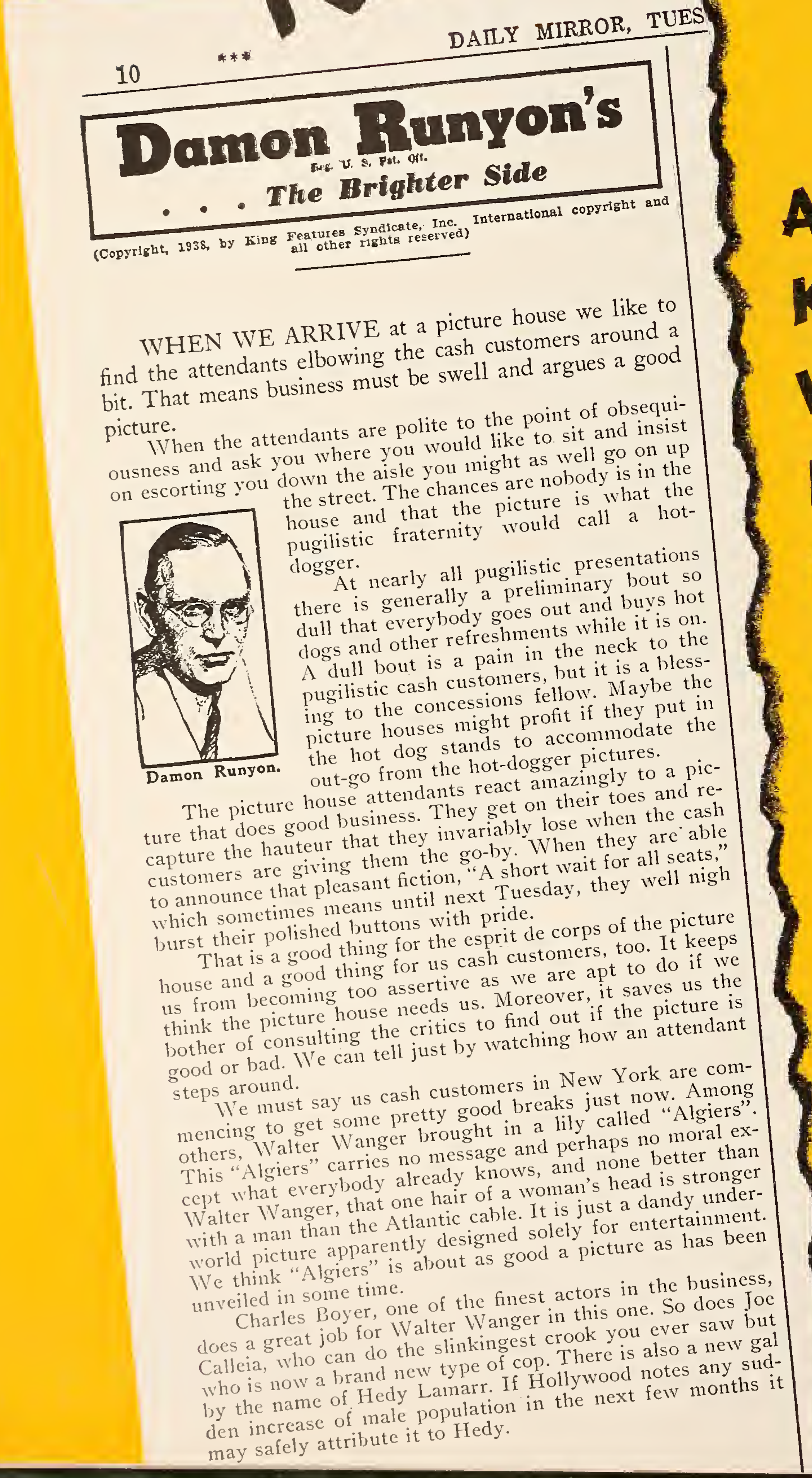
bin insisted that the conferences be deferred until his return.

The reason for the previous delays in the holding of the meetings was said to be the reluctance of the international officers to bring up the matter of wage increases and working condition improvement while production was at a low ebb.

"Rich" Take Is $6,000

"We're Going to Be Rich" finished its third week at the Globe on Friday night with a gross of $6,000. "City Streets" replaced it on Saturday.

Read this



10 *** DAILY MIRROR, TUES

Damon Runyon's

Reg. U. S. Pat. Off.

. . . The Brighter Side

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WHEN WE ARRIVE at a picture house we like to find the attendants elbowing the cash customers around a bit. That means business must be swell and argues a good picture.

When the attendants are polite to the point of obsequiousness and ask you where you would like to sit and insist on escorting you down the aisle you might as well go on up the street. The chances are nobody is in the house and that the picture is what the pugilistic fraternity would call a hot-dogger.

Damon Runyon.

At nearly all pugilistic presentations there is generally a preliminary bout so dull that everybody goes out and buys hot dogs and other refreshments while it is on. A dull bout is a pain in the neck to the pugilistic cash customers, but it is a blessing to the concessions fellow. Maybe the picture houses might profit if they put in the hot dog stands to accommodate the out-go from the hot-dogger pictures.

The picture house attendants react amazingly to a picture that does good business. They get on their toes and recapture the hauteur that they invariably lose when the cash customers are giving them the go-by. When they are able to announce that pleasant fiction, "A short wait for all seats," which sometimes means until next Tuesday, they well nigh burst their polished buttons with pride.

That is a good thing for the esprit de corps of the picture house and a good thing for us cash customers, too. It keeps us from becoming too assertive as we are apt to do if we think the picture house needs us. Moreover, it saves us the bother of consulting the critics to find out if the picture is good or bad. We can tell just by watching how an attendant steps around.

We must say us cash customers in New York are commencing to get some pretty good breaks just now. Among others, Walter Wanger brought in a lily called "Algiers". This "Algiers" carries no message and perhaps no moral except what everybody already knows, and none better than Walter Wanger, that one hair of a woman's head is stronger with a man than the Atlantic cable. It is just a dandy underworld picture apparently designed solely for entertainment. We think "Algiers" is about as good a picture as has been unveiled in some time.

Charles Boyer, one of the finest actors in the business, does a great job for Walter Wanger in this one. So does Joe Calleia, who can do the slinkingest crook you ever saw but who is now a brand new type of cop. There is also a new gal by the name of Hedy Lamarr. If Hollywood notes any sudden increase of male population in the next few months it may safely attribute it to Hedy.

AND YOU'LL KNOW WHY 14,000,000 PEOPLE* ARE SAYING, "I'M NOT GOING TO MISS SEEING 'ALGIERS!'"

*Damon Runyon, King Features' most widely read columnist, has an estimated audience of 14,000,000 readers.

FILE COPY

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

VOL. 44. NO. 17 NEW YORK, TUESDAY, JULY 26, 1938 TEN CENTS

Web Affiliates Talk Reviving The I. R. N. A.

Plan Meeting in Chicago For Final Decision

Alarmed by the Federal Communications Commission investigation of network radio, a group of independent radio network affiliates meeting independently but approved by the National Association of Broadcasters, yesterday convened at the Waldorf-Astoria to discuss whether or not the I.R.N.A. (Independent Radio Network Affiliates), disbanded after the reorganization of the N.A.B., should again be brought to life.

The invitations to attend the meeting were sent out jointly by Mark Ethridge, formerly temporary president of the N.A.B., and head of WHAS, Louisville, and Samuel Ros-

(*Continued on page 8*)

Additional developments in radio yesterday on page 8.

U.S. Made Party to RKO Proceedings

The government was made a party in the RKO reorganization proceedings "for the presentation of evidence and argument upon the question of the constitutionality of section 77B of the Bankruptcy Act" under the provisions of an order signed yesterday by Federal Judge William Bondy.

The order further provides that the petition of the Government to intervene be deemed an appearance of the Government in opposition to the objections of H. Cassel & Co., Cotia Realty Corp. and the Fabian Operating Corp. to the proposed amendment to the plan of reorganization insofar

(*Continued on page 7*)

King for a Day

Riding with his wife in a Pullman drawing room for the first time in the 38 years of their married life, Jeff Davis, "King of the Hobos," left last night for the Paramount studios where he has been engaged as technical adviser on a hobo picture starring Bob Burns and titled "The Arkansas Traveler."

Myron Selznick to Resume Production

HOLLYWOOD, July 25.—Myron Selznick, widely regarded as the ranking talent agent, disclosed over the weekend the formation of Ernst Lubitsch Productions, as the first of "dozens of combines" he will head in producing partnerships with leading directors, stars and writers, bearing the names of each.

Mr. Selznick explained his return to active production, from which he withdrew several years ago, as due to his belief that the industry has reached the point where partnership between important talent and the picture creator using that talent is inevitable.

"This move," it was pointed out, "places screen personalities in the position of gambling on themselves, accepting profits and losses according to how their pictures fare on the world market."

No releasing affiliation has been negotiated, according to Mr. Selznick, and the details of the initial Lubitsch

(*Continued on page 7*)

Chicago Group Due To Resume Parleys

CHICAGO, July 25.—Jack Kirsch, new president of Allied of Illinois; Edward Silverman and Van Nomikos, circuit operators, and Joseph Rosenberg, attorney for the independent exhibitors of Chicago, are scheduled to arrive in New York tomorrow from here for a continuance of the conferences with Barney Balaban and Austin Keough of Paramount and other distributors regarding the local clearance situation.

John Balaban, head of the Balaban & Katz circuit, now in New York, is expected to remain for the meetings,

(*Continued on page 3*)

"Algiers" to Go 3rd Week at Music Hall

"Algiers," now in a second week at the Music Hall, will be held a third week, beginning Thursday, it was decided on the strength of business over the weekend. While the heavy rain Saturday and Sunday is reported to have hurt Broadway first runs generally, the Music Hall said it benefited by the inclement weather.

"Little Miss Broadway" is drawing large crowds to the Roxy. The film will be held a second week. "Alexander's Rag Time Band" will follow Aug. 5.

"Marriage Forbidden" is doing well in its second week at the Criterion, after netting $11,000 in the first stanza. Paramount's "Booloo" will go into the theatre Friday.

Suit Based on Precedent and Recent Events

New Deal's Interest in "Little Man" Factor

By BERTRAM F. LINZ

WASHINGTON, July 25.—Both precedent and recent developments which have focussed attention on the film industry are believed to have motivated the Department of Justice in basing its anti-trust suit on unexpectedly broad grounds. Opportunism is seen in taking advantage of recent developments.

So far as precedent goes, the suit savors of the Standard Oil and packers cases. The element of opportunism lies in the fact that the North Dakota divorce law, Senate passage of the block booking bill and the SEC investigation of reorganizations and protective committees have for some time focussed public attention upon the film industry and its practices.

The current suit is as radical a step as was, in its time, the case against Standard Oil. The oil case was the

(*Continued on page 7*)

Disney Buys Tract For Big New Plant

HOLLYWOOD, July 25.—Walt Disney today completed plans for the purchase of 51 acres in the San Fernando Valley from the city-owned Municipal Bureau of Power and Light for a new studio building to cost, with equipment, $1,100,000. The property goes into escrow following 30 days of publication of the deal in legal journals as required by law.

Work on the new buildings, which will house all cartoon production, will start in September and will require about two years to finish. With

(*Continued on page 7*)

Trade Practices Up For Talks Shortly

The distributors' negotiating committee on the formulation of a plan of self-regulation of trade practices will convene with industry lawyers within the next few days to consider changes or additions to the preliminary proposals which may be required as a result of the filing last week of the Government's monopoly suit against the industry, it was learned yesterday.

That this procedure would be necessary was indicated in the statement issued by Sidney R. Kent over the

(*Continued on page 3*)

Ad Drive Will Start Aug. 1; Close Oct. 8

Work on Details to Get Under Way Next Week

Work on the industry's national advertising campaign to stimulate new season business will be launched early next week, it was decided yesterday with the span of the campaign fixed from Aug. 1 to Oct. 8.

The slogan selected for the campaign is "Motion Pictures' Greatest Year." It will be used in all advertising copy and publicity and will be featured in cash prize contests which are being planned as part of the drive.

The August work in connection with the campaign will be comparatively light, according to present plans. National advertising is not expected to be at its peak for the drive until shortly after Labor Day.

Virtually all of the final details were laid before publicity and advertising men of all companies at a meeting at M.P.P.D.A. headquarters yes-

(*Continued on page 7*)

Ohio Independents To Attend Ad Meet

CLEVELAND, July 25.—Ohio independent exhibitors will be represented at the industry meeting at the Astor Hotel, New York, Wednesday, where national advertising campaign plans to stimulate business will be completed, it was learned yesterday.

Among the Ohio independents who left here tonight to attend the meeting are Moe Horwitz, Meyer S. Fine, Max Lefkowitz and M. A. Mooney. Many independent and affiliated circuit operators from this territory will attend also.

Some confusion concerning the meeting resulted from the misinterpretation by the Ohio I. T. O. of the

(*Continued on page 7*)

No "Wind" Deal Set

"Gone with the Wind" has not definitely been set for M-G-M release, Nicholas M. Schenck, M-G-M president, said yesterday on his arrival from the coast. If M-G-M gets the Selznick International picture, Mr. Schenck said he would favor Norma Shearer and Clark Gable for the leading roles.

◂ Purely Personal ▸

FREDRIC MARCH, co-starring with **VIRGINIA BRUCE** in "There Goes My Heart" for Hal Roach, will make another film before returning for another try at the Broadway stage. He and **FLORENCE ELDRIDGE**, his wife, are seeking a play.

•

RUBE JACKTER, Columbia's assistant sales manager, was good for cigar salesmen yesterday. A daughter, **SUSANNE**, weighing seven pounds, nine ounces, was born Saturday to **MRS. JACKTER** at Doctors' Hospital.

•

THOMAS J. CONNORS, M-G-M division manager, and **TED O'SHEA**, eastern district manager, will return today from Buffalo, where they attended the official opening of the company's new exchange quarters.

•

JOHN E. OTTERSON and **HARRY LACHMAN**, who have been in Europe acquiring product for distribution here, will sail from France tomorrow on the *Normandie*, arriving in New York next Monday.

•

MORT BLUMENSTOCK, Warners' advertising and publicity director in the east, will arrive today from the coast after two weeks of conferences with **S. CHARLES EINFELD** and **BOB TAPLINGER**.

•

ALFONSO B. RIVAS, Mexico's delegate to the Sixth International Film Exposition at Venice, and **ARTHUR "BUGS" BAER**, newspaper columnist, are en route to Genoa on the *Rex*.

•

SAM DEMBOW, JR., Fanchon & Marco vice-president, returned yesterday from a 10-day trip to St. Louis. **HARRY ARTHUR** of the circuit is due here in about a week.

•

GEORGE F. LARKIN, head of the photographic department of MacFadden Publications, returned yesterday from a 16-day Caribbean cruise.

•

HAROLD RODNER, Warner vice-president and official of the Will Rogers Memorial Fund, returned yesterday from the coast with **MRS. RODNER**.

•

HOWARD A. ZEIMER, formerly with S. Appel & Co., has joined the Russell Uniform Co. as manager of the theatrical department.

•

CLIFF WORK, Universal studio head, arrived from the coast yesterday for a week of home office conferences on forthcoming product.

•

J. S. MACLEOD, manager of exchange maintenance for M-G-M, has returned from a field trip to several offices.

•

S. H. BORNSTEIN, director of Irving Berlin, Inc., music publishers, will arrive on the *Ile de France* today.

•

MANNY REINER of **LOU LIFTON'S** staff at Monogram has left for his vacation at Scroon Lake.

•

CHARLES LIGHT, export manager of Alexander Film Co., entertained a party of friends Sunday on an all-day cruise on Long Island Sound on the company's yacht, "2 Smiles."

Guaranteed Weather

The Hudson River Day Line has guaranteed the I.T.O.A. clear weather for its annual outing at Indian Point today. The line's *Alexander Hamilton* will leave with several hundred aboard this morning, making a stop at Yonkers at 11 o'clock to take on additional passengers. If it rains, the party will be held on the boat.

Jack Ellis, president of Motion Picture Associates, has promised John Manheimer of the I.T.O.A. that today's ball game will go down in history.

•

HERB MORGAN, M-G-M short subjects publicity director, is due today or tomorrow from Boston.

•

CHARLES BALLANCE, Paramount manager in India, is in New York for a home office visit.

•

MRS. HENRY WEINER, wife of the United Artists' manager in Cuba, is here for a short visit.

•

MR. and MRS. PAUL KELLY have arrived in town for a two-week vacation.

•

AL JOLSON has arrived in town and is staying at the Sherry-Netherland.

•

RUTGERS NEILSON of RKO returned yesterday from a Canadian cruise.

•

AL WILKIE of Paramount is vacationing in Canada.

Rowland Signs Snody For Spanish Picture

Roberto Snody will direct the first of six Spanish language films to be produced in the next year at Eastern Service Studios in Long Island City. Production will be by Producionnes Rowland, newly formed company, for RKO release in the Latin American market.

The first picture, a musical budgeted at $115,000, will be "La Facinadoro" ("The Glamour Girl"). Casting and preparation are under way and camera work is scheduled to start Aug. 10.

Pittsburgh-Republic Sign

Pittsburgh is the 15th distribution office to sign a new five-year franchise agreement with James R. Grainger, Republic president. Signing for Republic Pictures Corp. of Pittsburgh were James H. Alexander, Sam A. Fineberg and George W. Collins.

Warners Sign Hurrell

HOLLYWOOD, July 25.—Warners have given a term contract to George Hurrell, well known portrait photographer, who will join the studio publicity department on Sept. 1.

Kiesling Back at Studio

HOLLYWOOD, July 25.—Barrett C. Kiesling, M-G-M traveling publicity contact man, today returned to the studio following a 23-week lecture tour of the country.

Allied Renews Tieup With Alexander Film

Allied States has renewed its tieup with Alexander Film Co. on an exclusive basis for the third successive year. Member theatres showing Alexander's short advertising films return part of their revenue to the local unit as dues and the local units in turn pay part of the proceeds to the national organization.

Similar tieups are in effect with M.P.T.O.A. regional units, but the national organization does not benefit. The New York I.T.O.A. and other local groups also have arrangements whereby members show Alexander films exclusively.

Eleven Allied state units have joined in the Alexander tieup in response to the recommendations of Allied's national officers. The board of directors has approved continuance.

Commenting on the exclusive deal, Abram F. Myers, Allied chairman of the board, said: "Exhibitors and exhibitor organizations are afforded the opportunity to cooperate with the Alexander Film Co. to improve the standards of screen advertising and to participate in the proceeds of the practice on an equitable basis."

Ten New Films Are Approved by Legion

All of the 10 new films reviewed and classified by the National Legion of Decency for the current week were approved, nine for general patronage and one for adults. The new films and their classification follow.

Class A-1, Unobjectionable for General Patronage—"Army Girl," "Booloo," "City Streets," "I'll Give a Million," "Die Korallenprinzessin," "Letzte Liebe," "Mother Carey's Chickens," "Por Mis Pistolas," "The Texans." Class A-2, Unobjectionable for Adults—"El Anonimo."

Shea-Warners in Deal

The M. A. Shea circuit of the Buffalo area will play all Warner features, shorts and trailers during 1938-'39 under a deal announced by Gradwell L. Sears, distribution head. The contract includes 14 theatres in Buffalo and Niagara Falls, with first run in Buffalo. Vincent McFall and Robert Murphy acted for the circuit, with Roy Haines, Ed Schnitzer and Charles Rich, Buffalo manager, representing Warners.

Ned Depinet East Today

HOLLYWOOD, July 25.—Requiring more time to view rushes of forthcoming RKO pictures, Ned E. Depinet has delayed his departure for New York. He will leave tomorrow. S. Barret McCormick and Dave Strumpf left Sunday as originally planned.

RKO Signs O'Brien for 6

HOLLYWOOD, July 25.—George O'Brien today was signed by RKO to star in six pictures during the coming season. Bert Gilroy will produce and Dave Howard will direct.

Set Deals on "Sonata"

Malmar Pictures has closed several deals for the exhibition of its film, "Moonlight Sonata," starring Ignace Paderewski. A number of bookings have been set for New England, and the film will open at the Senate, Harrisburg, Aug. 15.

Early End Predicted On Loew Depositions

Depositions in the Loew minority stockholders' suits challenging salaries and bonuses paid to company executives are expected to be completed on the west coast tomorrow, according to information received here by the office of Emil K. Ellis, attorney for the plaintiffs.

Leopold Friedman, Loew's general attorney, who was due from the coast yesterday, will remain in [illegible]llywood until all depositions are i[illegible]s office said. Testimony is being taken from studio officials involved in the actions.

J. Alvin Van Bergh of Proskauer, Rose & Paskus, legal firm handling the suits for Loew's, is on the coast with Mr. Friedman.

Ellis to Finish Tomorrow

HOLLYWOOD, July 25.—Emil K. Ellis, attorney named by the New York Supreme Court to question defendants here in the stockholder suit charging Loew's, Inc., executives with illegal disbursements of money, today stated that he will end his examination on Wednesday and will file the documents in New York within two weeks. He said that no disclosure of the testimony taken would be divulged prior to the court filing.

Would Join Loew Suits

Edward M. Grossman, whose stockholder's suit against Loew's, Inc., and its officers and directors was stayed on July 6 by N. Y. Supreme Court Justice Peter Schmuck, will apply today to Justice Schmuck to be allowed to intervene as plaintiff in the eight consolidated stockholders suits now pending against Loew's, its officers, directors, and the Bank of America National Trust and Savings Association.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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Name Committee for Wisconsin's Jubilee

MILWAUKEE, July 25.—The reunion and testimonial committee in charge of arrangements for the 25th anniversary jubilee of the industry in Wisconsin, to be held Aug. 30 and 31, at the Schroeder Hotel here consists of the following:

Major distributors: A. N. Schmitz, RKO, and Sam Shurman, M-G-M; independent distributors: Jack Frackman, F[illegible]blic, and Charles Koehler, B. N. [illegible]ell; Variety Club: E. J. Weisfeldt and Mrs. Frank Fischer; Film Board of Trade: B. J. Miller; Warner-Saxe Theatres: A. D. Kvool and Jack Keegan; Fox-Wisconsin Theatres: H. J. Fitzgerald and L. Roy Pierce; unaffiliated: H. J. Mirisch, Harry Perelewitz and George Panka.

Associated exhibitors: George Langheinrich, George Fischer, William Copeland, Jefferson; theatre employes: Elmer Klase and Oscar Olson, president and business manager of the local projectionists' union, and Steve Thomas, secretary, state association of projectionists' unions; exchange employes: William Griffith, Carl Clancy, president and business manager, respectively, of the film exchange employes' union.

Honor 25-Year Men

Transportation: Al Sickels, Film Service, Inc.; accessories and supplies: Ray Smith and J. B. Schuyler; Independent Theatres Protective Association of Wisconsin: E. F. Maertz, president; A. C. Berkholtz, secretary; Max Krofta, treasurer; F. J. McWilliams, chairman of the board; secretaries: E. C. Krofta, Monogram and R. A. Tesch, business manager, I.T.P.A. of Wisconsin.

Among the 25-year men to be honored at the reunion, in addition to Charles W. Trampe, head of the Monogram-Midwest Film Exchange, Inc., are Tom Saxe, Otto Meister, H. J. Fitzgerald, F. J. McWilliams, E. J. Weisfeldt, E. F. Maertz, A. C. Berkholtz, Charles Koehler, John Adler, Frank Koppelberger, George Fischer, Neil Duffy, Bert Fischer, A. L. Robarge, James Kent, William Kent, Ray Smith and others. Also included in the honor list is Elmer Klase, president of the local projectionists union, as well as other projectionists.

The jubilee will include a three-hour boat trip the opening evening on Lake Michigan, followed by an industry meeting at the Schroeder the following afternoon and a banquet in the evening at which the presentations to the 25-year men will be made.

Trade Practices Up For Talks Shortly

(*Continued from page 1*)

weekend, in which he stated that while the Government's proceeding would not halt the work of the negotiating committee, it would necessitate careful study of the Government's complaint and probable delay in bringing the plan of self-regulation to the stage at which it could be presented to exhibitor representatives.

Ned E. Depinet and A. Montague, members of the working committee, are returning to New York from out of town trips, which will permit the committee to resume regular meetings. Its sessions were discontinued a week ago.

Hollywood Letter

Dear Editor:

If you've been wondering what Hollywood people had to say about the Government's abrupt attention to its chief occupation you can stop now. They said, with practically unprecedented unanimity, nothing. Not because they were stunned, nor because they failed to comprehend, not even because reticence was an obvious virtue under the circumstances. Most of them were simply too busy at making pictures for their public.

◆

Three months ago they would have talked a lot. Today the cameras are grinding too steadily, the call sheets are too full, for a population primarily and quite happily engaged in fabricating films to care much who owns the theatres that exhibit them. Call this, if you will, a myopic attitude, but try sometime to get entertainment out of a group of people not shuttered off by this or something like it from grim reality. It's never been done.

◆

William A. Wellman had his Paramount picture, ."Men With Wings," well on toward the finish line when Howard Hughes made his flight. The producer-director spent five days revamping his picture to get something closely resembling this titanic incident into it, whereupon young Douglas Corrigan set him back on his heels. He'll get that in, too. Warners were in a somewhat better position with their "Women in the Wind," not yet shooting, to take advantage of the breaks. They had only to revise the script to include a globe-girdling flight in which five women aviators, captained by Kay Francis, will do what Hughes and his male quartet did.

◆

Another excitement of the week was the unanimous hailing of Hedy (pronounced "heady") Lamarr as the screen find of the year on the basis of her work in Walter Wanger's "Algiers." Toni Frizzell, *Vogue* portraitist, came on from New York for her to sit to and decided, on completion of the assignment, a fortnight in Honolulu would be about right before returning to your village. *Life* dug out some old stills of "Ecstacy," which *Look* had used a year previously, and that memorable item of cinematic erotica came back again to Hollywood Boulevard. All the syndicate columnists have called upon the lady, and upon their readers to hear about her.

◆

The President's recent visit here may have meant whatever it did or didn't, politically, but it boosted his newsreel popularity, already terrific, to a new high. Runnerup on the applause meter this weekend was Douglas Corrigan, with Howard Hughes in third place. High man on the "boo" meter—and when they "boo' in Hollywood they do mean "boo"—is and long has been Adolf Hitler, who never can get a word in edgewise. Second place in this division is still held by Benito Mussolini, a somewhat less torridly hooted screen personality, and third honors go, for reasons nobody seems to understand, to Louella O. Parsons, a widely read lady who appears not to mind what may be, after all, a fundamentally friendly, if consistently recurrent, razzing.

William R. Weaver

Warner Exploitation Prizes Go to Twelve

Twelve members of the Warner theatre organization have been awarded cash prizes by Joseph Bernhard, general manager of the circuit, in exploitation contests on three recent pictures. With the exception of Frank La Falce, Washington, all prize winners are managers.

Four prizes were given on each picture, with first awards being $150, second prizes $75 and third and fourth $50 each.

Prize winners in the "The Kid Comes Back" contest are in the order placed: Ken Grimes, Warner, Erie; J. H. Brownfield, Virginia, Fairmont, W. Va.; Murray Lafayette, Avon, Utica; R. Rosenthal, Ritz, Albany.

"Over the Wall" winners are: Howard Ralston, Granada, Santa Barbara, Cal.; Ralph Russell, Strand, Parkersburg, W. Va.; George C. Sarvis, Library, Warren, Pa.; Harry Gantz, Capitol, Stubenville, O.

The following received awards for "Swing Your Lady" campaigns; Dominick Lucente, Alhambra, Philadelphia; Frank La Falce, Earle, Washington; J. Knox Strachan, La Roy, Portsmouth, O.; Frank Shaffer, Virginia, Harrisonburg, Va.

New Firm Chartered To Import Pictures

National Pictures Corp. has been formed to import and exploit foreign films in this country and Latin America. The company will also handle exportation of American product. Edwin M. Fadman of Films Red Star is connected with the firm.

Plans have been made to offier the American market a complete annual program of importations. The company will rely on its European contact for the interchange and handling of product from both sources. The first offering of the company is "Legions of Honor," French film starring Marie Bell. Four additional releases, to be ready next month, are in a subtitling stage. Temporary offices have been established in the Paramount Building.

Fox Asks Suit Details

Twentieth Century-Fox yesterday filed a demand in U. S. District Court for a bill of particulars of the complaints of the Superior Fire Insurance Co. of Pittsburgh and nine persons who claim injuries in a fire occurring in 20th Century-Fox's warehouse at Little Ferry, N. J., in 1937.

Chicago Group Due To Resume Parleys

(*Continued from page 1*)

which were begun several weeks ago but were delayed by the sudden death of Aaron Saperstein, succeeded by Mr. Kirsch as president of the Allied unit here.

It is understood here that B. &. K. and the distributors are not averse to finding a means of settling the local differences, in view of the national situation. It is further understood that Allied's plan for filing an action on the matter has been held in abeyance pending the completion of the conferences. However, it is believed to be the intention of the organization to take some such action in the event that an agreement is not reached relative to clearance or double features or both. If duals are continued, the independent operators want five weeks' clearance, while if duals are eliminated, the present 10 weeks' clearance is expected to be declared acceptable.

Mr. Kirsch and the other representatives refused comment here today just before starting for New York, declaring, "Wait until the end of the week after we talk things over."

"U" Shooting 9 Big Films in 3 Months

HOLLYWOOD, July 25.—Universal will have nine top-budget pictures in work during the next three months, as well as six other films and two serials. "The Road to Reno" has just been completed.

Of the nine, two are still in work under Joe Pasternak, producer, "Youth Takes a Fling" and "That Certain Age." "The Storm" will go before the cameras on Aug. 1 and "The Sun Never Sets" will go into work on Aug. 22. In September the films starting will be "Rio," "Three Smart Girls Grow Up," "Destry Rides Again," and a new John M. Stahl production. In October "I Stole a Million" will go into work at the studio.

Wall Street

Preferred Stocks Show Gains

	Open	High	Low	Close	Net Change
Col.	15¼	15¼	14⅞	14⅞	— ½
Cons.	1⅝	1⅝	1⅝	1⅝	.....
Cons. pfd...	8⅜	8⅜	8⅜	8⅜	+ ¼
E. K.	180	181	180	181	+1
G. T. E.....	15⅜	15⅞	15⅜	15½	+ ⅛
Loew	50⅝	51	49¼	49¾	— ¾
Loew pfd.	107	107	107	107	+ ¾
Para.	11⅝	11⅝	11	11	— ⅜
Para. 1.....	93	94	93	94	+1¼
Para. 2.....	11⅜	11⅜	11⅛	11⅛	— ⅛
Pathe	10⅛	10⅛	9½	9¾	— ¼
RKO	3⅛	3¼	3⅛	3¼	+ ⅛
20th Fox ..	25⅛	25⅛	24⅝	24⅝	— ⅜
20th pfd....	34½	34½	34½	34½	+1
W. B.	7⅛	7¼	6⅞	7	.....
W. B. pfd...	40⅞	41⅜	40⅞	41⅜	+1½

Columbia Leads Curb Increase

	Open	High	Low	Close	Net Change
Col.	15	15	15	15	+1¾
G. N.	¾	13/16	¾	13/16	+ ⅛
Sentry	2⅞	2⅞	2¾	2½	— ⅛
Sonotone ..	1¾	1¾	1⅝	1⅝	— ⅛
Tech.	22¾	22¾	22½	22½	+ ⅝
Trans-Lux	2⅜	2⅜	2⅜	2⅜	.....
Univ. Corp.	3	3	3	3	+ ½

Bonds Change Fractionally

	High	Low	Close	Net Change
Keith 6s '46.......	91	91	91	.....
Loew 3½s '46.....	98⅞	98¾	98⅞	+ ⅞
Para. Pict. '47....	81	81	81	.....
RKO 6s '41.......	75	74½	75	+ ½
W. B. 6s '39......	79¾	79¼	79¾	— ¼

(Quotations at close of July 25)

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New York Previews

"Mother Carey's Chickens"

(RKO)

Kate Douglas Wiggin attained a type of literary immortality with her wholesome, straightforward stories of American life of an earlier day. "Mother Carey's Chickens" is just such a Mrs. Wiggin story, and; as carefully produced by Pandro S. Berman, under the direction of Rowland V. Lee, RKO has made of it a picture for the family trade everywhere. It is as clean as a hound's tooth, of course, and the basic character of the story has been carefully preserved. Contributing to that factor is the equally careful and exacting screenplay of S. K. Lauren and Gertrude Purcell.

In this case the cast is not as important to the box-office and the selling of the picture as the story and its origin, which must be known to every child across the nation, and certainly will be remembered by every adult. This story of a kindly mother's effort to keep her loyal and friendly brood together after her husband is killed in the Spanish-American war is interpreted splendidly by Fay Bainter as the mother, and competently by Ruby Keeler and Anne Shirley as the two daughters, whose romantic concerns have much to do with the unfolding of the story; James Ellison, as the lover of one; Walter Brennan and Frank Albertson, in particular.

Of course the story, in the original and as adapted, is weighty with the sentimentality of the period of which it treats, but at the same time it is homely and wholesome stuff, simple and unpretentious, and in sharp contrast to our perhaps too modern note of slick and smart comedy. Its romantic concerns, the fight of the children to help their mother to preserve their entity as a family, the romantic complications of the two girls, the dramatic scene when the young and disliked doctor saves the Carey child from death of pneumonia, cannot help but have a real appeal. The picture throughout has been accorded a high degree of technical skill and has been handsomely mounted.

Running time, 81 minutes. "G." CHARLES S. AARONSON

"Drums"

(London Films-U. A.)

In this story of life on the northern frontier of India where the British suppress rebellions by intrigue as well as force of arms there is a combination of spectacular action and exceptionally beautiful mountain backgrounds done in Technicolor. Among its other assets can be counted Sabu, the little native boy whose combination of dignity and boyish charm made an impression in "Elephant Boy."

Raymond Massey is impressive as a half-mad brother of a native ruler who plots the rebuilding of an Afghan empire. In contrast Desmond Tester, as Captain Carruthers, the hero, and Valerie Hobson, his wife, are pretty colorless. Mr. Tester also has a bad English habit of starting his words from behind his tonsils.

Exhibitors who sell the picture on the basis of the battles and the friendship between Sabu and an unnamed drummer boy probably will be glad they booked it.

Sabu and his protectors have to flee from the mountains when the boy's father is murdered. Captain Carruthers and his wife befriend him. The dramatic suspense develops thereafter when Carruthers' troupe visits the usurping ruler and runs into a plot to annihilate it with machine guns. Sabu gives the warning in time and the big scenes follow—columns fighting their way through mountain passes, machine gun encounters in a palace, the shooting of Massey, and the reunion of Captain Carruthers and his wife. There is some neat comedy relief from time to time.

Zoltan Korda directed from an original story by A. E. W. Mason.

Running time, 99 minutes. "G." J. M. JERAULD

Set Date on Film Outing

NEW HAVEN, July 25.—Barney Pitkin, RKO branch manager and chairman of committee for the annual film district outing, reports the date has been set tentatively for Aug. 18 or 25 at Pine Brook Country Club.

"Texans" Record Claimed

"The Texans" established a new house record at the Majestic, San Antonio, with a gross of $14,000 for last week, according to a report to the home office from R. J. O'Donnell, of the Interstate Circuit. The picture was held over.

Republic Uses Boards

What is said to be Republic's first billposting campaign will be put on for the double openings of "Army Girl" at Loew's State and Grauman's Chinese in Los Angeles Aug. 3. Illuminated and non-illuminated boards will be used. A similar campaign may be put on for the New York run, which is to be set.

WPA Leases the Adelphi

The Adelphi Theatre, 152 West 54th St., has been leased to the WPA for one year.

"Shopworn" Is Twin Cities' Best Grosser

MINNEAPOLIS, July 25.—"Shopworn Angel" made an excellent showing both here and in St. Paul. At the local Orpheum the $7,500 take was $2,700 over normal and [illegible] the St. Paul Orpheum the $4,500 gross was $1,300 to the good.

Another strong draw was "White Banners" which went $3,100 over the line on a take of $7,500 at the State here.

Total first run business in Minneapolis was $19,100. Average is $14,800. Total first run business in St. Paul was $13,200. Average is $13,200.

Estimated takings for the week ending July 21:

Minneapolis:

"MY BILL" (W. B.)
CENTURY—(1,600), 25c-40c, 7 days. **Gross:** $3,000. (Average, $4,000)
"SHOPWORN ANGEL" (M-G-M)
ORPHEUM—(2,900), 25c-40c, 7 days. **Gross:** $7,500. (Average, $4,800)
"WHITE BANNERS" (W. B.)
STATE—(2,300), 25c-40c, 7 days. **Gross:** $7,500. (Average, $4,400)
"KARL FREDRIK REGERAR" (Swedish)
WORLD—(400), 25c-55c, 6 days. **Gross:** $1,100. (Average, $1,600)

St. Paul:

"SHOPWORN ANGEL" (M-G-M)
ORPHEUM—(2,000), 25c-40c, 7 days. **Gross:** $4,500. (Average, $3,200)
"TROPIC HOLIDAY" (Para.)
PARAMOUNT—(2,500), 25c-40c, 7 days. **Gross:** $3,000. (Average, $4,400)
"A FAREWELL TO ARMS" (Para.)
"RASCALS" (20th-Fox)
RIVIERA—(1,000), 25c-40c, 7 days. **Gross:** $1,500. (Average, $2,400)
"CRIME RING" (RKO)
"DANGER ON THE AIR" (Univ.)
(5 days)
"GUN LAW" (RKO)
"REFORMATORY" (Col.)
(3 days)
TOWER—(1,000), 25c-35c. **Gross:** $1,800. (Average, $1,600)
"DIVORCE OF LADY X" (U. A.)
(4 days)
"COUNT OF MONTE CRISTO" (U. A.)
(3 days)
WORLD—(400), 25c-35c. **Gross:** $950. (Average, $1,600)

New Haven Takes Still Under Par

NEW HAVEN, July 25.—First runs here fell short of average business once more. "Port of Seven Seas" and "The Lone Wolf in Paris" grossed $6,900 at the Loew-Poli, short by $1,100. The Paramount held "Tropic Holiday" and "Gangs of New York" for eight days and took $4,000, under the usual for seven days by $500. "Blind Alibi" and "High Flyers" took $1,800 at the College, a drop of $1,000.

Total first run business was $15,800. Average is $20,000.

Estimated takings for the week ending July 22:

"BLIND ALIBI" (RKO)
"HIGH FLYERS" (RKO)
COLLEGE—(1,499), 25c-35c, 7 days. **Gross:** $1,800. (Average, $2.800)
"PORT OF SEVEN SEAS" (M-G-M)
"THE LONE WOLF IN PARIS" (Col.)
LOEW-POLI—(3,040), 35c-50c, 7 days. **Gross:** $6,900. (Average, $8,000)
"TROPIC HOLIDAY" (Para.)
"GANGS OF NEW YORK" (Repub.)
PARAMOUNT—(2,348), 35c-50c, 8 days. **Gross:** $4,000. (Average, $4,500)
"MY BILL" (W. B.)
"DEVIL'S PARTY" (Univ.)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. **Gross:** $3,100. (Average, $4,700)

'Cowboy" Hits Chicago High With $12,000

CHICAGO, July 25.—"The Cowboy om Brooklyn" rode into the Loop st week and grossed $12,000 at the oosevelt, which was $1,000 above erage.

The State-Lake with "Hold That iss" did average business, while two ldover attractions, "Having Wonerful Time" at the Palace and Tropic Holiday" at the Chicago, us Martha Raye in person, had exllent second weeks. Other business as fair.

Total first run business was $90,- 0. Average is $102,000.

Estimated takings:

Week Ending July 21:

"FAST COMPANY" (M-G-M)
APOLLO—(1,400), 35c-55c-65c, 7 days. **ross:** $5,000. (Average, $6,500)

"TROPIC HOLIDAY" (Para.)
CHICAGO—(4,000), 35c-55c-75c, 7 days, d week. Stage: Martha Raye and Revue. **ross:** $30,700. (Average, $32,000)

"THE SHEIK" (Ind.)
GARRICK—(900), 35c-55c-75c, 7 days. **ross:** $4,000. (Average, $6,500)

HAVING WONDERFUL TIME" (RKO)
PALACE—(2,500), 35c-55c-75c, 7 days, 2nd eek. Stage: "Royale Frolics Revue." **ross:** $18,700. (Average, $19,000)

"HOLD THAT KISS" (M-G-M)
STATE-LAKE—(2,776), 20c-40c-55c, 7 ys. Stage: Verne Buck and Revue. **ross:** $13,000. (Average, $13,000)

Week Ending July 22:

OWBOY FROM BROOKLYN" (W. B.)
ROOSEVELT—(1,300), 35c-55c-75c, 7 days. **ross:** $12,000. (Average, $11,000)

"PORT OF SEVEN SEAS" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 ys, 2nd week. **Gross:** $7,000. (Average, 5,000)

'Baby" Best Take Of Week in Omaha

OMAHA, July 25. — "Birth of a aby," in its second week, grossed 4,600 in seven days at the Brandeis r the best of a fair week. Weekly ar at Brandeis was topped by $600.

Tri-States' two first run houses ked out grosses just above average r seven days. "Kidnapped" and Stolen Heaven" pulled $7,500 at the rpheum and "Port of Seven Seas" nd "Devil's Party" did $5,600 at the maha, each just over par.

Total first run business was $17,700. verage is $16,700.

Estimated takings:

Week Ending July 20:

"BIRTH OF A BABY" (Special)
BRANDEIS—(1,200), 25c-35c-40c, 7 days, econd week. **Gross:** $4,600. (Average, 4,000)

"PORT OF SEVEN SEAS" (M-G-M)
"THE DEVIL'S PARTY" (Univ.)
OMAHA—(2,200), 25c-40c, 7 days. **Gross:** 5,600. (Average, $5,500)

Week Ending July 21:

"KIDNAPPED" (20th-Fox)
"STOLEN HEAVEN" (Para.)
ORPHEUM—(3,000), 25c-40c, 7 days. **ross:** $7,500. (Average, $7,200)

20th-Fox Holds Power

HOLLYWOOD, July 25. — Twentieth entury-Fox has extended the conracts of Tyrone Power, now vacationng in Mexico City; of Joan Valerie, vorking in "Wooden Anchors" and he second of the sports adventure eries, and of Esther Brodelet, Dorthy Dearing and Frances Leslie, tock girls appearing in "Hold That o-Ed."

New York Preview

"Dark Sands"

(Record Pictures)

There are possibilities of unusual exploitation in this production of Walter Futter, distributed in this country by Record Pictures, because the picture embodies a degree of novelty in treatment and subject matter which may well be used to stir interest.

The salable factors, in addition to a strong title, are three good cast names, Paul Robeson, Henry Wilcoxon and Wallace Ford, and the rendition by Robeson of two songs by Michael Carr and Jimmy Kennedy. Spectacular desert scenes and action shots provide an opportunity for vivid showmanship. About half the story takes place in the Sahara, Desert, and all the footage thereon actually was taken on the Sahara, some 1,000 miles from Cairo.

Thornton Freeland, who directed, wisely kept Robeson in the forefront at all times, permitting his dominant physical appearance and his splendid voice to carry their own considerable weight. There are slack moments now and again, but in general it is a novel and occasionally exciting piece of entertainment. Robert N. Lee and Peter Rurie adapted an original story by Mr. Futter, George Barraud did the scenario and John W. Boyle is credited with the commendable photographic job. Ford is excellent.

Robeson, negro soldier en route to France, is unjustly accused of murder, and escapes, while Wilcoxon, his superior, is "broken" and sent to jail. With Ford, Robeson steals a boat, lands on the African desert eventually, and through his knowledge of medicine, becomes a ruler of a desert tribe. Ford is killed, Wilcoxon finally traces Robeson through films of his tribe shown in London, but leaves him in peace when he learns of the happiness Robeson has won with his family and adopted people. Highlights are the fight of Robeson's men against a band of desert marauders, the enormous number of camels and men gathered for the great annual salt trek, and the long caravan of camels

Running time, 75 minutes. "G." CHARLES S. AARONSON

Hollywood Preview

"Prison Break"

(Universal)

HOLLYWOOD, July 25.—The story told in "Prison Break" is sound and appealing entertainment even though it is always serious. It is acted in convincing fashion by a competent group of players which, at no time, finds it necessary to resort to artificial theatricals to develop the plot, which has romance, drama, action, excitement and suspense. The story is by Norton S. Parker, the adaptation by Mr. Parker and Dorothy Reid, and the direction by Arthur Lubin.

Barton MacLane, in love with Glenda Farrell, merely a bystander when her brother, Edward Pawley, is injured in a fight, silently accepts a manslaughter conviction when the victim dies and MacLane believes his friend, Edmund MacDonald, is guilty. He sacrifices himself because MacDonald is to marry his sister, Constance Moore. Expecting to be paroled in a year, he seeks to avoid trouble, but becomes involved in a prison riot inspired by Ward Bond. After being punished for that he is paroled for preventing an attempted escape which Bond also has engineered. Out in the world again, he finds the cards stacked against him as his convict record prevents him from either getting a job or marrying Miss Farrell. Eventually encountering Bond again, a wild fight ensues and as he overpowers Bond and forces him to confess that he is guilty of the crime for which MacLane had been jailed. He is pardoned to start life over anew.

Although the material used is stock stuff, it has been given fresh treatment that permits the players to look like human beings and do the natural things which humans would do under similar circumstances.

Exhibitors have a solid piece of entertainment merchandise in which there is considerable exploitation material.

Running time, 70 minutes. "G." GUS MCCARTHY

Sign Seiter for Another

HOLLYWOOD, July 25.—RKO has taken an option on the services of William Seiter, director of the forthcoming "Room Service," to hold the megaphone on another feature to be made within a year.

Knoxville Votes Ban

KNOXVILLE, July 25. — The City Council here has voted against Sunday shows for the benefit of the religious or charitable organizations, Recently the body voted 8 to 3 against Sunday shows of any kind.

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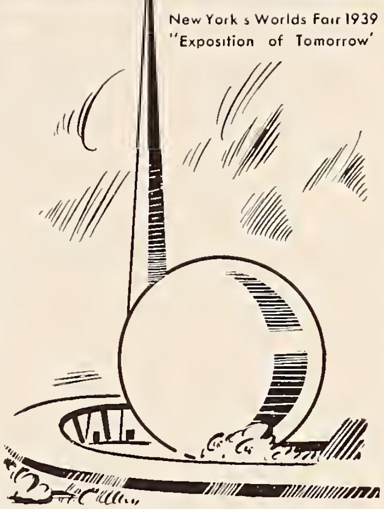

PROGRESS

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MOTION PICTURE DAILY'S HANDY BOOKING CHART

[*Dates Are Based Upon National Release Schedules and Are Subject to Change. **This Chart Is Revised Weekly. Letters in Parentheses After the Titles Denote the Following: (A) Adult, (G) General, (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action***]

	COLUMBIA	M-G-M	MONOGRAM	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIVERSAL	WARNERS
July 1	City Streets (D) *Carrillo* West of Cheyenne (O)	Port of Seven Seas *Wallace Beery* *O'Sullivan* (829)			Army Girl (D) *Madge Evans* *Preston Foster*	Having Wonderful Time (A) (C) *Rogers* (819)	Always Goodbye (G) (D) *Stanwyck* *Marshall* (852)	South Riding (A) (D) *Edna Best* *Edmund Gwenn*	Danger on the Air (G) (D) The Rage of Paris (G) (C) *Darrieux*	Men Are Such Fools (G) (D) *Wayne Morris* *Priscilla Lane*
July 8		Fast Company (G) (C) *Melvyn Douglas* *Florence Rice* (839)	Man's Country (O) *Jack Randall*	Pride of the West (G) (O) *Boyd* (3854)	Durango Valley Raiders (O) *Bob Steele* (7128)	Crime Ring *Allan Lane* (836) Little Women (871)	Panamint's Bad Man (O) We're Going To Be Rich (C) *Gracie Fields*			My Bill (G) (D) *Kay Francis* *John Litel* (215)
July 15	Pioneer Trail (O) *Jack Luden* *Joan Barclay*	Shopworn Angel (G) (D) *Sullavan* *Stewart* (835)					Passport Husband (G) (C) *Pauline Moore* *Stuart Erwin* (854)		Prison Break *Glenda Farrell* *MacLane*	Cowboy from Brooklyn (G) (M) *Pat O'Brien* *Dick Powell*
July 22	Reformatory (G) (D) *Jack Holt* *Charlotte Wynters*	Love Finds Andy Hardy (G) (C) *Rooney-Garland* (841)		Booloo (O) *Colin Tapley* Tropic Holiday (G) (C) (3744)		Sky Giant *Richard Dix* (835)	I'll Give a Million *Warner Baxter* *Marjorie Weaver* (855)	Algiers (A) (D) *Boyer* *Gurie* *Lamarr*	Little Tough Guy (A) (D) *"Dead End" Kids*	Penrod's Double Trouble *Billy & Bobby Mauch* (276)
July 29	South of Arizona (O) *Starrett* *Meredith*	The Chaser *Denis O'Keefe* *Lewis Stone*		Professor Beware (G) (C) *Harold Lloyd* *Phyllis Welch*	Come On, Leathernecks *R. Cromwell* *Marsha Hunt*	Mother Carey's Chickens *Ruby Keeler* *Anne Shirley* (833)	Little Miss Broadway (G) (D) *Shirley Temple* (856)	Young in Heart *Gaynor* *Fairbanks, Jr.* *Goddard*	Letter of Introduction *Leeds* *Bergen-McCarthy*	Amazing Dr. Clitterhouse (G) (D) *Robinson* (262)
Aug. 5		Crowd Roars *Taylor* *O'Sullivan* *Frank Morgan* (840)	Barefoot Boy *Jackie Moran* *Claire Windsor*	Bulldog Drummond in Africa *John Howard* *Heather Angel* *Reginald Denny*	Heroes of the Hills (D) Three Mesquiteers (7118)	I'm from the City (C) *Joe Penner* (834)	Gateway *Don Ameche* *Arleen Whelan* *Gilbert Roland* (901)			Mr. Chump (C) *John Davis* *Lola Lane* (227)
Aug. 12	The Gladiator (C) *Joe E. Brown* *June Travis*	White Collars *Robert Young* *Virginia Grey*		The Texans *Joan Bennett* *Randolph Scott* (G) (O)	Man from Music Mountain (O) *Autry*	Painted Desert (O) *O'Brien* (883)	Keep Smiling (G) (C) *Jane Withers* *Gloria Stuart* (902)		The Missing Guest (D) *Paul Kelly*	Racket Busters (D) *Brent* *Bogart* (205)
Aug. 19	Convicted *Rita Hayworth* *Chas. Quigley*	Too Hot to Handle *Gable* *Loy*		Give Me a Sailor (C) *Martha Raye* Orphan Annie, Detective		Smashing the Rackets (D) *Chester Morris* (832)	Alexander's Ragtime Band (G) (M) *Power* (903)		That Certain Age *Deanna Durbin* *Jackie Cooper* *Irene Rich* (918)	Four's A Crowd (G) (C) *Errol Flynn* *deHavilland* (213)
Aug. 26	I Am the Law *Robinson* The Lady Objects *Gloria Stuart* *Lanny Rose*	Listen, Darling *Bartholomew* *Garland* *Walter Pidgeon*	Circus Comes to Town *Marjorie Main* *Anne Nagel*	Spawn of the North *Raft* *Fonda* *Lamour*	A Romantic Rogue *Novarro* *Marian Marsh* *Tallichet*	Breaking the Ice *Bobby Breen* *Dolores Costello* (845)	Speed to Burn *Michael Whalen* *Lynn Bari* (G) (C) (904)	There Goes My Heart *Fredric March* *Virginia Bruce* *Nancy Carroll*		Daughters Courageous *Lane Sisters* *Jeffrey Lynn* (359)
Sept. 2	Phantom Gold (O) *Jack Luden* *Beth Marion*	The Great Waltz *Rainer* *Gravet* *Miliza Korjus*	Last Frontier (O) *Jack Randall*	Sing You Sinners *Bing Crosby* *MacMurray*		Carefree (M) *Astaire* *Rogers*	My Lucky Star *Sonja Henie* *Richard Greene* (905)		Freshman Year *Dixie Dunbar* *Ernest Truex*	Boy Meets Girl (A) (C) *Cagney* *Pat O'Brien* (303)

G. B.
Crime Over London *Margot Grahame* *Paul Cavanaugh* (July 15)
Evergreen (G) (M) (reissue) *Jessie Matthews* (Aug. 1)
Strange Boarders *Rence Saint-Cyr* *Tom Walls* (Aug. 15)
The Wheel Spins *Lockwood* *Michael Redgrave* (Sept. 2)

G. N.
I Married a Spy (D) (225) (July 1)
Rollin' Plains (O) (226) (July 8)
High Command (D) (227) (July 15)
Renfrew on White Trail (228) (July 22)
Utah Trail (O) *Tex Ritter* (229) (Aug. 12)

uit Based on Precedent and Recent Events

(*Continued from page* 1)

ex of what might be termed the first ist-busting era; the picture suit may her in [illegible] second such era, equally -reac[illegible] in its influence.

Department of Justice officials will t discuss policy, but enough has been id in the past to lead to the conclu- on that the film suit embodies the inciples of the department's avowed termination to protect and preserve mpetition in those industries in hich it still exists.

Block booking, fixing of admissions d other practices attacked in the it have been the subject of previous ses against motion picture com- nies, and the department's policy th respect thereto is well under- od.

The divorce phase of the proceeding, wever, offers a new issue, on which e department is basing a great deal dependence. In this respect, it has en admitted, the department's policy to eliminate vertical integration, that operation controlled by one concern om source of material to consumer stribution, a method particularly arked in the film and oil industries, it followed to more or less extent in e case of shoes, jewelry, and a num- r of other commodities.

"Divorcement" Vital Issue

Department officials firmly believe at control of retail outlets by pro- icers constitutes a restraint on com- tition. So wedded are they to this ea that it has been formally stated at if the courts rule against the overnment's petition for divorce of e major producers from exhibition d the two exhibition companies from oduction, the matter will be carried Congress with an appeal for such nendments to the anti-trust statutes may be necessary to make the de- rtment's position good.

The Government's petition, in a ord, sums up the whole philosophy the Administration that the "little an" in industry and trade is to be otected against his large corporate mpetitors. This was stated in one ragraph in the department's bill of mplaint, that "the petitioner's case based, in part, upon the fundamental oposition that the free competition joined upon American industry by e Sherman Anti-trust Act, and hich competition is sought to be pro- cted and preserved by that act, de- ands the existence of free markets.

"Free competition means a free and en market among both buyers and llers, in which the buyer does not ntrol the seller and the seller does t control the buyer."

Iyron Selznick to Resume Production

(*Continued from page* 1)

terprise are not yet definite. The w undertaking, defined as "a neces- ry development of the managerial nction," will not affect Mr. Selz- ck's agency business and is not re- ted in any way to Selznick Interna- onal, the David O. Selznick company leasing through United Artists.

Ohio Independents To Attend Ad Meet

(*Continued from page* 1)

bids to the New York meeting sent out by George J. Schaefer, campaign committee chairman. The I. T. O. sent a special bulletin to members urging them not to accept the bids, which it believed had been issued for a trade practice conference with distributors. The Ohio exhibitor organization earlier had adopted a resolution which recommended that its members decline to participate in a trade practice conference without advance authorization from national Allied.

When the purpose of the New York meeting had been clarified the leading independents here immediately accepted the invitation.

P. J. Wood, secretary of the Ohio unit, has written to Mr. Schaefer, saying, "We are always willing to cooperate in all matters which we believe will benefit the industry generally, but, on the other hand, we are going to do everything possible to protect ourselves against influences which we believe to be adverse to our interests.

"I want you to know that I stand ready and willing to cooperate with you in your present endeavor, and will, in my next bulletin, straighten ou the matter to your entire satisfaction."

Disney Buys Tract For Big New Plant

(*Continued from page* 1)

activities for production expanded to include further features the Disney staff of 800 will be increased to 1,000 when the new buildings are ready for occupancy. The structure will be completely air conditioned.

With the increased space and enlarged staff Mr. Disney hopes to produce a cartoon feature each year instead of the present schedule of one every 18 months. He now is working on "Pinnochio" and "Bambi." The first will require 18 months of work and the second two years.

The reason Mr. Disney bought so much land was the refusal of the power and light bureau to split up the property. Virtually all of the present equipment of the Hyperion Ave. plant will be moved to the new quarters.

Jersey Spot to Try Film-Stage Policy

The Orheum Theatre in Jersey City on Thursday and Friday will present "Wife on Approval," a 70-minute dramatic stage offering, in conjunction with a single feature film bill.

This is said to be the first condensed legitimate production to be booked into film houses to replace secondary features. The cast of "Wife on Approval" features Elizabeth Sparks, Lucia Seger, Judith Simmons, Walter Black and Lester Mack. Triangle Entertainment Service is handling bookings.

Liabilities Are $12,000

The liabilities of Harman-Ising, Inc., which has applied for permission to reorganize, were inadvertently listed at $120,000, instead of $12,000, in Motion Picture Daily for July 12.

U.S. Is Made Party to RKO Defense Move

(*Continued from page* 1)

as the objections are based upon the contention that section 77B is unconstitutional.

Judge Bondy's order is in response to an application of the Government upon certification to it that Section 77B was being attacked.

Approve Plan on RKO Notes

Federal Judge William Bondy yesterday approved an application of the Irving Trust Co., as trustees of RKO, for authority to enter an agreement with the Bank of America National Trust & Savings Association and the Chemical Bank & Trust Co. to extend the maturity of secured six per cent gold notes of RKO. Under the proposed agreement payment of $100,000 now outstanding in secured gold notes will be extended so that payment of $50,000 now due Aug. 1, 1938 will be made Jan. 1, 1939, and $50,000 now due Sept. 1, 1938, will be extended to Feb. 1, 1939. The agreement also provided for interest of two per cent per annum, payable monthly.

The $100,000 in secured notes outstanding is the balance due on an issue of $6,000,000 made on July 1, 1931, which was secured by a pledge of substantially all the assets of RKO and its subsidiaries to the Chemical Bank & Trust Co. as trustee. The Bank of America is the present owner of the entire balance.

"Hardy" Gets Big Start

"Love Finds Andy Hardy" did from 25 to 60 per cent above normal business in 27 cities where the film opened over the weekend, M-G-M reported yesterday. In six cities the picture doubled the first day's take on "Judge Hardy's Children" and in 13 others exceeded "Captains Courageous," according to M-G-M.

Ad Drive Will Start Aug. 1; Close Oct. 8

(*Continued from page* 1)

terday morning by Howard Dietz, chairman of the advertising committee, following his return to New York from Hollywood. While on the coast, Mr. Dietz advanced the plans for producer participation in the campaign.

A second meeting of leaders in the organizing work for the drive was held yesterday afternoon to discuss further the incomplete appropriation and budget plans. While the tentative appropriation has been set at $1,000,000—of which $700,000 is to come from producers and distributors and $300,000 from circuits — neither a budget for the drive nor the final details of assessments against producers, distributors and circuits has been completed. It is expected, however, that these details will be completed today in time for presentation of the campaign plans to the general meeting called by George J. Schaefer, chairman of the distributors' committee, for the Astor tomorrow morning.

Representation Complete

All home offices, major and independent, will be represented at the meeting and, in addition, more than 300 independent and affiliated circuit men and individual exhibitors from all parts of the country are expected. Virtually every major circuit, affiliated and unaffiliated, already has sent in acceptances to serve on the general committee.

Paul Gulick, former publicity manager for Universal, who was retained as coordinator on various phases of the committee's work, established headquarters yesterday on the second floor of the Loew Building, 1540 Broadway. S. Singerman, also formerly with Universal, is serving as assistant to Mr. Gulick. Other staff appointments will be made at a later date.

• SHOT A. M.
• SCREENED P. M.
900 MILES AWAY...
THANKS TO AIR EXPRESS!

Newsreels hot from the spot! AIR EXPRESSED from New York 10 A. M., shown in Atlanta, Chicago, and St. Louis before dark — in nearer points that afternoon. Exhibitors hailed it "a house-packing natural", at low cost. Specify AIR EXPRESS deliveries—2500 miles overnight, and tie your reels to the headlines. Nation-wide service; also to Canada, Latin America, Honolulu, and Far East. Phone RAILWAY EXPRESS and say, "AIR EXPRESS Division."

AIR EXPRESS
DIVISION RAILWAY EXPRESS AGENCY, INC.

Radio Personals

C. W. FARRIER, NBC television coordinator, has left on vacation, a motor trip through Canada. . . . Rudy Vallee will broadcast from Chicago Aug. 4, with a cast headed by Paul Lukas and Sheila Barrett. . . . Claire Trevor, the actress, and Clark Andrews, will be married tomorrow, with Carleton Kadell, radio announcer, as best man. . . . Jean Herbert, composer, has completed an original screenplay, "Go West, Young Maid," a musical satire which has a Hollywood background. James F. Hanley collaborated. . . . Vyvyan Donner, fashion director for Movietone News, made a guest appearance on Cal Tinney's NBC show last night.

+

Leon Goldstein, publicity director for WMCA, left on vacation yesterday. . . . A returning vacationer yesterday was Tim Marks of the Earle Ferris publicity office. . . . Frank Mason, NBC vice-president, and Maxine Sullivan, singer, both took off for Hollywood yesterday via American Airlines.

Predicts Spread of Theatre Television

London, July 25.—Hundreds of British film houses soon will be equipped with television apparatus, Robert Finnigan, president, predicted today at the annual conference of the National Association of Theatrical and Kine Employees, which is represented in theatres and studios.

Mr. Finnigan, in connection with his prediction, appealed to projectionists to be farsighted, and ultimately, he said, they will be the key men under the new regime. He declared his belief that the general public will not complain against an increase in the price of seats to insure "adequate" wages for theatre employes.

KUTA Will Join NBC

KUTA, Salt Lake City, will become the 154th station of NBC on Aug. 1, when it affiliates with NBC Mountain Group No. 10. It will be a supplementary outlet available only to advertisers using KLO in Ogden. The network rate for the new station will be $80 per evening hour. KDYL will continue as the Salt Lake City outlet for NBC Mountain Group No. 11.

Will Air Blind Golfer

Capt. William H. J. Oxenham of Sussex, who was blinded while fighting with the British forces in the World War and who has achieved fame in England as a golfer whose score is in the low 80's, will play an exhibition match to be broadcast on Ripley's "Believe It or Not" program Aug. 8. He arrived yesterday on the *Europa* with his personal caddy.

Renew "Headlines" Show

"Headlines," *Journal of Living* program on WOR, will be renewed for an indefinite period, beginning Aug. 1. The Franklin Bruck advertising agency handled the renewal.

Academy 'Cavalcade' Planned as Air Show

Hollywood, July 25.—Academy of Motion Picture Arts and Sciences today stated that its proposed radio program would be called "Cavalcade of Hollywood" and would start on a network in the fall under commercial sponsorship. Except to say that the program format would be "entirely different" Academy officers would reveal nothing.

Grover Jones, veteran film writer, is chairman of the committee to arrange full details of the show, which will feature prominent film personalities. It was said the show will be weekly and will be either a half or full hour in length.

This radio innovation is the first major program point in the recently announced reorganization of the Academy, with its dropping of political and economic activities. The reason for reticence regarding the program plans is the desire for protection of the idea until definitely established. Academy officials declared they have contacted names in the industry and have promises of cooperation in the project.

Will End CBS Union Fight by NLRB Vote

Long standing differences as to whether technicians and engineers employed by CBS shall be represented by the Associated Broadcast Technicians, an unaffiliated union, or by the American Communications Association, a C.I.O. organization, will be decided by a vote, according to a National Labor Relations Board ruling. The elections will be held at all radio stations in the Columbia system, except KMOX at St. Louis.

The elections were ordered as a result of the conflicting membership claims of the two organizations.

Church to Head Air Work of Republicans

Ted Wells Church, formerly of NBC and CBS, and more recently business manager for the Kate Smith-Ted Collins combination, Kated, Inc., has been appointed director of radio activities of the Repubmlican National Committee, with headquarters in Washington. Mr. Church will serve as aid to Franklyn Waltman, Jr., recently appointed publicity director of the G.O.P.

Mr. Church, during the last presidential campaign, held a post with the Republican party somewhat similar to the one he will now take over.

Cantor on Radio Aug. 2

Eddie Cantor, who is in Europe to study the problems of, and raise funds for, the German-Jewish refugee childreen, will waste little time upon his return here in acquainting American listeners with what he has seen and learned in Europe. Returning to America on Aug. 1, the comedian will speak over the CBS network the following day from 5 to 5:15 P.M.

Eigen Returning to Air

Jack Eigen will return to the air over WMCA with a program of Broadway and Hollywood gossip tonight from 9:45 to 10 P.M., and Tuesdays through Saturdays at that time thereafter. Community Opticians will sponsor.

To Resume Hearings Today on WLW Plea

Washington, July 25.—Hearings on the application of WLW for continuance of its super-power permit will be resumed tomorrow, with the Federal Communications Commission prepared to launch its attack on the station's methods of operation.

The first week of the hearings were devoted exclusively to presentation by Crosley witnesses of testimony dealing with technical aspects of super-power operation. Foreseeing that little damaging testimony could be obtained from station officials, George B. Porter, commission counsel, cross-examined them only perfuntorily in most instances, most notable exception to this rule being when he interrogated James Shouse, vice-president, as to the steps taken by the station to assure itself of the integrity of the advertising it broadcast.

With the technical testimony nearly all concluded, the station will shortly rest its case and the commission will marshal testimony against continuance of the 500-kilowatt permit. The commission's attack will be based primarily upon the testimony of other broadcasters who have been summoned to Washington to relate the effect of WLW operations on their stations.

For some time, it is understood, the F.C.C. has been holding a number of complaints from broadcasters that WLW has taken advertising accounts away from them. The basis for this charge is the feeling among advertisers using WLW that other outlets even in remote parts of its secondary service area are unnecessary.

"Men Only" Back to Tuesday Spot on NBC

"For Men Only," which has been heard Wednesdays on the NBC-Red during the summer months, will return to its Tuesday, 8:30 to 9 P. M. spot for another year beginning Oct. 5, according to the terms of a contract signed with NBC by the Bristol-Myers Co. The program will be broadcast over 43 stations, with Fred Utell as "em cee," Peter Van Steeden's orchestra, and guest artists. Pedlar & Ryan is the agency.

The Musterole Co., according to another contract, will sponsor a series over the NBC-Blue beginning Oct. 10, Mondays, from 8 to 8:30 P. M., with Carson Robinson as the attraction. Erwin Wasey & Co. is the agency.

Gilcher in Preston Post

Vincent J. Gilcher, formerly manager of technical services in the NBC engineering department, has been appointed head of the company's general service division, succeeding Walter G. Preston, Jr. Mr. Preston was named assistant in charge of education to John F. Royal, NBC vice-president in charge of programs. William A. Clarke, Mr. Gilcher's assistant, will fill the latter's vacated post.

Sidney West on Friday

Louis K. Sidney, M-G-M vice-president and head of WHN, who has been in New York the past few weeks, will return to Hollywood on Friday to take up production plans for the M-G-M-Maxwell House Coffee "Good News" radio program, which will return to the air in September.

Web Affiliates Talk Reviving The I. R. N. A.

(*Continued from page 1*)

enbaum of WFIL, Philadelphia. In the words of Mr. Rosenbaum:

"The meeting was called to discuss material and matters pertaining to the hearings on network broadcasting to be conducted by the F.C.C. this fall and to determine to what exent the network affiliates as a group are interested in that subject."

Invitations to 22 owners and managers of network-affiliated, but independently owned, stations were extended and 15 of these attended yesterday's meeting.

As a result of the discussions yesterday, it was determined to issue a call to all independent radio network affiliates, of which there are approximately 250, to attend a special convention for that branch of the industry to be held in Chicago on Tuesday and Wednesday, Aug. 16 and 17. Following that meeting—should those who attend so will—the I.R.N.A. will again function officially.

Among those present yesterday, in addition to Mr. Ethridge and Mr. Rosenbaum, were: Edgar Bill, WMBD; Bill Pape, WALA; Bill Scripps, WWJ; Jack Howard of the Scripps-Howard organization, Peggy Stone of Hearst Radio, John Shepard of the Yankee and Colonial networks, John Gillen, WGR and WKBW; Donald Willycomb, WFIL; John Kennedy, WCHS; Harry Stone, WSM; Arthur Church, KMBC, and H. K. Carpenter, WHK.

Signs 4 News Programs

The North American Accident Insurance Co. has signed for four different periods of news programs over WMCA. The first is for Monday through Friday, 7:45 to 8 A. M.; second, Sundays at 8:45 A. M.; third, Sundays through Saturdays at 3:30 P. M.; fourth, at midnight, except on Sundays and Thursdays, when the broadcasts will be heard at 12:30 A. M. Franklin Bruck is the agency.

Rose Forms Booking Unit

Billy Rose has formed the Billy Rose Booking Office, a clearing house to handle all of his attractions in New York and for the World's Fair. Charles Freeman, former head of the United Booking Office, has been appointed general manager of the new enterprise, which will go into operation next week.

Francisco Heads Agency

Don Francisco, executive vice-president in charge of the Pacific Coast office of Lord & Thomas, was elected president of the agency yesterday, succeeding Albert D. Lasker, who is retiring. Mr. Francisco will come to New York on Oct. 1 to assume charge of the agency.

John S. Young Returns

John S. Young, director of radio for the New York World's Fair, returned last weekend from a world cruise undertaken in behalf of Fair activities.

FILE COPY
DO NOT REMOVE

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News
Brief, Accurate and Impartial

VOL. 44. NO. 18 | NEW YORK, WEDNESDAY, JULY 27, 1938 | TEN CENTS

Over 300 Due Today at Big Ad Conference

Circuit Men Gather from All Parts of Country

More than 300 representative exhibitors and company executives, many of them from distant parts of the country, will attend the general meeting on the industry's fall campaign to stimulate business and bring the new season's pictures to public attention. The meeting will be held this morning at the Astor Hotel with George J. Schaefer as its chairman.

All preliminary plans for the industry's greatest advertising and publicity campaign will be subject to ratification by today's meeting. In this respect the slogan for the drive, "Motion Picture's Greatest Year," and even dates for the campaign, will be subject to the approval of the general meeting.

Initial publicity and exploitation plans will be under way by Aug. 1. Work on the types of advertising cam-

(*Continued on page* 4)

RKO's Product List To Be Ready Shortly

RKO's first product announcement for the new season will be completed in two or three weeks and will include 12 to 16 titles scheduled for production during approximately the first quarter of the new season, S. Barret McCormick, director of advertising and publicity, said yesterday following his return from the studio.

As announced last spring the company's 1938-'39 schedule will consist of 48 features, Mr. McCormick said. In addition, there will be six George O'Brien westerns and approximately the same number of short subjects as were produced last season.

Ned E. Depinet, who extended his visit at the studio a day or two, is expected in New York by plane today.

Selznick Talks Hold Silverstone on Coast

Hollywood, July 26.—Because of United Artists' negotiations with David O. Selznick over the possible new distribution contract for Selznick International, Murray Silverstone, U. A. head, is extending his stay here indefinitely. At first scheduled to return to New York last week, Mr.

(*Continued on page* 6)

Radio News—P. 8

British Deal Assures "U" New Finances

Cowdin Says 'Large Sum' Coming from Woolf

Financing of Universal's production program is assured through the advance of "a very large sum of money", negotiated in England by J. Cheever Cowdin, chairman of the board, through General Film Distributors, Universal's associates in Great Britain. Mr. Cowdin disclosed that the financing had been completed on his arrival on the *Ile de France* last night from London conferences.

The new capital is being made available to Universal immediately. It is understood that the sum is in the neighborhood of $1,500,000 or $2,000,000, in return for which Universal has pledged its foreign receipts to C. M.

(*Continued on page* 6)

"Clitterhouse" Big At $45,000 in Week

The Strand is doing the best business in months with "The Amazing Dr. Clitterhouse." The first week's gross, ending last night, was $45,000, and the film is reported to be doing comparable business in nine other key cities. It is set for two more weeks at the Strand.

"Professor Beware" went to $35,000 in a second week at the Paramount, following $41,000 for the first stanza. In its first five pre-release engagements, "The Texans" is running be-

(*Continued on page* 6)

COAL, MEAT CASES FILM PRECEDENTS

Anti-Trust Case Rulings To Be Cited in Film Industry Action

Washington, July 26.—Two important precedents to be used by the Government in its anti-trust suit against the film industry were set in the railroads-owned coal mines and packers' cases.

In the coal case the Government won its anti-trust action under which all carriers owning mines, or mines having an interest in railroads, were forced to divest themselves of those interests. The Government proved its charges, to the satisfaction of the court, that the community of interest between mines and carriers resulted in monopolistic control of freight handling in the mine areas and also permitted arbitrary establishment of both freight rates and coal prices.

The anti-trust action against meat packers, although it accomplished the Government's primary objective of divestment by the packers of their in-

(*Continued on page* 6)

Plenty of Time

It isn't often that a newsworthy occurrence will wait upon the convenience of the newsreel cameramen. But yesterday it happened.

The man who spent hours on a 17th floor ledge of the Hotel Gotham before jumping to his death at 10:40 P.M., unwittingly gave the usually hurried newsreel boys plenty of time to get on the job and to take all kinds of shots—which they did.

Year's Ticket Tax Gains $1,060,587

Washington, July 26.—Despite the new depression, Federal collections from the admission tax for the fiscal year ended June 30, last, ran $1,060,587.71 ahead of those of the preceding year, totaling $20,800,779.49 against $19,704,191.78, according to the Bureau of Internal Revenue.

All of the gain, however, was due to the heavy collections during the first half of the fiscal year, receipts for the six months, January to June, amounting only to $9,346,762.40 which was $173,251.84 under the $9,520,014.24 collected in the same period in 1937.

Admission tax collections for the month of June were reported by the Bureau as $1,624,453.11, nearly $230,000 above the $1,394,659.49 received

(*Continued on page* 7)

Warners Ask Exchange of Debentures for New Issue

Warners yesterday sent a letter to the holders of its optional six per cent convertible debentures, due Sept. 1, 1939, asking them to deposit their debentures under a plan of exchange whereby the debentures will be exchanged for an equal principal amount of new six per cent debentures maturing in 1948. There are $29,400,000 of the debentures outstanding.

The letter, signed by Albert Warner, vice-president, notes that the debentures were issued in the total amount of $44,064,500, of which $14,664,500 have been retired, leaving the $29,400,000 still outstanding. It says that the company has been unsuccessful in obtaining a satisfactory underwriting of the public sale of new securities to provide funds for the retirement of the debentures, due to general conditions. It declares that from the standpoint of debenture-holders and the company, "it has become increasingly desirable that steps be taken at this time to meet the approaching maturity of the outstanding debentures."

Under the exchange plan formulated, transferable certificates of deposit will be issued for debentures deposited, and the certificates will be

(*Continued on page* 6)

Attorneys Confer On North Dakota "Divorce" Decree

Paramount and North Dakota state attorneys yesterday began work on the preparation of a decree giving effect to the recent Federal statutory court's decision upholding the constitutionality of the state's affiliated theatre divorcement law.

Attorneys estimated that it would require 10 days to two weeks to complete the decree. No appeal can be

(*Continued on page* 4)

Director Guild Hits Producer Associates

Hollywood, July 26.—Abolition of those associate producers and supervisors who are "unqualified, inexperienced and utterly lacking in creative ability" was recommended today in a 2,500-word analysis of film production issued by the Screen Directors Guild, which declared that millions of dollars in loss is caused by the inexpertness of many of the producers' associates.

In the statement of policy adopted at a closed meeting held at the Lakeside Country Club last night, the group

(*Continued on page* 6)

Para. Theatre Men Hold Meeting Here

The first of a series of business conferences between Paramount theatre operating associates and home office officials was held here yesterday and will continue throughout the week.

The conferences here, which were planned in place of the annual convention of the Paramount theatre partners such as was held in Florida last year, will be followed within the next few weeks by a second meeting in Chicago, according to Y. Frank Freeman, vice-president and theatre head of Paramount.

Attending the local conferences are H. F. Kincey of North Carolina; M. A. Lightman, Memphis; William Jenkins, Atlanta; Martin Mullin and Samuel Pinanski, Boston; J. J. Fitzgibbons, Toronto; R. J. O'Donnell, Dallas; Ralph Branton, Des Moines; John Balaban, Chicago, and Hunter Perry, Virginia.

New season product and general operating policies are the principal subjects under discussion at the local meetings.

Korda to Produce in French at Joinville

Alexander Korda, head of London Films, will make four or five French films at Joinville for world distribution at a cost of $100,000 to $125,000 each, Morris Helprin, London Films' advertising and publicity representative here, said on his return yesterday from England.

English versions of the films may be made by Mr. Korda at Denham. Mr. Helprin, who arrived on the *Ile de France*, reported that production at the Korda studio is proceeding rapidly. "Prison Without Bars," remake of a French film, was completed this week. "Four Feathers" is in production and a crew will be sent to the Sudan for two months for location shots.

Also arriving was Alfred Krellberg, attorney and associate of his brother, S. S. Krellberg, in film deals. He brought over six French pictures, one of which is "Street Without Joy," remake of a film produced years ago with Greta Garbo. The new version stars Dita Parlo. It is scheduled for a run at the Belmont, operated by S. S. Krellberg. Mr. Krellberg also attended to legal matters in London and Paris.

Erich Pommer on Coast

Erich Pommer, British producer identified with Mayflower Pictures, will arrive on the coast today in connection with a proposed production venture. He came here recently from London to negotiate distribution deals for two Charles Laughton films.

W. B. Executives Back

A. W. Schwalberg, supervisor of Warner exchanges; Stanley Hatch, advertising accessories sales manager, and I. F. Dolid, assistant to Norman H. Moray, are back following regional meetings in New Orleans, Chicago and San Francisco.

Rollo De L. Lloyd Dies

Hollywood, July 26.—Rollo De Leon Lloyd, stage actor, director and author, died here at the age of 55. He is survived by his widow and a son.

Loew to Entertain

All the home office members of Arthur Loew's international department at M-G-M and also those who work in the exchange and laboratory will be his guests Aug. 3 at Pembroke, his home at Glen Cove, L. I.

Mr. Loew has chartered the yacht *Talofar* to take the staff members up the sound and to bring them back in the evening.

Actors Federation To License Agents

Thet American Federation of Actors has begun to license all agents who book organization members and has set Sept. 1 as a deadline for the completion of the licensing. After that date, according to Ralph Whitehead, executive secretary of the A.F.A., agents who have not obtained licenses will be placed on an "unfair" list.

The provisions of the licenses, it was said, will require adherence on the part of agents to a "closed shop" and approved working conditions agreement. On the other hand, members of the organization will be permitted to deal only with licensed agents. The A.F.A. said that the Rockwell-O'Keefe agency is inserting clauses in its contracts which will specify that the performer under contract must be a member in good standing in the A.F.A., or must agree to become one.

Equity Signs Deal For Ticket Control

Contracts establishing a code of fair practices for legitimate theatre ticket sales were signed yesterday by Actors Equity Association and the League of N. Y. Theatres, representing the performers and the producing managers, respectively.

The agreement will become effective Sept. 1 and will remain in force for a year. It specifies that at least 25 per cent of the seats in individual theatres be made available at the box-office at established prices; that no orchestra seat may be sold through a broker for more than 75 cents, plus tax, more than the box-office price, and no balcony seat for more than 50 cents, plus tax, over the box-office price. An enforcement fund for the agreement will be maintained by a five-cent levy on every ticket sold through a broker.

Chicago Talks Tomorrow

Renewed discussions of Chicago exhibitors' complaints against B. & K.'s eight to 10 weeks' clearance will begin with Paramount home office officials tomorrow. The Chicago exhibitor delegation, including Jack Kirsch, president of Illinois Allied; Edward Silverman, Van Nomikos and Joseph Rosenberg, will attend the industry advertising campaign meeting at the Astor today.

Leads Monogram Drive

The Detroit branch is leading in the 16-week Monogram collections drive, which will end Oct. 29. Following Detroit are New Orleans, Dallas, Seattle and Memphis.

Condor Plan Will Go To Court by Aug. 10

A plan for reorganization of Condor Pictures, which is in 77B, is scheduled to be submitted to the Federal court in Los Angeles about Aug. 10, according to Lou Rantz, a former official of the company.

The plan will be proposed by Albert H. Lieberman of Philadelphia, representing the largest group of stockholders. It will provide capital of $200,000 to satisfy creditors and for production of a series of eight action films for Grand National release, Mr. Rantz said. Mr. Lieberman formerly was treasurer of Condor.

The company has 21 films which have been released during the last two and a half years. The reorganization plan is subject to the approval of two-thirds of the stockholders.

Mr. Rantz left last night for Hollywood to start production Aug. 4 on "Topsy." The cast will feature Eileen Porter, whom he discovered in Philadelphia, and Clarence Muse.

A second film scheduled by Mr. Rantz, in collaboration with Ted Richmond, Hollywood producer, is "Show Them No Mercy," described as an expose of penal institutions based on a series of newspaper stories.

To Ask British Law On Wages and Hours

London, July 26.—The National Association of Theatrical and Kine Employes resolved at the annual conference today to work toward a national program of legislation governing wages and working conditions in the entire entertainment industry.

The organization's aims include a maximum work week of 48 hours (less for women and boys), a minimum age limit, projectionists' wages from 37 shillings, six pence to £6 for the highest grade. The wage recommendations are seen as an attempt to divorce projectionists from the Electrical Trades Union. One delegate declared that girls in one section are paid 10 shillings for a 68-hour week.

"Show Boat" Rights Acquired by M-G-M

Hollywood, July 26.—Film rights to "Show Boat," Edna Ferber's novel, and to the musical play by Jerome Kern and Oscar Hammerstein, II, have been acquired by M-G-M.

Miss Ferber's novel was published in 1926 and produced the next year as a musical play by Florenz Ziegfeld. In 1929 Universal made it into a film with Laura La Plante as star and the same company produced it again in 1936, with Irene Dunne in the featured role. The cast for the forthcoming treatment by M-G-M has not been chosen.

I. T. O. A. Holds Outing

Several hundred exhibitors and film men and their families frolicked at the annual I. T. O. A. outing at Indian Point yesterday. This was an all day affair, with numerous prizes given for various athletic events and stunts.

Talk Fox Product Deal

William C. Gehring, 20th Century-Fox division manager, is due in Chicago today to open negotiations on new season's product with Great States circuit.

See Good Para. Net For 6 Months of '38

Paramount's earnings statement for the first six months of the current year, which will be made public following the monthly meeting of the board tomorrow, is expected to show a substantial profit despite the fact that second quarter earnings have fallen well behind those for the first quarter. Net for the initial 1938 quarter was $830,000.

The six-month statement, likewise, will not equal the company's statement for the first six months of 1937.

National Theatres Meeting Set Aug. 9

Kansas City, July 26.—Spyros Skouras of National Theatres will meet here Aug. 9, 10 and 11 with district and division managers from Fox Midwest, the Milwaukee and the Mountain divisions to go over plans for a fall business drive.

The annual convention of Fox Midwest managers, which will be held at the Hotel President, Aug. 16 and 17, will be planned at a meeting here Aug. 1 and 2 of district managers with E. C. Rhoden, head of Fox Midwest.

Allied Unit Names Board

New Haven, July 26. — Allied Theatres of Connecticut has named the following board of directors for the year 1938-'39; Al Schuman, chairman; Charles Levine, Samuel Bailey, Ralph Pasho, George Comden, Jack Schwartz, Harry L. Lavietes, Joseph F. Reed, Abe Fishman, J. B. Fishman, Barney Calechman, Joseph A. Davis, Morris Jacobson. The board's scheduled meeting has been postponed until after the national campaign meeting in New York on Wednesday.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Banner, Al Finestone, Thomas Fitzsimmons, Sherwin A. Kane, Irene Kuhn, Joseph Priore.

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HOLLYWOOD: Postal Union Life Building, Vine and Yucca Sts.; Boone Mancall, manager; William R. Weaver, editor. WASHINGTON: Albee Building, Bertram F. Linz, representative. CHICAGO: 624 S. Michigan Ave., C. B. O'Neill, manager. AMSTERDAM: 37 Waalstraat; Philip de Schaap, representative. BERLIN: Steuler-strasse 2, Berlin W. 35; Joachim K. Rutenberg, representative. BUDAPEST: Szamos-Utca 7, Budapest I; Endre Hevesi, representative. BUENOS AIRES: Avallaneda 3949; N. Bruski, representative. COPENHAGEN: Rosengaarden 14; Kris Winther, representative. HELSINKI: Fredriksgatan 19C; Charlotte Laszlo, representative. LONDON: 4 Golden Square, W. 1: cable address, Quigpubco, London; Hope Williams, manager. MELBOURNE: Regent Theatre Buildings, 191 Collins St.; Cliff Holt, representative. MEXICO CITY: Apartado 269, James Lockhart, representative. MONTEVIDEO: P. O. Box 664; Paul Bodo, representative. MOSCOW: Petrovski Per 8; Beatrice Stern, representative. PARIS: 29 Rue Marsoulan; Pierre Autre, representative. PRAGUE: Uhelny trh 2, Prague 1; Harry Knopf, representative. RIO DE JANEIRO: Caixa Postal 3558; L. S. Marinho, representative. ROME: 54 Via Della Mercede; Joseph D. Ravotto, representative. SANTIAGO de CHILE: Casilla 13300; A. Weissmann, ropresentative. SHANGHAI: Rooms 38-41 Capital Theatre Building, 142 Museum Road; J. P. Koehler, representative. STOCKHOLM: Kungsgatan 36; Ragnar Allberg, representative. TOKYO: 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tominaga, representative.

Entered as second class matter June 10, 1938, at the post office at New York, N. Y., under the act of March 3, 1879.

Subscription rates per year $6 in the Americas and foreign $12. Single copies 10 cents.

The LION'S ROAR

EXTRA!

This issue of "The Lion's Roar" is dedicated to "LOVE FINDS ANDY HARDY."

Because it's not only the answer to every exhibitor's prayer, but also just what the doctor ordered.

A rare combination

9000 showmen got this autographed photo FREE (Write M-G-M if *you* didn't)

★ ★ ★ ★ ★

IT'S A SMASH AT THE BOX-OFFICE!

Good news from everywhere. Los Angeles Day & Date engagement at Chinese and State biggest at both theatres since "Test Pilot" with *extra performance* necessary at each one to handle crowds. Capitol, N. Y. beats "Three Comrades" and held for 2nd Week.

Week-end openings in 27 key cities (mostly rainy!) all doing from 125% to 160% of normal business, including Waterbury, Reading, Wilmington, Worcester, Houston, Atlanta, Richmond, Harrisburg, New Orleans, Kansas City, Hartford, Providence.

As we go to press 13 *single bill* situations doing sensational business!

And how those HARDYS are growing! Wait 'till you compare the business of "LOVE FINDS ANDY HARDY" with "Judge Hardy's Children." *More than double* at Hartford, St. Louis, Philadelphia, Atlanta, Houston, Nashville and beating "Captains Courageous" in 13 of the first 27 key city engagements.

Small town business absolutely phenomenal! For instance at random, Tom's River, N. J. beats "Test Pilot," "Rosalie," "Double Wedding," "Saratoga" and "Maytime." In York, Pa.; Hazelton, Pa.; Stroudsburg, Pa.; Beach Haven, N. J. and other small towns it leads four out of those five comparative Big Ones!

Just the beginning! Get on the bandwagon and ride right up to the bank!

"Today's white-haired boy"

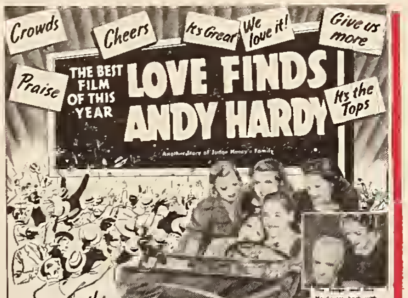
MICKEY ROONEY FOR PRESIDENT!

What this country needs is a bigger budget of belly-laughs. When Mickey's name appears in an ad, when his generous grin expands on the screen the public chuckles in anticipation. M-G-M has built another solid box-office draw for you, another Star added to your wealth of M-G-M Stars!

★ ★ ★ ★ ★

FINE TALK!

"'LOVE FINDS ANDY HARDY' is first rate."—BOX-OFFICE. "The picture has what it takes."—M. P. DAILY. "Has everything that an 'A' picture should have."—M. P. HERALD. "Will take its place alongside anything to come out of Hollywood this season."— DAILY VARIETY. "Tops in this series. Terrific appeal."—HOLLYWOOD REPORTER. "For every type of audience, sparkling comedy, warm human emotion."—FILM DAILY. "Finest of the series."—SHOWMEN'S TRADE REVIEW. "Rates high bracket allocation."—VARIETY. "As welcome as the sunshine."—N.Y. DAILY NEWS. "More genuine entertainment than many super-specials."—JOURNAL-AMERICAN. "Drop whatever you are doing and rush to see it."—WORLD-TELEGRAM. "Sheer joy. Deservedly popular series."—SUN. "Friendly, likeable show."—TIMES. "Best of the series. Exceedingly entertaining." — HERALD-TRIBUNE


Crowds
Cheers
It's Great
We love it!
Give us more
Praise
THE BEST FILM OF THIS YEAR
LOVE FINDS ANDY HARDY
It's the Tops
Ask the folks who have seen it!
HEAR
A wonderful motion picture ... with its rousing laughs, its tears and tenderness, its truly American feeling. Everybody's talking about it. We're proud to show it and we sincerely say "DON'T MISS IT!"
with LEWIS STONE • MICKEY ROONEY • JUDY GARLAND • CECILIA PARKER • FAY HOLDEN
A Metro-Goldwyn-Mayer Picture

UP GOES YOUR AD-BUDGET!

(Many exhibitors are running the above ad *after* opening. A smart change of scheduling that keeps business hot for a hold-over!)

"ROLL UP THE SLEEVES BOYS!"

Showmen are doing their stuff. It's a pleasure to promote. For *money*, honey!

Six national manufacturers selling Judy Garland apparel. Thousands of dollars spent in clothing trade journals to acquaint stores with window and newspaper cooperative tie-ups.

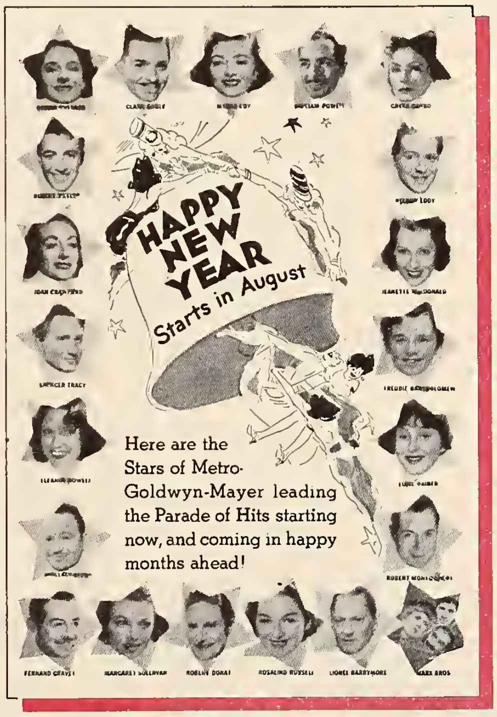
Judy Garland sings two hit songs by Gordon and Revel, published by Leo Feist, Inc., for music promotion via radio, bands, etc. Use the sheet music. Electrical transcription free to radio stations.

"HARDY CLUBS" being formed everywhere. Sponsored by local newspaper, radio station, theatre. Promoting youthful recreation and better understanding between children and parents. Schools, Y.M.C.A. and Y.W.C.A. cooperating, developing into a big nationwide promotion for the Hardy series.

Appeal of picture to newspaper-reading home folks makes press cooperation, contests, etc., welcome.

Actual Hardy Families entertained by local hotel with newspaper tie-in; introduced on radio; interviewed by press; invited to performance.

A million ideas in the press-sheet. Get it!


CLARK GABLE
MYRNA LOY
WILLIAM POWELL
GRETA GARBO
ROBERT TAYLOR
JOAN CRAWFORD
JEANETTE MacDONALD
SPENCER TRACY
FREDDIE BARTHOLOMEW
ELEANOR POWELL
LUISE RAINER
ROBERT MONTGOMERY
FERNAND GRAVET
MARGARET SULLAVAN
ROBERT DONAT
ROSALIND RUSSELL
LIONEL BARRYMORE
MARX BROS
HAPPY NEW YEAR
Starts in August
Here are the Stars of Metro-Goldwyn-Mayer leading the Parade of Hits starting now, and coming in happy months ahead!

Above is front cover of a 4-page herald to help you start new season business pick-up with a bang!

Write to THE LION'S ROAR, 1540 Broadway, N. Y. C. for a free sample or for prices, stating quantity desired.

"LOVE FINDS ANDY HARDY" is just one of the Big Ones.

But the slogan of the herald tells the whole M-G-M story . . .

"Happy Days Are Here Again!"

—Leo

◀ Purely Personal ▶

LYNN FARNOL, United Artists advertising and publicity director, will leave for the coast by plane today for a week of studio conferences. The plans of MURRAY SILVERSTONE, chairman of the executive committee, and JAMES MULVEY, vice-president of Samuel Goldwyn, Inc., for returning to New York from the coast are still indefinite.

•

L. C. GRIFFITH of Oklahoma City arrived in New York yesterday for a few days visit. He will attend the industry meeting on the national advertising campaign for fall business to be held at the Astor this morning.

•

IRVING SHERMAN, assistant short subject sales supervisor at Columbia, is the father of a boy, born the other day. Also recently become a father is A. SUAREZ DEL RIVERO, Columbia's Spanish publicity director.

•

MARY BOLAND, who arrived early this week from the coast, will sail tomorrow on the *Ile de France*. Other travelers will be DAVID E. ROSE, head of Paramount's British production, and DEEMS TAYLOR.

•

ROBERT SMELTZER, Warners central district manager, and HERB OCHS, Cleveland branch manager, are in town for conferences with ROY HAINES, eastern and Canadian sales manager.

•

HAROLD LLOYD and his publicity man, JOE REDDY, will leave tomorrow for the coast. JACK MURPHY, his production manager, will return to Hollywood today by TWA plane.

•

ALEX MANTA, of Indiana-Illinois Theatres, Chicago, and L. T. GRAN, of Standard Theatres, Milwaukee, will attend the advertising meeting at the Astor today.

•

HARRY L. SOMMERER, RCA Photophone manager, is en route to the company's Hollywood office, planning stops at Salt Lake City and San Francisco.

•

DAVID ROSE, supervisor of Paramount British production activities, will sail on the *Ile de France* tomorrow to establish headquarters in London.

•

E. L. RUTLEDGE, 20th Century-Fox managing director in New Zealand, returned yesterday from London. He will leave for his headquarters in a week.

•

ARTHUR LEE returned to New York from Chicago yesterday, but plans to leave today for a visit to G. B. branches in the Far West.

•

STANTON GRIFFIS, chairman of the Paramount executive committee, plans to sail for London on the *Queen Mary*, Aug. 10.

•

H. J. YATES left last night for the coast to look over Republic production. He will be gone three weeks.

•

SHIRLEY TEMPLE and her parents are staying at the Waldorf following their return from Bermuda.

•

MILTON SAULZBURG of Pictorial Film Library is enjoying a two-week vacation in the mountains.

•

WILLIAM KURTZ of the Rialto management is vacationing at Poultney, Vt., for two weeks.

•

IRVING SHIFFRIN, RKO publicist, is vacationing in the Adirondacks.

•

NEVIL SHUTE'S novel, "Kindling," has been purchased by M-G-M.

•

ANDREW STONE, Paramount director, is in town, at the Waldorf.

George Houston Signed

HOLLYWOOD, July 26.—Fine Arts, producing for Grand National release, has signed George Houston for a series of eight outdoor action pictures, the first of which will be "The Life of Wild Bill Hickock." Mr. Houston previously had been making the Wallaby Jim series for G.N.

The Newsreel Parade

Floods in the east, the running of the Arlington Classic turf event, the National A.A.U. women's swimming and diving meet at Santa Barbara, Cal., and the arrival of trans-Atlantic seaplanes feature the midweek issue of the various newsreels.

The contents of the reels follow:

Movietone News: Floods in the east. France celebrates the 149th anniversary of Bastille Day with military parade. Trans-Atlantic aviation. Fashions in handkerchiefs. Helen Wills Moody returns from England. Howard Hughes visits Secretary of State Hull. Shirley Temple returns from Bermuda. Lew Lehr comments on a "hair-raising" stunt. A. A. U. feminine aquatic meet in California. Open golf tournament in Chicago.

News of the Day: French reception to King and Queen of England. Floods in the east. Thirty-two nations discuss the refugee problem at meeting in France. Newport Bay, Cal., small yacht race. Women's swim meet at Santa Barbara for A. A. U. championships. Running of Arlington Classic.

Paramount: Feminine swimmers and divers compete in A. A. U. meet. France celebrates Bastille Day. Ambassador Kennedy dedicates English memorial to King George V donated by Americans. Demonstration of new English car that parks easily. Federal agency fights grasshopper ravages in the west. New York housewife contacts Pitcairn Islanders. "Charlie McCarthy" sets his footprints in Chinese Theatre sidewalk. Arlington Classic.

Pathe: Corrigan in Ireland. King and Queen of England visit Paris. *Nordmeer* and *Mercury* arrive at Port Washington. Lee O'Daniel wins Texas primary. WPA to purchase clothing. Troops patrol in Iowa due to Maytag strike. Arlington Classic.

Universal: New York woman contacts Pitcairn Islanders. Floods in eastern U. S. *Nordmeer* completes flight from Azores. Bastille Day celebrated in Paris. "Charlie McCarthy" leaves his imprints on the Chinese Theatre sidewalk. Swim meet in Santa Barbara. English Navy demonstrates vessels. Nedayr wins Arlington Classic.

Attorneys Confer On North Dakota "Divorce" Decree

(Continued from page 1)

taken from the decision to the U. S. Supreme Court until the decree has been completed and signed by the lower court. Efforts will be made to have the decree continue the temporary injunction in force which restrains North Dakota officials from enforcing the state divorcement law until the case has been decided by the Supreme Court. If no agreement can be reached by opposing counsel, Paramount attorneys will be obliged to start separate proceedings in the form of an application for a writ of supersedeas to continue the injunction in force pending the appeal to the Supreme Court.

Paramount has 90 days after the signing of the decree in which to file an appeal with the high court. Simultaneously, it was learned that the Paramount and Interstate Circuit appeal from the Dallas Federal Court decision holding contracts between distributors and the circuits which sought to enforce minimum admissions and anti-double featuring clauses on subsequent runs to be illegal, has been filed with the U. S. Supreme Court. The case may be reached for hearing by the end of the year, it was said.

Seeks Special Law To Ban "Blockade"

BOSTON, July 26.—State Senator Thomas M. Burke of Boston today asked the rules committee of the state legislature to suspend the rules so as to admit a bill authorizing the Massachusetts Department of Public Safety to revoke the licenses of theatres showing "Blockade." Mr. Burke declared that the picture was "nothing but an attempt to thrust upon the people of this state the propaganda of the Communist Party."

"Blockade" is showing to heavy business at Loew's State and Orpheum, where it opened Thursday following the refusal of Mayor Maurice Tobin to ban it as the City Council had unanimously recommended.

Over 300 Due Today at Big Ad Conference

(Continued from page 1)

paigns to be employed during the drive was begun yesterday by the advertising committee of which Howard Dietz is chairman, working in conjunction with Mr. Schaefer, chairman of the distributors' committee; Paul Gulick, coordinator; Robert Gillham and Charles E. McCarthy. The advertising may begin to appear about Sept. 1, and while preliminary recommendations have been made to conclude the drive by Oct. 8, indications are today's meeting may vote to extend it to Dec. 31. The advertising would run in monthly series under this plan, each series featuring the titles of current month's releases of all participating companies.

Frank C. Walker, head of Comerford Theatres and treasurer of the Democratic National Committee, has been asked to serve as treasurer for the $1,000,000 campaign. His acceptance has not yet been received, although his decision may be made known at today's meeting. Mr. Walker will return from Scranton, Pa., today, where he has been for the past few days.

Acceptances Pile Up

The following acceptances to attend today's meeting, which are in addition to those published earlier, have been received: Edward Golden, George Weeks, Monogram Pictures; George Skouras, Samuel Rinzler, Harry Katz, Harry Brandt, Si Fabian and Walter Reade, Jr., all of New York; H. G. Hogan, Indianapolis; W. C. Smalley, Cooperstown, N. Y.; J. Vonherberg, Seattle; Stanley Sumner, Cambridge, Mass.; Arthur Schoenstadt, H. Schoenstadt & Sons, Chicago; C. A. Schultz, Commonwealth Amusement Corp., Kansas City; L. Gran, Standard Theatres, Milwaukee; H. B. Robb, Robb & Rowley Theatres, Dallas; Carson W. Rodgers, Rodgers Theatre Circuit, Cairo, Ill.; Alexander Manta, Indiana-Illinois Theatres, Chicago; N. A. Taylor, Exhibitor's Booking Association, Toronto; Myer S. Fine, Cleveland; Carl Bamford, Publix Bamford Theatres, Asheville, and E. J. Sparks, Jacksonville.

Cool!

AIR-COOLED SKYSLEEPERS

OVERNIGHT TO LOS ANGELES

Big, luxurious Flagship Skysleepers. No change of planes. Air-conditioned at airports—nature-cooled en route. The Southern All-Year route. Complimentary meals. To Los Angeles or San Francisco, $149.95. 10% saving on round-trip flights.

The MERCURY Lv. Newark . . 5:10 p.m.
The SOUTHERNER Lv. Newark . . 9:00 p.m.

FOR RESERVATIONS

Call your travel agent or VAnderbilt 3-2580. Ticket Offices: 45 Vanderbilt Avenue and Rockefeller Center, 18 W. 49th St.

AMERICAN AIRLINES Inc.

TO LOS ANGELES

The Best Air Service FOR YOU

● Only United Air Lines' famous "Continental" lets you have the *full* business day in New York, with 8:55 a.m. arrival in Los Angeles. Only United offers a deluxe, limited-stop Sleeper leaving New York at midnight.

Famous Mainliners, Sleepers and Skylounges . . . finest personalized passenger service . . . the most experienced airline. *Low round-trip fares!*

UNITED AIR LINES

TICKETS: 58 E. 42nd St., MU 2-7300
Also travel bureaus, hotels

THE CALL TO ARMS!

TO EVERY EXHIBITOR IN THE UNITED STATES AND CANADA

A warm and cordial invitation is extended to participate in an earnest and industry-wide endeavor to improve business conditions in motion pictures. The machinery for this cooperative effort to help every branch of the business is being set up today. The effort can only be 100% successful if every individual in every branch wholeheartedly and unselfishly pledges himself to its success.

With your help we are determined to restore box-office prosperity and make this MOTION PICTURE'S GREATEST YEAR.

Give us your hand
on this!

GJSchaefer

G. J. SCHAEFER
Chairman of the Joint Committee
for MOTION PICTURE'S
GREATEST YEAR

Coal, Packer Decisions Up In Film Case

(Continued from page 1)

terest in retail meat stores, ended in a consent decree and, for that reason, established no legal precedent.

Practically every important anti-trust case of recent years in which were involved issues similar to those raised in the film suit will be used by the Government as a basis for argument. Among these are cases involving the steel, oil and other large industries.

While the Department of Justice maintains a strict policy of not discussing pending cases, there was no hesitancy today in explaining that precedents are sought wherever possible because of the practice of courts in giving weight to past decisions. This is particularly true of the Supreme Court where every opinion is interspersed with sub-citations.

ITO Insists Trade Should Govern Self

The I.T.O.A. "still maintains the stand that self-regulation would be best for the industry," despite the Government's contention that its anti-trust suit against the eight major companies is for the benefit of the independents.

This comment is made in *The Independent,* publication of the I.T.O.A., which recalls that the organization repeatedly has "asked that the distributors and producers take notice of the handwriting on the wall and give to exhibitors the concessions they are rightfully entitled to." It is also declared that "self-regulation would be the wisest thing the industry could do for itself."

Allied to Discuss Suit

The Government's anti-trust suit and the trade practice program now in work will be discussed at a meeting of Allied of New Jersey at the Berkeley-Carteret in Asbury Park today. New York meetings will be resumed in September.

Selznick Talks Hold Silverstone on Coast

(Continued from page 1)

Silverstone today said he would remain here possibly two weeks longer. He declared he was talking daily with Mr. Selznick on production matters as well as the new pact to replace the one which expires when Mr. Selznick delivers two more films to U. A. Concerning the progress of the negotiations Mr. Silverstone said:

"Mr. Selznick and I understand each other perfectly and are in complete accord."

Durante Asks Dismissal

Jimmy Durante will apply today to N. Y. Supreme Court Justice Peter Schmuck for an order dismissing the suit of Morton A. Milman against him for the recovery of $4,800 allegedly due as commission. Mr. Milman claims he secured employment for Mr. Durante as a radio performer for 24 weeks.

Director Guild Hits Producer Associates

(Continued from page 1)

said the rehabilitation of the industry lies in changing the present system of production, "eliminating the involved, complicated and expensive system of supervision which separates director and writer from the responsible executive producers."

The guild, which will have a hearing Aug. 22 before the National Labor Relations Board examiner on a petition asking to be declared sole collective bargaining agency for directors, assistants and unit managers, cited figures showing that whereas the number of directors with feature credits in 1926-'27 was 246, the number dropped to 234 in 1936-'37 and the number of producers, including supervisors and associates, rose in the same period from 34 to 220. The guild said this was despite the fact that American made features numbered 743 in 1927 and 484 in 1937.

Capra Supervised Preparation

The guild declared that the best pictures are largely those in which the director has had real participation in the dramatic and mechanical structure from its inception in direct association with the executive producers and without the interference of intermediaries. Continuing, it declared, "The director has for ten years been steadily pushed out of his initiating role and has thereby been less able to offer the industry his technique, inspiration and mechanical skill. These have been taken over by minor executives unfamiliar with dramatic construction for the purpose of motion pictures, unfamiliar with the physical problems and possibilities of actual production and divorced from the spontaneous life of story, which the actors and director together live on the set for first time."

Copies of the analysis, which was prepared under the supervision of Frank Capra, guild president, were distributed today.

Fred Beetson, executive vice-president of the Association of Motion Picture Producers, this afternoon said that his office had not received a copy of the guild statement and so had no comment.

Retitle Columbia Picture

Hollywood, July 26.—The Columbia film formerly known as "West of Santa Fe" will be released under the title, "The Colorado Trail."

Casey Asks Decision On Status of Extras

A decision as to whether or not approximately 20,000 Hollywood extras are affected by the provisions of the new Federal maximum hour and minimum wage bill will be sought by Pat Casey, producers' labor representative, in Washington within the next few days.

The bill will become effective Oct. 15. It exempts "professionals," but no ruling has been obtained yet as to whether film extras will be called "professional" workers. The bill established a 44-hour maximum work week.

Mr. Casey is deferring his return to Hollywood, he said, until a ruling has been obtained from Washington. A delay in obtaining the ruling, however, would result in his leaving for the coast some time next week.

No requests for an annual meeting on basic wage and hour agreements have been received yet from any of the studio internationals, Mr. Casey said.

"Clitterhouse" Big At $45,000 in Week

(Continued from page 1)

tween 20 and 60 per cent ahead of average weekly business in five key city situations, according to the Paramount home office. The spots are San Antonio, Kansas City, Salt Lake City, Dallas and Houston.

Kendor in Carmel Spot

Kendor Productions, Inc., producers of a series of "New Talent" musical shorts, has taken over the Rockridge Theatre and Rockridge School of Theatre and Screen in Carmel, N. Y. The new setup will be under the management of W. Ray Cozine of Kendor, assisted by Robert Kendall Goodhue of the William Morris Agency. First two productions of the season, "Away From It All" and "Old Autumn," will star Aline McMahon and Marie Kenney, respectively.

Sue Over Shelby House

Shelby, O., July 26.—H. B. and D. W. Brickley, owners of the Opera House here, who leased the building to the Lion Theatre Corp. for six years from Jan. 1, 1935, have filed suit in Common Pleas Court seeking to regain possession of the property. Plaintiffs contend the defendants are three months in arrears in the rent.

Warners Ask Exchange of Debentures for New Issue

(Continued from page 1)

listed on the New York Stock Exchange. Registered holders of certificates will be entitled to interest on the deposited debentures.

The new debentures will bear the same rate of interest as the present debentures, six per cent, and will mature Sept. 1, 1948. They will be authorized in the maximum of $29,400,000 and will be issued only in exchange for the present debentures. The new debentures provide for a sinking fund under which there will be retired three per cent of the large aggregate principal amount of debentures which shall have been outstanding at any one time, on Dec. 15 of 1939, 1940, 1941; four per cent on Dec. 15 of 1942, 1943 and 1944; and five per cent on Dec. 15 of 1945, 1946 and 1947.

The letter points out that the company has always paid the interest on the day of maturity and has retired the full amount of debentures required under the purchase fund. The New York Trust Co. is named in the letter as depositary.

British Deal Assures "U" New Finances

(Continued from page 1)

Woolf, head of G.F.D., and associates, beginning with the new releasing season and continuing until the amount is paid off.

Mr. Cowdin was gone [illegible] weeks. On his arrival he authorized a formal statement saying "he had concluded a new distribution agreement with General Film Distributors for Universal's product in Great Britain for a long period of years on a much more satisfactory basis for both."

The statement also said that Mr. Cowdin's associates in Great Britain "had arranged for a very large sum of money to be placed at the company's disposal for a substantial length of time, which will enable next year's program to be strengthened still further."

An additional comment was that Mr. Cowdin "was very much pleased with the progress of the company's business throughout Europe."

To Give Details Today

Mr. Cowdin will give details of the new arrangements to the directors at a meeting tomorrow. He said that the board does not have to ratify the agreements and that they are in force. He may go to the coast to confer on production in about two weeks, he said, but in the meantime will discuss plans with Clifford Work, general manager of the studio, who is in New York. Mr. Cowdin declared there will be no changes in the studio's executive personnel.

Joseph H. Seidelman, vice-president in charge of foreign distribution, is in London and will remain abroad another two months, Mr. Cowdin said.

State Books Sullivan

Ed Sullivan, Hollywood columnist for the *Daily News,* will make his annual appearance at Loew's State in the week beginning Sept. 1.

Wall Street

Warner Stocks Off on Board

	Open	High	Low	Close	Net Change
Col.	14¾	14⅞	14¾	14¾	— ⅛
Cons.	1⅝	1⅝	1⅝	1⅝	.....
Cons. pfd...	7⅝	8⅜	7⅝	8⅜	.....
E. K.	179	180	179	180	—1
G. T. E....	15⅛	15¼	15	15⅛	— ⅜
Loew	48	49⅜	48	48⅞	— ⅞
Para.	11	11⅛	10⅞	11	.....
Para. 2:....	11	11⅛	11	11⅛	.....
Pathe	9⅝	9⅞	9½	9⅞	+ ⅛
RKO	3⅛	3⅛	3	3⅛	— ⅛
20th Fox ..	25	25	24½	24⅞	+ ¼
W. B.	6⅞	7	6¾	6⅞	— ⅛
W. B. pfd..	39	39	39	39	—2⅜

Fractional Curb Changes

	Open	High	Low	Close	Net Change
G. N.	¾	¾	⅝	⅝	— ⅛
Tech.	22½	22⅝	22¼	22⅝	+ ⅛
Trans-Lux	2⅜	2⅜	2⅜	2⅜	.....
Univ. Corp.	2⅞	2⅞	2⅞	2⅞	.....

Bonds Have Fair Gains

	High	Low	Close	Net Change
Keith 6s '46.......	90	90	90	+1
Loew 3½s '46.....	99	98¾	99	+ ⅛
Para. Pict. 6s '55	95½	95½	95½	+1½
Para. Pict. '47....	81⅝	81⅝	81⅝	+ ⅛
RKO 6s '41........	73¾	73½	73¾	—1¼
W. B. 6s '39.......	79¾	79	79¾	.....

(Quotations at close of July 26)

Year's Ticket Tax Gains $1,060,587

(Continued from page 1)

in May but more than $250,000 under the $1,874,775.29 reported for June, 1937.

Improved conditions, as compared with May, were general throughout most of the United States, the bureau's figures indicated. Collections in the Third New York (Broadway) District j[illegible]ed from $415,798.28 to $424,171.49[illegible] were well under the $552,841.44 recorded in June of last year.

Greatest improvement in the New York district was shown in box-office collections of the tax, which increased from $350,402.52 in May to $374,572.66 in June; collections on free or reduced rate admissions also increased, from $4,278 to $4,485.66, as did receipts from the permanent use or lease of boxes and seats, from $55.44 to $715.40. Other sources showed declines, receipts from tickets sold by brokers dropping from $14,440.23 to $7,903.34; tickets sold at more than established price dropping from $3,642.53 to $672.66, and admissions to roof gardens and cabarets dropping from $42,979.56 to $35.821.77.

Decision Reserved In Grossman Action

Supreme Court Justice Peter Schmuck yesterday reserved decision on the application of Edward M. Grossman to be allowed to intervene as a plaintiff in the eight consolidated stockholders suits now pending against Loew's Inc., its officers and directors and the Bank of America National Trust & Savings Association.

Mr. Grossman contended that since he had been stayed by an order of Justice Schmuck from prosecuting his individual stockholder suit seeking to cancel contracts between Loew's, Inc., and some of its officers, pending final decision in the eight consolidated suits, he should be allowed to intervene as a party plaintiff.

Send Out "Algiers" Crew

United Artists has sent out 21 exploitation men to handle individual campaigns on "Algiers." They are: W. P. Bernfield, Kansas City; Ed Bellew, Asbury Park; Art Catlin, Louisville; Ben Cohn, Indianapolis; Bernard Evens, St. Louis; Steve Edwards, Dayton; Jay Frank, Rochester; Ed Gallner, Baltimore; Budd Getschal, Nashville and Memphis; M. J. Kavanagh, Providence; William Lansburg, Richmond and Norfolk; James Lundy, Phoenix and Tucson; John McGrail, Wilmington; J. H. MacFarland, Reading; E. M. Milburn, Toledo; Jack Proctor, San Francisco; Louis Ramm, Atlanta; Antoinette Spitzer, Harrisburg; Martin Seed, Syracuse, and Bob Wood, New Orleans.

Warners Appoint Pepper

London, July 26.—Warners today appointed Will Pepper as general manager of the new Warner Theatre, which will open here later this year.

Holmes Signs With Guild

Chicago, July 25. — The Burton Holmes Film Co., producer of commercial films, has signed with the Screen Actors' Guild.

Hollywood Previews

"The Terror of Tiny Town"

(*Principal*)

Hollywood, July 26.—Columnists have been telling the public about this picture for quite a spell now, without really telling much about it. They have made widely known that the cast is made up entirely of midgets, and that it's a western, but they haven't revealed that the midgets play the picture as earnestly, professionally and melodramatically as any aggregation of full-statured performers ever played one. By managing it so, Producer Jed Buell has turned out a film that is a distinct novelty and, more than that, a new kind of motion picture, incidentally a promiseful first in what Sol Lesser plans as a series.

The original screenplay by Fred Myton is a thoroughly typical western story about rival ranchers and the bad man whose cattle rustling and stage robbing is credited by each cowman to the other. It has in it as headlong a stage holdup, as fierce a hand-to-hand battle between hero and villain, as realistic a dynamite explosion as any western melodrama of contemporary release. And it has four song numbers by Lew Porter, with Phil Stern collaborating on one of them, that are as singable as any.

In his direction of the midgets Sam Newfield made no concessions to size. They ride, shoot, fight, etc., like the characters in a red hot western should. He allows only one descent to gag technique, achieved by dubbing robust voices into a quartet-number, a passing and diverting relief from strict realism. Naturally, the size of the players, who work against full dimension backgrounds, gives the film consistently humorous appeal. The midgets' utter seriousness of performance is more amusing than any kidding attitude could have been.

Running time, 60 minutes. "G."

William R. Weaver

"Booloo"

(*Paramount*)

Hollywood, July 26.—Clyde E. Elliott went into the Malayan jungles and photographed much footage of nature in the raw. His shots of animal fights between tigers and leopards, tigers and water buffalo, serpent trappings and the comic antics of monkeys, birds and bear cubs are of the stuff which made earlier wild life films interesting entertainment.

Brought to Hollywood, the footage was chopped up and sandwiched into a hard-to-believe melodramatic romantic yarn. So much hokum has been included that the value of the jungle material, though still potent, is blunted. As far as entertainment is concerned, "Booloo" again proves that animals are good actors.

In the story a white tiger is worshipped as a god. They regularly sacrifice the most beautiful girl in the tribe. All this is presented to the tune of much thrill, excitement and spectacle as far as the beasts and savages are concerned. The remote control romance which is carried on via short wave radio is about as unreal.

Elliott collected all the jungle material and did it well. Hollywood imagination demonstrated conclusively how difficult it is to improve on nature.

Running time, 60 minutes. "G."

Gus McCarthy

Invents Ticket Machine

Anderson, S. C., July 26.—Percy C. Osteen, owner of the Carolina, has invented a machine which automatically takes, records and destroys the ticket of the patron.

As the patron drops his ticket into a small box, the mechanism releases revolving arms and allows him to enter the theatre. After the admittance the arms become locked and remain so until another ticket is deposited in the slot.

When the ticket goes into the box, it is taken between small rollers, automatically recorded and destroyed.

Iturbi in "Bandinage"

Hollywood, July 26.—Jose Iturbi, composer and conductor, will lead the orchestra and play the piano in Victor Herbert's "The Bandinage," in which Jeanette MacDonald and Nelson Eddy will be co-starred.

Mail Conn. Golf Notices

New Haven, July 26.—Notices of the third annual Connecticut M.P.T.O. golf tournament have gone out to all exhibitors, exchange and allied industry staff members in the territory, Irving C. Jacocks, Jr., chairman of the committee, reports. Invitations to attend the event, scheduled for Aug. 2 at the Racebrook Country Club, are expected to draw a larger number than ever before.

New Light Plan at M. H.

An innovation in stage lighting which makes it possible to change costume colors into numerous different shades—all within view of the audience—is now being used for the first time in public in "Gotham Gleanings," the Rockette number at the Music Hall. The system may revolutionize stage color lighting, according to W. G. Van Schmus.

Variety Club

Kansas City

Kansas City, July 26.—Variety Club is closing the clubrooms at 7 P. M. during the hot weather.

The Variety Film Row picnic will be held some time next month..

Earl Jameson is handling collections while Treasurer Sam Abend is in Europe with his daughter.

Minneapolis

Minneapolis, July 26. — With 132 members and guests the Twin City Variety Club golf tournament turned out to be the biggest yet. It was held at the Oak Ridge Country Club.

Ed Johnson of Redwood Falls, Minn., was the winner of the Fred Cubberly trophy. Ernott Hiller won the championship flight, Clarence Stevens of Bemidji was runnerup and Miller was medalist with a low gross of 77.

Flight winners were: First flight, Paul Lundquist; 2nd, Don Rullifson; 3rd, Andy Anderson; 4th, Earl Sly; 5th, T. Galanter; 6th, Joe Powers; 7th, M. Lund; 8th, Ray Wiley; 9th, M. Hall; 10th, R. P. Abelson; 11th Don O'Neil; 12th, A. T. Crawmer.

Midnight Shows Now Invade Small Towns

Kansas City, July 26.—Out in the smaller towns, where Saturday night is the traditional time of the week for staying up late, exhibitors are finding that "midnight shows," long a feature of metropolitan first run houses, are successful in adding extra revenue.

An instance in point is the Lyric at Plattsburg, Mo., where Tom Wilhoit is running one of the late shows, a preview of the Sunday program. The idea has been successful, and Wilhoit will continue the policy. At Savannah, Mo., another town under 2,500, M. B. Presley recently started midnight shows with good results.

To Film Commons in Propaganda Series

London, July 26.—The use of the theatre screen as a medium of popularizing the principles of democracy is planned in England, it is indicated by the revelation of plans to make films inside the House of Commons.

The photographing of the historic hall marked the writing of a new chapter in the history of British motion pictures, when motion picture cameras invaded the sacred precincts of the House of Commons. Permission was granted Bruce Woolfe of G.B. Instructional Film to photograph, with three cameras, the traditional ceremonial of the Speaker's procession to the House.

Heads Union in Seattle

Seattle, July 26.—Phil Heberal has been reelected president of the Film Exchange Employes' Union for the ensuing year. Other officers are Pat Madigan, vice-president; Carol Brown, secretary-treasurer; Morton Endert, sergeant-at-arms; Robert Stansbury, business agent, and Stanley Jackson and Carl Oberry, members at large of the board of trustees.

Banner LINES

ONE glance at the faces of the important radio executives in a Waldorf-Astoria elevator and it could be seen that only dignity kept the men from dropping to their knees and cooing at the young lady who had entered. She was Shirley Temple, and the broadcasters were of the I.R.N.A. group. Ill at ease and "bumpkinish" at unexpectedly meeting the cinema's young darling, the strain was relieved by dimpled Shirley who, with perfect *savoir faire,* smiled sweetly and said, "Hello."

◆

Another note about juvenile performers—this one out of Chicago. Seven-year-old "Little Barbara" of the Wrigley-sponsored "Laugh Liner" series met Spanky McFarland backstage of a Chicago theatre a few days ago and he gave her—the measles.

◆

A few weeks ago, it will be recalled, the NBC television camera "caught" the death leap of a young woman. Yesterday a man climbed out on a ledge of the 17th floor of the Hotel Gotham, and for several hours clung there, while a crowd of onlookers, policemen, firemen and newsreel men pleaded with him not to jump. Television played a part in this drama, too, for NBC maintains a television setup in the building across the street from the Gotham, and the network called upon the news services to send reporters to the lab to view the sight through the television lens. The man leaped to his death at 10:40 P. M.

◆

Richard Stoddart, the NBC radio operator who flew around the world with Howard Hughes, was tendered a luncheon by the network yesterday and was presented a gold microphone and an illuminated scroll by President Lenox Riley Lohr. Others present were A. A. Schechter, O. B. Hanson, Mark Woods, J. J. Almonte, C. W. Fitch, Robert P. Myers, G. O. Milne, George McElrath, and J. H. Hartley. Stoddart, incidentally, still is on leave of absence from the network, and to date he has not signified any intention of returning.

—JACK BANNER

Miss Halpin in New York

ST. LOUIS, July 26.—Josephine Halpin, commentator of "One Woman's Opinion," sponsored by the St. Louis Dairy Co. on KMOX, is in New York visiting the headquarters of the National Dairy Association with James Daugherty, an agency head.

Segar Ellis Forms Band

Segar Ellis, who discovered and brought the Mills Bros. to New York, has formed his own band and has been booked for engagements in the Hitz chain of hotels by Ralph Hitz.

NBC Signs Helen Henry

Helen Henry, soprano, has been signed to a one-year management contract by NBC, following the expiration of a six-month option held by the network.

Radio Editor Barred From Pirates' Field

PITTSBURGH, July 26.—Because he lashed out in his column at William E. Benswanger, president of the Pittsburgh Pirates, in the baseball club's suit against station KQV for alleged illegal broadcasts of games, Darrell V. Martin, radio editor of the *Pittsburgh Post-Gazette,* has been barred at Forbes Field. He was refused admission last week when he presented a regular newspaper pass at the press gate.

The Pirates are asking an injunction restraining KQV from putting play-by-play accounts of games on the air and are also demanding damages of $100,000. The hearing is set for tomorrow in U. S. District Court.

WSGN to Celebrate Year with NBC Web

BIRMINGHAM, July 26.—Three anniversaries are coming up in Birmingham radio circles during August. On Aug. 1 WSGN will celebrate one year on the NBC-Blue network and is planning a celebration. WAPI will mark its first year under lease to the Voice of Alabama, Inc., and as a Columbia outlet, and Turner Jordan, radio editor of the *Birmingham News,* rounds out one year in that position.

Also, WAPI is making plans to go on a full-time basis, technical arrangements now being made. The station has shared time with KVOO, Tulsa, for years.

Continental to Have New Program on CB

Continental Baking Co., currently sponsoring "Pretty Kitty Kelly" on CBS, will place another program on the same network starting Oct. 14, from 7:30 to 8 P.M., which will feature Jack Haley and Ted Fio Rito's orchestra. The program will originate in Hollywood. Benton & Bowles is the agency.

A renewal for the Ford "Sunday Evening Hour" has been placed with CBS, through N. W. Ayer & Son. The show will return Sept. 11, from 9 to 10 P.M., and will be broadcast over 87 stations.

Major Dalrymple Dies

WASHINGTON, July 26.—Major Alfred V. Dalrymple, Federal Communications Commission attorney and for the three months immediately preceding repeal Federal Prohibition Director, died last night in a local hospital. Major Dalrymple, who was 62, was struck by an automobile last Saturday. He was a native of Texas.

Radio Personals

BEN BERNIE here from Chicago, arriving on a United airliner. . . . Bennie Goodman is returning on the *Queen Mary* from a brief vacation and will be on hand for his Aug. 2 broadcast. . . . John S. Young came back from his around the world trip with a severe case of sun poisoning.

◆

Nelson Eddy will return to the Chase and Sanborn hour next Sunday, while John Carter comes on to New York to join the Met . . . Alice Cornett is in the hospital to doctor a gland condition . . . Richard Crooks is cutting into his vacation from the Firestone program to appear as soloist at the Hollywood Bowl Friday.

Dick Bard returned yesterday from two months spent on the east coast of Venezuela and the Maracaibo Lake country. . .

P & G Renews 'Tower' Series for One Year

Procter & Gamble Co. has renewed for one year the daily "Ivory Tower" series over WOV. The renewal also covers continuation of the program over WPEN, Philadelphia, and WCOP, Boston, affiliates of the International Broadcasting Co.

General Mills, through Blackett-Sample-Hummert, in sponsoring a 13-week campaign over WOV in behalf of Wheaties.

I. J. Fox Sponsors Berch

I. J. Fox Fur Co. is sponsoring Jack Berch in two series of song programs over the local NBC stations, WEAF and WJZ, starting last night. The WJZ programs are to be presented Tuesdays and Thursdays from 7:45 to 8 P.M., and the WEAF show Mondays, Wednesdays and Fridays at the same time. Biow & Co. is the agency.

Zucker Goes to Chicago

Stanford Zucker, general manager of Consolidated Radio Artists, left New York yesterday for Chicago, where he will remain indefinitely supervising operations of the Chicago, Cleveland and Dallas offices.

Heads Recording Service

Advertisers Recording Service, Inc., has advanced Frank R. McDonnell from sales director to president. He was formerly with the WHN sales staff.

He Liked the Speech

Cincinnati, July 26.—When Taviah Sachs, president and general manager of the Gruen Watch Co., addressed a national conference of Gruen salesmen here, L. B. Wilson, president of WCKY, conniving with Frank M. Smith, Gruen advertising executive, concealed a microphone in the flowers at the speakers' table and Mr. Sachs' address was broadcast.

Mr. Wilson had the speech recorded, and took the record to Mr. Sachs the following day with the statement that he had an unusual story of the watch industry recorded by one of the greatest voices in radio. "I'll listen, but I know I won't like it," Mr. Sachs replied.

P. S.—He liked it.

WLW Finishe
Testimony o
KeepingPowe

WASHINGTON, July 26.—Presenta
tion of WLW's petition for extensio
of its super-power permit was co
cluded before the Federal Commun
cations Commission today [illegible]h test
mony by James Shouse, [illegible]e-pres
dent in charge of broadcasting, th
the station has earmarked a sufficien
sum of money to prosecute any tec
nical or program research require
under its license or suggested o
ordered by the commission.

From the tenor of the testimony,
was indicated that the Crosley Co. wa
building up a record on which to car
the case to the courts should the com
mission order cancellation of th
super-power license.

Declaring that power and program
were the two major factors contribut
ing to a station's popularity, M
Shouse testified that the Crosley C
went into broadcasting in 1921 in th
belief that better programs would in
crease the sale of receivers, of whic
it was a manufacturer. The statio
he said, was one of the first to us
500 watts power, and the first to us
5,000, 50,000 or 500,000 watts.

Disputes "Super Power"

Mr. Shouse protested the use of th
words super-power in dealing wit
transmitter wattage, pointing out tha
in the early '20's 500 watts was con
sidered super-power. While the sta
tion may have 500,000 watts at th
transmitter, he explained, a listene
50 miles away receives its signal o
a power of but four ten-thousandth
of a watt and at 500 miles the power i
about one millionth of a watt.

Following the completion of his di
rect testimony, Mr. Shouse was cross
examined at length by Commissio
Counsel George B. Porter, who di
rected his interrogations chiefly t
the station's programs. Mr. Porte
submitted Federal Trade Commissio
orders and stipulations against tw
proprietary products which were afterwards advertised over WLW, bu
in resonse to questions by Commissioner Case, presiding, as to his purpose, denied that he contended that th
radio advertising was not in conformit
with the F.T.C. orders.

Will Air Fur Show Today

CINCINNATI, July 26.—WCKY NBC affiliate, has arranged with the Retail Furriers' Association of Greater Cincinnati to conduct exclusive broadcasts from the Fur Style Show, to be held at the Netherland Plaza tomorrow and Wednesday.

Reject Colonial Station

BOSTON, July 26.—The Massachusetts Senate has rejected a bill to authorize the Colonial Network to establish a broadcasting station on Mt. Wachusett, which is owned by the state.

Sponsors WNEW Show

The Clark-Millner Co. of Chicago has signed with WNEW for sponsorship of "Sound Track," David Lowe's program, for 13 weeks.

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Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 44. NO. 19 NEW YORK, THURSDAY, JULY 28, 1938 TEN CENTS

ENTIRE INDUSTRY RALLIES TO PUT OVER AD CAMPAIGN

"Ragtime" Air Show Points To New Trend

Completion of plans for the broadcast of 20th Century-Fox's "Alexander's Ragtime Band" over CBS Aug. 3, which now promises to be one of the most elaborate film previews ever presented on the air, focuses attention to the increasing trend by all major studios to exploit their output via radio, indicating that the industry's objections to the broadcasting of screen previews, and the presentation of screen players and material on the air, so marked just a season or two ago, has largely been overcome.

Additional developments in radio yesterday on page 8.

Hardly a major picture of the past season, research discloses, has made its first night debut in a theatre without an accompanying broadcast. Films

(*Continued on page 8*)

Col. British Plans To Be Ready Shortly

London, July 27.—Joseph A. McConville, foreign sales manager for Columbia, and Joseph Friedman, European manager for the company, promised an early announcement on Columbia's British quota production plans, at a press conference here today.

The two declared the company probably will fulfill its quota obligations with two or three double-quota

(*Continued on page 3*)

"Algiers" in Second Week Takes $90,000

"Algiers" is continuing strong at the Music Hall, netting $90,000 for a second week after $96,000 in the first week. The picture did consistently good business throughout the two weeks and is expected to hold up well in the third, which will start today.

"Love Finds Andy Hardy" is another good money getter, raising the Capitol's take to $30,000 for the first

(*Continued on page 3*)

O'Brien Files Appearance in Federal Suit

The first appearance of any of the 167 defendants named in the Government's anti-trust suit against the organized industry was filed in U. S. District Court here yesterday by Dennis F. O'Brien, a director and general counsel of United Artists, and himself a defendant in the suit.

In the appearance filed, Mr. O'Brien asks the court to direct the Attorney General's office to serve all papers in the action on him. Under an order of this kind Mr. O'Brien, presumably, will accept service for Dr. A. H. Giannini, George J. Schaefer, Harry D. Buckley, Arthur W. Kelly, Lloyd Wright, Harry J. Muller, Mary Pickford, Douglas Fairbanks, Charles

(*Continued on page 2*)

Jacques Edelstein Killed; Byre Hurt

Paris, July 27.—Jacques Edelstein, managing director for M-G-M in France, died yesterday in a hospital at Poitiers from injuries he suffered last Saturday in a motor crash. Allan Byre, manager of the company's office branch here, who was accompanying

(*Continued on page 3*)

Independent Exhibitors Join Majors and Affiliated Circuits in Record Drive For Business; Contest Included

All branches of the industry joined yesterday at the Astor Hotel in pledging wholehearted support to the national advertising and promotion campaign to be undertaken this fall and winter to stimulate theatre business and effect a general improvement in the industry's public relations.

More than 300 representative industry figures, most of them independent theatre operators from every section of the country, gave their approval at the meeting to the basic plans for the campaign and its broad objectives as described by George J. Schaefer and Howard Dietz, representing the working committees which have formulated the plans over the past three weeks.

Approximately $1,000,000 will be expended on the campaign which will extend from Sept. 1 to Dec. 31, embracing all pictures released from Aug. 1 to Oct. 31. The basis of the drive, regarded as the most ambitious promotional undertaking ever attempted by the industry, will be a $250,000 prize contest to be staged in such a manner that attendance at the nation's theatres will be essential to qualify any entrant for participating in the 5,000 prizes which will be awarded within the span of the campaign.

Mr. Schaefer told the meeting that it was the belief of the working committees that $1,600,000 could be added to the national box-office grosses every week for the 13 weeks of the campaign as a result of the business stimuli which would be brought into play. This figure, Mr. Schaefer said, represents only a 10 per cent increase in the average weekly box-office gross. The actual gross improvement may be as much as 20 per cent, he said, or more than $40,000,000 for the 13-week campaign.

The national advertising will appear in every daily newspaper in the country, it was disclosed, thus benefiting every city, town and hamlet of sufficient size to support a daily publication. All of this advertising will call attention specifically to the local theatres participating in the campaign, to the new season pictures playing those theatres and to the necessity of seeing those pictures in order to qualify contestants for winning prize awards.

Details of the $250,000 contest have still to be worked out by a national exhibitor committee appointed yesterday by Mr. Schaefer. It is evident, however, that a form of questionnaire, obtainable only at theatres participating in the campaign, will be devised which will make it necessary for con-

(*Continued on page 6*)

Over $825,000 Is Pledged; $175,000 Sought for Drive

More than $825,000 has been pledged toward the $1,000,000 cooperative advertisng campaign and business drive which the industry will launch Sept. 1, Gradwell L. Sears of the campaign's executive committee, said following the general industry meeting at the Astor yesterday.

Producing and distributing companies have pledged $500,000 and affiliated theatres a minimum of $250,000, contingent upon the subscription of the remaining $250,000 by independent theatres. The latter are asked to contribute at the rate of 10 cents per seat. At yesterday's meeting 744 theatres, representing 750,000 seats, pledged $75,000. Non-participating theatres will not be included in the national contest designed to draw continuous patronage to participating theatres throughout the campaign.

Frank C. Walker, head of Comerford Theatres, was named treasurer of the campaign fund and will receive all pledges of contributions.

The general budget for the campaign, as outlined by George J. Schaefer, allots $575,000 to $600,000

(*Continued on page 6*)

May Be Annual

That the industry's cooperative campaign to increase theatre attendance and advertise the more than 100 initial new season releases of all companies may be staged annually hereafter was suggested by George J. Schaefer at the Astor Hotel meeting yesterday.

"Out of this may come an even more effective plan which the industry can employ year after year," Mr. Schaefer said.

O'Brien Files Appearance in Federal Suit

(*Continued from page 1*)

Chaplin, Samuel Goldwyn, himself and his law partner, Edward C. Raftery. These comprise the United Artists defendants.

So far as could be learned within the industry none of the defendants has yet been served with a subpoena by the U. S. Marshal's office. The defendants have 20 days after service in which to file an answer to the Government's complaint, but in actions of the scope of this one an additional 20 days in which to answer is granted almost automatically. Further time is frequently granted thereafter for acceptable reasons.

Indications are that it will require almost a month to complete service on the 167 defendants.

British Censors Bar Anti-Dictator Films

The British policy of "appeasement" in dealing with dictator nations has influenced the banning of "The Fight for Peace" in Great Britain and March of Time's "Inside Nazi Germany" by the British censors in Hong Kong.

"The Fight for Peace" throws the spotlight on Italy and Germany. J. J. Milstein, head of Warwick Pictures, says it was banned because of the British desire to prevent any occurrence which might offend Hitler and Mussolini. He described the film as "definitely anti-Fascist."

Mr. Milstein was prevented from closing a deal for distribution of the picture in the United Kingdom as a result of the ban. He returned Tuesday from London. He said the film is showing in Canada and a deal is on for France.

"Inside Nazi Germany" was scheduled for showing at two theatres in Hong Kong and censor approval had been obtained when the censor recalled the film for showing to a representative of the German consulate. The ban followed. The censors in the British Isles and Australia passed the film some weeks ago.

Museum Draws 75,000

Attendance in the first two weeks at the "Marie Antoinette" Museum at the Astor exceeded 75,000, the second week showing an increase over the first, according to a tally by M-G-M. The display will occupy the Astor until Aug. 16, when the film will have its local premiere.

"Chickens" to Music Hall

"Mother Carey's Chickens" will go into the Music Hall Aug. 4. This is the RKO film based on Kate Douglas Wiggin's novel in which Ruby Keeler has her first dramatic role and Anne Shirley, James Ellison, Fay Bainter and Walter Brennan are featured.

Trans-Lux Net $90,590

Trans-Lux Corp. and subsidiaries have reported net profit for the six months ended June 30, last, of $90,590, equal to 12 cents per share on 716,802 shares of $1 par capital stock.

◂ Purely Personal ▸

ERNEST PASCAL, producer, is en route on the *Normandie* from England, taking with him a print of G. B. Shaw's "Pygmalion," and is scheduled to arrive in New York on Monday.

•

EDDIE DOWDEN, Loew's Brooklyn publicity chief, has been named director of the Emerald Society, Catholic charitable organization in Brooklyn.

•

ERIC LINDEN and others of the cast of "Golden Boy" will sail on the *Ile de France* today to replace the present company appearing in London.

•

M. H. LAVENSTEIN, counsel for Consolidated Film Industries, is recovering from an emergency operation at Post Graduate Hospital.

•

C. A. SCHULTZ, head of the Commonwealth circuit at Kansas City, is in town. He attended the meeting at the Astor yesterday.

•

BEN KALMENSON, western and southern division manager for Warners, returned yesterday from a trip to Atlanta.

•

WARD E. SCOTT, 20th Century-Fox district manager at Kansas City, is conferring at the home office on circuit deals.

HARRY BRANDT pitched the I.T.O.A. team to victory against PHIL HODES of the opposing Motion Picture Associates nine at the I.T.O.A. outing Tuesday.

•

TEDDY ARNOW of the Loew circuit ad staff has arranged a "Cocoanut Grove" night at the Park Central's Cocoanut Grove in conjunction with the Loew showing of the film.

•

JACK FLAX, manager of Loew's Akron in Akron, after a few days in town, left yesterday for Atlantic City, from which resort he will return to Akron.

•

EDWARD FINNEY, producer of TEX RITTER westerns for Monogram, has purchased "Roll, Wagon, Roll," by DENVER DIXON, as a Ritter vehicle.

•

RAMOS COBIAN, president of Cobian Productions, producer of Spanish product, is in town, at the Hotel Edison.

•

LEN COHEN, assistant treasurer of Loew's, Inc., this week is observing 21 years of service with the company.

•

MRS. HARRY WEINER, wife of UA's Cuban manager, is in New York at the Royalton for a two-week visit.

Otterson Returning; Forms French Firm

PARIS, July 27.—John E. Otterson left here today en route home. He was accompanied to the boat-train by Corniglion Molinier, Harry Lachman and Marc Lauer of the Billancourt Studios, head of Frenchfilm Exporting Co.

Mr. Lauer said that Mr. Otterson last Friday had signed an agreement for the formation of Compagnie Franco-Americaine Pour Exportation du Films. The headquarters of the firm will be in this city. Officers include Eugene Barbier, an industrial capitalist; Mr. Otterson, vice-president, and Denys Anselme and himself, directors. Mr. Lauer added that the company will buy French product for distribution in the United States by Mr. Otterson and to be shown in Brandt circuit theatres in the east. It was stated that this setup has no relation to previous arrangements between Mr. Otterson and Mr. Molinier.

Roach After Corrigan

Hal Roach has cabled Douglas Corrigan an offer to play the leading role, if he passes a screen test, in an aviation story which will go before the cameras for United Artists soon. The story is said to parallel the flyer's recent adventure. It was written by Norman McLeod who will also direct. Brian Aherne will have a featured role.

Retitle Mexican Story

HOLLYWOOD, July 27. — Warners have chosen "The Phantom Crown" as the title for the forthcoming historical film in which Paul Muni will portray Juarez, the Mexican patriot who prevented Maximilian from becoming Emperor of Mexico. The picture had tentatively been titled "Maximilian and Carlotta."

Insist Astor Employ Members of TMAT

Demand that the Astor employ members of the Theatrical Managers, Agents and Treasurers Union is being made by the union on the ground that since it is selling reserved seats for the run of "Marie Antoinette," starting Aug. 16, it is a legitimate house and therefore comes within the union's jurisdiction.

The union's board will meet tomorrow to decide whether action should be taken against the theatre. A spokesman said that pickets may be posted over the weekend.

The T.M.A.T. submitted demands for recognition to the circuits last spring but so far the circuit heads have shown little or no interest. The union claims jurisdiction over managers, assistant managers and press agents and has conceded cashiers to the I.A.T.S.E. along with doormen, ushers and the like.

The union claims it has jurisdiction where reserved seat tickets are sold. It intends to ask M-G-M to sign a contract for all "Marie Antoinette" roadshows, providing for a union manager and press agent at each house. Disputes with Fox West Coast in Los Angeles and the Minnesota Amusement Co. in Minneapolis led to complaints filed by the union with the National Labor Relations Board.

Reserve Durante Ruling

N. Y. Supreme Court Justice Peter Schmuck yesterday reserved decision on an application of Jimmy Durante to dismiss the suit of Martin A. Milman against him on the ground that the plaintiff had failed to diligently prosecute him. The suit is to recover $4,800 allegedly due Mr. Milman as commission for securing an engagement on a radio program for Mr. Durante.

20th-Fox Executives See Zanucks Depar

PARIS, July 27.—Darryl F. Zanuck and family left here today to boar the *Normandie* en route to New York They were seen off at the railroa station by Joseph M. Schenck, Miggins, Monty Banks, Robert and executives of the 20th Cen Fox French office. Joseph Mosk story department head of the co is also sailing for New Yor *Normandie.*

The 20th Century-Fox held conferences here on the pany's next British production Mr. Schenck stated, will be portant."

Discuss Kent Drive At N. O. Exchange

NEW ORLEANS, July 27.—Twentieth Century-Fox exchange moved into its new building here Monday and held a meeting today to plan its "Kent anniversary" drive Aug. 18.

The new building follows design of other recent exchanges built by this company with special booking booths, air conditioning, model projection room and new furnishings throughout. The two-story structure was erected at a cost of $58,000.

The drive meeting was addressed by James O'Loghlin, drive leader; Roger Ferri, and Harry Ballance division manager.

Fox Board Meets Today

Earnings of 20th Century-Fox for the first 26 weeks of this year will be announced this afternoon following a meeting of the board at which approval of the statement will be the only order of business, according to W. C. Michel, executive vice-president.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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"Algiers" Is Los Angeles' High Grosser

s Angeles, July 27.—"Algiers" the big noise of the week down- It grossed $7,454 at the 900- Star where $3,250 is normal. eff" and "Port of Seven into the profit columns of e Chinese and Loew's State. led $13,009 at the former and 60 at the latter. "Cowboy from ooklyn" and "Penrod's Double Trouble" also drew well at Warners Hollywood and Downtown—$14,400 and $15,700, respectively.

Total first run business was $105,223. Average is $100,950.

Estimated takings for the week ending July 27:

"MARIE ANTOINETTE" (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, 7 days, 3rd week. **Gross:** $10,200. (Average, $10,000)

"LORD JEFF" (M-G-M)
"PORT OF 7 SEAS" (M-G-M)
CHINESE—(2,500), 30c-75c, 7 days. **Gross:** $13,009. (Average, $12,500)

"MOONLIGHT SONATA" (Pall Mall-U.A.)
ESQUIRE—(900), 40c-55c, 7 days, 5th week. **Gross:** $1,200. (Average, $2,500)

"ALGIERS" (U. A.)
4 STAR—(900), 40c-55c, 7 days, 2nd week. **Gross:** $7,454. (Average, $3,250)

"THE YELLOW COLT" (3 days)
"DAWN OVER IRELAND"
(Wm. Alexander) (4 days)
GRAND—(750), 35c-40c, 7 days. **Gross:** $1,000. (Average, $1,200)

"SNOW WHITE AND THE SEVEN DWARFS" (RKO)
HILLSTREET—(2,700), 30c-65c, 5 days, 4th week. **Gross:** $7,000. (Average, $6,500)

"LORD JEFF" (M-G-M)
"PORT OF 7 SEAS" (M-G-M)
LOEW'S STATE—(2,500), 30c-75c, 7 days. **Gross:** $15,760. (Average, $14,000)

"SNOW WHITE AND THE SEVEN DWARFS" (RKO)
PANTAGES—(3,000), 30c-65c, 5 days. **Gross:** $7,000. (Average, $7,000)

"TROPIC HOLIDAY" (Para.)
PARAMOUNT—(3,595), 30c-65c, 7 days, 2nd week. Stage: F. & M. revue, Stepin Fetchit, Rube Wolf and his orchestra. **Gross:** $12,500. (Average, $18,000)

"COWBOY FROM BROOKLYN" (W.B.)
"PENROD'S DOUBLE TROUBLE" (W. B.)
WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days. **Gross:** $14,400. (Average, $14,000)

"COWBOY FROM BROOKLYN" (W.B.)
"PENROD'S DOUBLE TROUBLE" (W. B.)
WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days. **Gross:** $15,700. (Average, $12,000)

RKO Theatre to Open Aug. 4 on Opera Site

RKO will open its New 23rd Street on the site of the historic Grand Opera House, Eighth Ave. and 23rd St., Aug. 4. A preview of the rebuilt structure will be given by RKO officials this afternoon for the press.

A "Hollywood opening" is planned. The theatre will be one of the finest in the RKO neighborhood group. Policy will be double bills and price scale will be the same as at other RKO neighborhood first runs, 35 cents nights and 55 cents weekends and holidays. Jerry Baker, formerly at the 125th Street, will be manager.

Seat Company Has Loss

Heywood-Wakefield, for the quarter ended June 30, has reported a loss of $48,587, compared with a profit of $256,943, or $3.55 a share of 60,000 shares of common stock in the second quarter a year ago.

Jacques Edelstein Killed; Byre Hurt

(Continued from page 1)

Mr. Edelstein, was badly injured but latest bulletins report that he is not in danger.

Jacques Edelstein was born in Latvia in 1898. He was educated at St. George's School in London and the Ecole Commercial in Paris. He was president of Films ERKA, his own company. At one time he represented Samuel Goldwyn in France. Mr. Edelstein was connected with the M-G-M offices in France, Belgium and Egypt for five years and for an additional five years he was managing director of M-G-M Iberica, S.A., in Spain.

"Algiers" in Second Week Takes $90,000

(Continued from page 1)

week, the best since "Test Pilot" several weeks ago. It is being held a second week and will be followed by "The Crowd Roars" Aug. 4. M-G-M reports "sensational" business on the picture in a number of cities, ranging from 25 to 50 per cent above normal takes.

"Sky Giant" went to $8,000 in eight days at the Rialto.

Col. British Plans To Be Ready Shortly

(Continued from page 1)

productions. Mr. Friedman indicated as a certainty that Columbia's British product would be of a high grade. Despite the unwillingness of the executives to make a premature statement during negotiations, it is understood that there is a strong probability that London Film Studio will make a number of pictures for Columbia release.

Ellis East Next Week

Hollywood, July 27. — Emil K. Ellis, named by the New York Supreme Court to take testimony in the stockholder suit which charges executives of Loew's, Inc., with illegal disbursement of money, has delayed until next week his departure for New York. On Monday he will give Loew's executives corrected depositions to sign.

Nicholas M. Schenck, J. Robert Rubin, David Burnstein and other officers of the company next week will be questioned by Mr. Ellis in New York.

Cook Loses Finger Tip

Hollywood, July 27.—Injured during the shooting of a scene in 20th Century-Fox's "Wooden Anchors," Elisha Cook, Jr., today was taken to the Cedars at Lebanon Hospital where an inch of his left thumb was amputated. He is expected back to work tomorrow. The script will include a line of dialogue to explain the bandaged member.

Claire Trevor Married

Hollywood, July 27.—Claire Trevor tonight was married to Clark Andrews, producer of the CBS radio program in which Miss Trevor starred with Edward G. Robinson. The couple will leave on the *Matsonia* for a honeymoon in Honolulu.

Prudential Extends One-Feature Policy

Irwin Wheeler of Prudential and Playhouses Operating Co. is experimenting with a single feature policy in about 15 of his theatres in Westchester and on the easterly end of Long Island.

In various polls the circuit discovered an overwhelming preference for single features, Mr. Wheeler said, but when they complied with what seemed to be the expressed wish of patrons in a Rye theatre they discovered most of the theatre patrons wanted double features.

Lately there has been a drive among patrons for single features and this time the theatre policy is meeting with success, especially in Rye and New Haven.

Mr. Wheeler is playing double features Sunday and Monday and singles, with a newsreel and a short, the rest of the week.

They are checking calls which come in on the single feature policy with personal inquiries at the box-office and are extending the experiment as the situation warrants.

Hoffman's Old Firm To Release 23 Films

Twenty-three pictures which were made by Allied Pictures Corp., organized by M. H. Hoffman in 1932, are to be distributed on a states right basis and the proceeds will be turned over to the creditors, according to T. H. Richmond of Hollywood, who is here working out the deal.

Mr. Richmond represents creditors grouped in the Motion Picture Industries Credit Association. Consolidated Film Laboratory, a major creditor, has been paid in full, he said.

The 23 films have been in litigation since the company met financial difficulties several years ago. The present deal calls for their reissue. Among them are 11 Hoot Gibson westerns, three Lew Cody films and pictures with Myrna Loy and Ginger Rogers.

Wall Street

Losses Still Prevail on Board

	Open	High	Low	Close	Net Change
Col.	14½	14½	14	14	— ¾
Col. pfd.....	34	34	33	33	—2⅜
Cons.	1½	1½	1½	1½	— ⅛
Cons. pfd...	8	8	7½	8	— ⅜
E. K.	179	179	176½	176½	—3½
E. K. pfd...	171	171	170	170	—1
G. T. E.....	15	15	14½	14⅝	— ½
Loew	49	49¼	48⅛	48⅝	— ¼
Loew pfd...	106¾	106¾	106¾	106¾	— ¼
Para.	11¼	11⅜	10¼	10⅝	— ⅜
Para. 1.....	92	92	90	90	—4
Para. 2.....	11	11	10⅜	10⅜	— ¾
Pathe	10	10	9⅛	9¼	— ⅝
RKO	3	3	2⅞	2⅞	— ¼
20th Fox ..	24⅞	24⅞	24	24	— ⅝
20th pfd. ..	32¾	32¾	32¾	32¾	—1¾

Curb Declines in Fractions

	Open	High	Low	Close	Net Change
G. N.	9/16	9/16	½	½	— ⅛
Sonotone ..	1¾	1¾	1⅝	1⅝	.....
Tech.	22⅞	23¼	22¼	22⅞	+ ¼
Trans-Lux	2½	2⅝	2¼	2¼	— ⅛
Univ. Pict..	5⅝	5⅝	5⅝	5⅝	— ¼

W.B., RKO Bonds Drop

	High	Low	Close	Net Change
Loew 3½s '46.....	99½	99¼	99¼	+ ¼
Para. B'way 3s '55	63	63	63	.....
Para. Pict. '47....	82½	82½	82½	+ ⅞
RKO 6s '41.......	72½	71¾	72	—1¾
W. B. 6s '39......	78½	78⅛	78½	—1¼

(Quotations at close of July 27)

Losey Has 40 School Films Ready to Edit

Contribution of 40 Hollywood features, newsreels and other films from major producing companies, and a few foreign pictures, for re-editing and cutting into shorts for experimental educational purposes has been completed by Joseph Losey, who is associated with the Commission on Human Relations of the Progressive Educational Association.

The project, financed by a Rockefeller grant and sponsored by the commission, is also working with the Hays office exploring joint distribution possibilities between the commission and the major companies.

Most Majors Contributed

At present, the commission has contracts through which it is enabled to obtain films from all the major producers except Columbia and Universal. Under a Rockefeller grant of $75,000 for the first year they cut and distributed 35 pictures. This year's grant of $69,000 will enable them to do 40 pictures and carry through part of 1939.

At present the commission is distributing its special shorts to 16 schools from Oakland, Cal., to New York, public, private, parochial and special. There are no public showings and no admission is charged the students of high school age who view them.

The idea is to see what films do to children, to measure their influence on young minds reacting to various human situations and problems.

The films don't teach anything; they are designed to be as inconclusive as possible and by showing typical human relationship problems, to stimulate the children to arrive at their own conclusions on social problems.

Students Tested

Psychologists affiliated with the commission give "attitude" tests before students see the films. A second set of "attitude" tests is given at a fixed time after the students have seen the pictures. The results of these tests are being tabulated.

Films which have been purchased and edited for the commission's work include "Zola," "Pasteur" and "Black Legion," from Warners; "Fury," "The Devil Is a Sissy," "Captains Courageous" and "Men in White" from M-G-M. Three shorts have been made from "The Devil Is a Sissy" and three or four will be made from "Captains Courageous." From 20th Century-Fox those obtained include several in the Jones family series; from RKO "The Informer" and "Animal Kingdom"; from United Artists "Arrowsmith," "Dodsworth" and "Dead End," and from Paramount "Ruggles of Red Gap," "If I Had a Million."

The shorts run from three minutes to one and one-half reels.

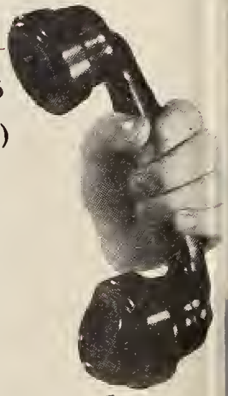
Assets to Be Auctioned

The office furniture and other assets of Stagecraft Studios, Inc., will be sold at auction to be held on Aug. 6, under orders of the N. Y. Supreme Court.

California's T

"'Four's A Crowd' will show tremendous returns!"
(Jay Emanuel Pubs.)

"Showmen (
Aug. 20th b
release 'Fou



"'Four's A Crowd' contains all the ingredients that make a business-getter!"
(Variety Daily)

"'Four's A Crowd' is definitely boxoffice!"
(Showmen's Trade Review)

"Laughs galore in 'Four's A Crowd'—Robin Hood Fly
returns with all the charm that marks all his portrayal
(Los Angeles Exami

WATCH WARNER BROS!

. . . While they're still talking their heads off about t
Robinson in 'The Amazing Dr. Clitterhouse,' and War

ERROL FLYNN

with
WALTER CONNOLLY
HUGH HERBERT
MELVILLE COOPER
Directed by MICHAEL CURTIZ
Screen Play by Casey Robinson and Sig Herzig
From A Story by Wallace Sullivan

OLIVIA DE HAVILLAND

alking Again!

orrying about week of
hat's the week Warners
Crowd'!" *(Motion Picture Daily)*

"Not uncommon lately for Warners to produce a smash and 'Four's A Crowd' is that! Had preview audience in aisles and no house will go wrong showing it!" *(Hollywood Reporter)*

"'Four's A Crowd' is a showman's picture if Warners ever produced one! Waves of laughter at preview indicated unanimous approval!" *(Motion Picture Herald)*

First Engagement
RADIO CITY
MUSIC HALL
August 11th

ther "Unquestionable Winner" (Variety) ***Edward G.***
new 'G-Men,' Humphrey Bogart in 'Racket Busters'!

ROSALIND RUSSELL · PATRIC KNOWLES

in

"FOUR'S a CROWD"

Whole Country Represented at Gathering

Industrywide Aid Promised Trade Drive

(*Continued from page* 1)

testants to see the pictures in order to fill out the questionnaires and qualify for prizes. Thus, in addition to the box-office stimulant of national advertising of pictures released during the campaign, there will be a powerful, direct incentive for increased theatre attendance in all sections of the country. Canadian theatres will also participate.

The first national advertising will appear Sept. 1. It will be augmented by the release of a one or two-reel entertainment subject, to be produced cooperatively by Hollywood studios, employing outstanding talent, which will explain the contest to all theatregoers. The reel will be supplied without charge to all participating theatres. The campaign will be augmented by national publicity, by marquee, lobby and screen accessories, and by personal appearances of a "small army" of Hollywood players. The national slogan for the campaign will be "Movies Are Your Best Entertainment."

Leading Exhibitors Participate

On the exhibitor committee named to work out details of the contest are Nathan Yamins, Boston; R. E. Griffith, Oklahoma City; Joseph Seider, New York; Moe Horowitz, Cleveland; Edward Silverman, Chicago; John Danz, Seattle, and M. A. Lightman, Memphis. The committee represents all types of independent theatre operation and will also be charged with fund-raising for the campaign in their own localities. The committee conducted its first meeting yesterday afternoon in the office of Mr. Schaefer.

Citing the need for such a business drive as that proposed, Mr. Schaefer told the meeting that four major factors are involved in the recent decline in theatre attendance and box-office grosses. He described them as the general national business recession; the seasonal or summer slump in theatre attendance; "too much loose talk" on internal industry affairs which reached the public to the detriment of the box-office, and unfavorable editorial and columnist comment on motion pictures.

Schaefer Asks More "Kick"

The first two, Mr. Schaefer said, cannot be overcome by better product alone. "An added kick" is needed, he said. The campaign is designed to supply that and, conceivably, could improve box-office business by 50 per cent. The industry, itself, he continued, must impose internal restraints on the few who indulge in "loose talk and are too anxious to break into print."

Editorial expressions, Mr. Schaefer conceded, "are difficult to control," but the campaign might bring about a better understanding of the industry's problems and, with it, more restraint in newspaper and commentators' observations of industry affairs.

Mr. Dietz reported subsequently that some publishers already had given the industry assurances of better cooperation in their treatment of motion picture news and comment. He intimated that the industry publicity committee set up in Hollywood last week to cooperate in the work on the national campaign would play a part in the "policing" of that end of the industry to minimize what was frequently referred to as "loose talk" from within.

Vincent Hits Loose Talk

The subject of unfavorable publicity emanating from within the industry was referred to frequently, both from the dais and the floor. Exhibitors who were present left little doubt that its unfavorable influence had reacted at the box-office. Walter Vincent, head of the Wilmer & Vincent circuit, at one point asked for a pledge from everyone present to refrain from adverse comment on product and industry affairs in public.

Mr. Schaefer, however, emphasized that the primary objective of the campaign was to stimulate theatre attendance and increase box-office receipts. He likened it to the recent national business and advertising campaigns conducted by the used car dealers, the ice, coal, textile, baking and electrical appliances industries, and pointed out that the motion picture industry with its screens, lobbies and marquees, has in these the most effective means of addressing the public, in addition to all the other advertising media available to other industries in conducting their campaigns.

"Challenge and Stimulant"

Mr. Schaefer described the drive as "one of the most constructive moves which have happened in the industry," but he reminded the meeting that it needs the cooperation of 15,000 to 16,000 exhibitors to make it a success. He said the campaign should be a "challenge and stimulant" to Hollywood, encouraging it to do its best, and to exhibitors and distributors "an experience in better methods and policies for the merchandising of their product.

"There has been in the industry a letdown in advertisng budgets and showmanship," Mr. Schaefer concluded. "The campaign should be the remedy for all of this."

On the dais were: George J. Schaefer, chairman; Howard Dietz, Robert M. Gillham, Charles E. McCarthy, Spyros Skouras, Y. Frank Freeman, John J. O'Connor, Joseph Bernhard, Gradwell L. Sears, Frank C. Walker, C. C. Moskowitz and Herman Wobber.

Schenck, Balaban Present

Among the News Yorkers present were: Nicholas M. Schenck, Barney Balaban, Nate Spingold, A. Montague, William A. Scully, F. J. A. McCarthy, Neil F. Agnew, Lynn Farnol, Monroe Greenthal, Earl Wingart, Morris Kinzler, A. W. Smith, Jr., Lou Pollock, Leon Netter, Martin Quigley, Colvin Brown, Jack Alicoate, John Nolan of the Comerford Circuit, Sam Dembow, Jr., and Jack Partington of Fanchon & Marco, Perc Essex, A. E. Adams, S. H. Fabian of Fabian Theatres, A. H. Schwartz of the Century Circuit, Max A. Cohen of the Cinema Circuit Corp., J. M. Seider of Prudential Playhouses, Leo Brecher, Walter Vincent of Wilmer & Vincent, S. D. Cocalis of Cocalis Enterprises, George Skouras of Skouras Theatres Corp., Samuel Rinzler of Randforce Amusement Corp., Harry Katz. an associate of Fred Dolle; Walter Reade, Jr., of Walter Reade Theatres, Harry Brandt of Brandt Theatres, and D. J. Chatkin of Monarch Theatres.

Out-of-Towners Numerous

Those from other cities included: Edwin Silverman of Essaness Theatres, Arthur Schoenstadt of H. Schoenstadt & Sons, Jack Kirsch of Villa Theatre Co., Alexander Manta of Indiana-Illinois Theatres, Inc., and Van Nomikos of the Halstead Theatre Co., all of Chicago; Lewen Pizor, Ben Amsterdam of Atlantic Theatres, A. R. Boyd and Frank Buhler of A. R. Boyd Theatres, all of Philadelphia; E. M. Loew of E. M. Loew's Theatres, Inc., Sam Pinansky and Martin Mullin of the M. & P. Circuit, Boston; Nathan Goldstein, Springfield, Mass.; E. M. Fay of Fay's Theatres, Providence; Nathan Yamins, Fall River; J. B. Fishman of the Fishman Circuit, New Haven; Sidney B. Lust, of the Lust Circuit and A. E. Lichtman of the A. E. Lichtman Theatres, Washington; Fred Wehrenberg, head of the Fred Wehrenberg Circuit and president of the M. P. T. O. of St. Louis, Eastern Missouri and Southern Illinois; J. Myer Schine and three associates of the Schine Circuit, Gloversville, N. Y.; John Danz of Sterling Theatres, and John Von Herberg, secretary of the Jensen & Von Herberg Circuit, Seattle; C. A. Schultz of Commonwealth Amusement Corp., Ed Dubinsky Durwood of Dubinsky Bros., and Glen W. Dickinson of the Dickinson Theatres, Kansas City.

Schaefer Talk Stresses Need For Campaign

Richey, Lightman There

R. E. Moon and H. M. Richey of Co-Operative Theatres, Detroit; M. B. Horowitz and Myer S. Fine, Cleveland; W. C. Chesbrough, Columbus; M. A. Lightman of Malco Theatres, Memphis; Sam J. Switow of Switow Theatrical Corp., Louisville; John H. Harris of Harris Amusement Co., Pittsburgh; Michael Manos, Indiana City Theatres, Greensburg, Pa.; H. G. Hogan, Indianapolis; William Jenkins of Lucas & Jenkins, Atlanta; J. J. Fitzgibbons of Famous Players Canadian Corp., and M. A. Taylor of Exhibitors' Booking Association, Toronto; R. J. O'Donnell of the Interstate Circuit, R. E. Griffith of the Griffith Theatres and H. B. Robb of Robb & Rowley, Dallas; L. C. Griffith of the Griffith Theatres, Oklahoma City; A. P. Archer, representing C. U. Yaeger of Atlas Theatre Corp., Denver; E. J. Sparks of United Theatres, Inc., Jacksonville; W. S. Wilder of Wilder Theatres, Norfolk; David Oamsky, representing Morton G. Thalheimer of Thalheimer Theatres, Richmond; R. E. Martin of Martin Theatres, Columbus, Ga.; L. J. Duncan of Al-Dun Amusement Co., Westpoint, Ga.; N. H. Waters of Waters Theatres, Birmingham; Benjamin Pitts of Pitts Theatres, Fredericksburg, Va.; Elmore D. Heins of Roanoke; M. J. Kallett of Kallett Theatres, Oneida, N. Y.; W. C. Smalley, Cooperstown, N. Y.; Samuel Varbalow and Judge Varbalow of Victoria Amusement Co., Camden, N. J.; L. Gran of Standard Theatres Co., Milwaukee; Carson W. Rodgers of Rodgers Theatre Circuit, Cairo, Ill., and Carl Bamford of Bamford Theatres, Asheville, N. C.

Over $825,000 Is Pledged; $175,000 Sought for Drive

(*Continued from page* 1)

for the newspaper advertising campaign; $250,000 for the prize contest, and $150,000 to $175,000 for films and trailers to be used in the campaign, lobby displays and other accessories, publicity and administrative expenses.

The national advertising will appear in 1,979 daily newspapers—every daily publication in the United States—and will aggregate 4,500 lines in each publication. The number of insertions into which this lineage will be broken down has not been determined yet, but it will probably vary from three to eight separate insertions. National agencies actively working in the film field, such as Donahue & Coe, Lord & Thomas, J. Walter Thompson, Buchanan, Biow, and Blaine-Thompson, will be active in the campaign. Working with them will be the campaign's advertising committee, consiting of Howard Dietz, Charles E. McCarthy and Robert Gillham. Advertising managers of all companies will cooperate.

G. T. E. Quarter Net Is Off to $194,920

General Theatres Equipment Corp. and subsidiaries have reported for the quarter ended June 30, last, consolidated net profit of $194,920, after depreciation, Federal income taxes and other charges. The net is equivalent to 33 cents per share on 597,172 no-par shares of capital stock.

The quarter net compares with net of $323,203, or 59 cents per share, in the same quarter last year, and $120,264, or 20 cents per share, in the quarter ended March 31, 1938.

As the Industry Joins Forces for Ad Campaign

Neil F. Agnew, Paramount sales chief, between Charles C. Moskowitz of Loew's on the left and J. J. Fitzgibbons of Famous Players Canadian on the right.

Serious words between Grad Sears, Warner sales boss, left, and M. A. Lightman, southern circuit head, former MPTOA chief.

Metropolitan theatre triumvirate, from the usual left: Sam Rinzler, Randforce Circuit; A. H. Schwartz, Century Circuit; Louis Frisch, also of Randforce.

Advertising Committee working. Howard Dietz expounds, while Charles E. McCarthy (left) and Robert Gillham lean close that no idea may slip away.

Below: George V. Lynch and L. W. Schine, down for the confab from their upstate bailiwick.

George J. Schaefer, Distributor Committee chairman, addresses the meeting, flanked (left to right) by Y. Frank Freeman, C. C. Moskowitz, Spyros Skouras, Herman Wobber and Grad Sears.

[*All Photos Cosmo-Sileo*]

Claims WLW Hits Smaller Broadcasters

WASHINGTON, July 27.—Competition of WLW is making it financially impossible for smaller stations in its secondary area to give their listeners the public service which they should have, members of the Federal Communications Commission were told today.

With the appearance on the stand of John A. Kennedy, president of WCHS, Charleston, and two other West Virginia stations, George B. Porter, commission counsel, began his attack on the Cincinnati station, seeking extension of its super-power permit.

Mr. Kennedy told the commission that WLW is "distinctly competitive" in West Virginia and is the only station outside the state which offers competition. He told of correspondence with an advertising agency handling a brewing account which had used his stations for spot announcements. When a weekly program was put on WLW, he said, the agency dropped the other stations but sought to have the Cincinnati program rebroadcast by WCHS so as to get a tieup with local dealers, which the stations refused to accept and thereafter received no business from that account.

Says Condition Grows Worse

Admitting that when he acquired his three stations two years ago he failed to take WLW competition into consideration, Mr. Kennedy protested that the situation has grown worse since then, in that advertisers are becoming more selective and "take the big fellows and leave the little fellows out in the cold." The situation, he contended, is unfair, in that one station in the country is allowed 500 kilowatts and no other station can get that power.

The West Virginia broadcaster disclosed that he paid $200,000 for the Charleston station, built the Clarksburg transmitter and purchased the Parkersburg station for approximately $18,600. The Charleston station has made a little money, he said, but the other two have operated in the red.

Revere Leaves for Coast

Tom Revere, director of radio for Benton & Bowles, left for Hollywood yesterday on an unexplained mission. It is learned, however, that his trip to the coast is for the purposes of lining up a new radio program for General Foods, in behalf of Post Flakes. A contract for time has been placed, although the network is not known. The program probably will utilize the services of film players.

To Air Canadian Tennis

MONTREAL, July 27.—The Canadian Broadcasting Corp. will broadcast a play-by-play description of the Davis Cup elimination tennis matches over both the national and French networks, tomorrow, Friday and Saturday from the courts of the Mount Royal Tennis Club. Handling the description will be Roland Beaudry, Craig Ballantyne, Jerry Wilmot, Marcel Rainville and Fernand LeClerc.

▸ *Radio Personals* ◂

CHARLES STARK, CBS announcer, is off on a two-week vacation trip to Cape May with his family. . . . Jan Peerce will sing with the Philadelphia Orchestra from the Robin Hood Dell Friday. . . . In this season's final broadcast of her guest star series, Radie Harris will interview Helen Vinson on Mutual Friday. . . . Deems Taylor and Natalie Bodanya will sail on the *Ile de France* today.

✚

Harold A. Stretch of the WNEW sales staff yesterday became the father of a baby girl, Susan. . . . Paul Sutton, whose last writing chore here was authorship of "The Life of Mary Sothern," network series, has left for Detroit to join the WXYZ staff as a writer.

Ruppert Plans First Web Program in Fall

The Ruppert Beer Co. will enter network radio for the first time this fall when it will assume sponsorship of a new radio series which, oddly enough, will be presented without commercial announcements. The network and starting date for the series have not been selected as yet, according to Lennen & Mitchell, the agency now handling the account.

The program will be a straight musical presentation, with an orchestra to be known only as the "Ruppert Relaxation Orchestra."

Set CBC-Mutual Series

TORONTO, July 27.—Canadian Broadcasting Corp. national network listeners in Canada and Mutual Broadcasting System listeners in the United States will hear a new series of programs, titled "Swingmates," to be broadcast from this city every Monday, starting Aug. 1, from 6 to 6:15 P. M. The group includes Pauline Rennie, singer; Bert Yarlett and Cy Mack, recently back from England where they worked with the BBC. Mr. Mack is the pianist and arranger.

Auto Firms Slow To Set Air Time

Agencies handling automotive accounts were chary of giving information about the radio plans of their respective accounts yesterday when queried, but from their guarded remarks it is assumed that no plans are being engaged in for fall network presentations. However, there is a likelihood of a general scramble by most of the major automotive companies to get into radio, possibly by early winter.

Thus far the only automobile companies which have signified their intention of being represented on the networks this fall are the Ford Motor Co., with the "Sunday Evening Hour," and Chrysler, with Major Bowes. General Motors is not now planning programs for its various divisions, which in the past have consistently used radio, such as Pontiac, Oldsmobile, Chevrolet and neither are the automotive companies which previously have presented their wares to the air listeners.

The Chevrolet transcribed series will continue until September, but beyond that no extension has been considered. It is believed that the platters will be discontinued after the summer.

Plan AFRA Unit Hearing

ST. LOUIS, July 27.—The American Federation of Radio Artists will get a hearing of a claim that it represents 200 of 230 entertainers, excluding musicians, employed by the five local radio stations, within a week or two, according to Dorothea de Schweinitz, regional director of the National Labor Relations Board. Of the 200 artists A.F.R.A. claims to represent, 1 0 are regularly employed and 60 are free lancers. The stations involved are KSD, KMOX, KWK, WIL and WEW.

WNOX Raises Rates

KNOXVIILLE, Tenn., July 27.—General advertising rates on WNOX, Scripps-Howard outlet here and a member of the CBS chain, have been increased. Program costs have gone up by 15 per cent, with spot announcement charges increased approximately 25 per cent. The local rate structure remains unaffected.

KECA Charges May End Free Time for Coast's Openings

HOLLYWOOD, July 27.—Minor ripples of apprehension are being caused among Hollywood's exploitation men, who fear curtailment of free radio time used for exploitation of pictures because Harrison Holliway demanded and received pay for time on KECA for the premiere of M-G-M's "Marie Antoinette," carried by the NBC Blue as a sustaining program.

Mr. Holliway, general manager of KFI and KECA, NBC outlets here, in an unprecedented step, threatened not to use the NBC program on KECA unless M-G-M paid for it. The studio did, and thus KECA was the only station in the country which was paid for the air time.

KFI and KECA are owned by Earle C. Anthony and their contracts as local outlets for NBC have about four years to run. They are operated independently of NBC strings.

Mr. Holliway backed his demands with the statement: "A can of celluloid is as commercial as a can of beans. Covering a premiere of a motion picture by radio is just like presenting a program for a soup, or any other commodity."

The question in the minds of the exploitation men now is whether the Holliway attitude regarding premieres will spread to other stations affiliated with networks. Holliway remains adamant in his attitude and it is believed that other station managers may follow suit.

"Ragtime" Air Show Points To New Trend

(*Continued from page 1*)

thus treated include "Algiers," whose Hollywood opening was covered by an NBC broadcast; "Cocoanut Grove," which was expl[illegible] over CBS; "The Adventures of Robin Hood," presented over the networks in two separate broadcasts, one treating it dramatically and the other airing its music in a special half-hour program; "Blockade," which was broadcast over NBC; "Tropic Holiday," "In Old Chicago," "White Banners," "Men With Wings," "Rebecca of Sunnybrook Farm," "Josette," "Three Blind Mice," and other films of that quality.

In addition, music from many pictures which otherwise have not received radio treatment or exploitation is now being spotlighted more lavishly than ever before over the networks and over local independent stations throughout the country, in all instances with accompanying credit to the films and to their producers.

Paramount Has Transcriptions

Paramount, to exploit "Men With Wings," is now sponsoring a series of transcriptions based on that film on stations throughout the country, one of the biggest radio campaigns ever undertaken by a film company, and Warners are sponsoring a series of transcriptions on a score or more of stations in key cities, plugging the Warner films.

Silencing of last year's cry that radio presentations of films was hurting their value is due, of course, to a now better understanding of how to treat film material on the air, due to increased experience, by both radio and film interests, and to such programs as the Lux "Radio Theatre," "Hollywood Hotel," the M-G-M "Good News" program, and one or two other such programs.

Givot Asks Suit Delay

A suit against George Givot for $65,000 damages brought by Herman Bernie was revealed yesterday in N. Y. Supreme Court when Mr. Givot's representative filed an application for an extension of time to answer. Mr. Bernie's suit is based on an alleged breach of a five-year managerial contract after the second year. Mr. Givot has asked for an extension because he at present is engaged at the Embassy Club in London.

Disbecker Sues Philco

A $34,832 damage suit was filed in U. S. District Court yesterday against the Philco Radio & Television Corp. of New York by Harry P. Disbecker. The plaintiff charges breach of an employment contract on May 7, 1938, whereby he was allegedly hired for his lifetime as assistant general manager at a weekly salary of $60.

Heads Radio Committee

OMAHA, July 27.—John Gillin, Jr., manager of WOW, has been named chairman of the radio committee of the U. S. Junior Chamber of Commerce.

FILE COPY

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 44. NO. 20 NEW YORK, FRIDAY, JULY 29, 1938 TEN CENTS

'A Letter of Introduction'

[Universal]

COMEDY, drama and pathos are skillfully blended to make of "Letter of Introduction" an outstanding entertainment film. Each element of the production gives flavor to the other, achieving one of the most pleasing box office contributions of the new season to date.

Names are plentiful and, in the instances of Adolphe Menjou, Edgar Bergen and Charlie McCarthy, and Andrea Leeds, will give strong support to any theatre's sales effort. The exploitation possibilities of the title are many and should be apparent to every showman. The story, too, suggests ample sales material with its background of stage glamour and parental problems.

▼

Essentially, "Letter of Introduction" is a comedy drama of people of the theatre. Miss Leeds, a youngster with stage ambitions, goes to Mr. Menjou, a declining stage and screen idol, with a letter of introduction. The message, penned by her mother, establishes her identity as Menjou's daughter. For professional and romantic reasons, the relationship is kept secret by both. The result is romantic complications in the form of Miss Leeds's suspicious fiance, George Murphy, and Menjou's equally jealous paramour, Rita Johnson. It spells dismay, as

(*Continued on page* 2)

Heart Attack Kills Herbert M. Wilcox

Herbert M. Wilcox, Westinghouse Electric Co. executive, and formerly a vice-president of Erpi, who was associated with John E. Otterson when the latter was president of Paramount, died of a heart attack yesterday. He had recently returned from England and had been ill for a long period. He was 56 years old. His residence was in New Haven. He is survived by his wife, Mrs. Frances Jaynes Wilcox.

Mr. Wilcox was born in Pittsburgh in 1882. He attended Princeton University and the Massachusetts

(*Continued on page* 15)

Radio News—P. 16

Wanger Financed

Additional Walter Wanger financing of over $1,500,000 was set during the coast visit of Murray Silverstone.

SERVE SUBPOENAS IN FEDERAL SUIT

The Government Action

By MARTIN QUIGLEY

I

THE action brought by the Department of Justice against the eight major motion picture companies presages consequences unparalleled in importance in the history of the industry.

The suit is intended to effect "the restoration of free enterprise and open competition amongst all branches of the motion picture industry" through the revision of trade practices and by other means.

That some of these practices are due—if not in fact long overdue—for revision and adjustment is disputed by few. The recently constituted Kent committee has already entered upon a program intended as a study of trade practices in light of existing conditions which would eventually lead to such rearrangements as the exigencies of the business permit.

It must be recognized that existing trade practices are pioneer paths cut through a wilderness. They have grown up apace with the meteoric rise of the industry of motion pictures, a business which in various of its essentials is unique with respect to any other business. It has not been possible for the business of motion pictures to find much of precedent or guidance in the record and performance of other businesses. The prevailing trade practices have been contrived and evolved in face of times and conditions during the swift growth of an industry which within a single generation rose from the lowly status of a penny arcade device to the lofty estate of an industry of vast economic and social importance.

▼

It must also be recognized that however and for whatever reason many of these trade practices came about there have been continuing complaints against them. Many firms and individuals have been seen struggling desperately against difficulties which they have imposed. Only an exhaustive and impartial inquiry can determine in what measure the complaints have been justified and in what measure their plight has been due to the failure of their own efforts and the consequences inescapably associated with competitive enterprise.

All indications have for some time pointed to the need of an overhaul of trade practices, and arrangements looking to that end are the announced purposes of the Kent committee. Doubtlessly it would have been desirable if at present intra-industry conference had already made measurable progress toward compromise and conciliation, but it probably will be more generally appreciated in the long run that the problems, which at first blush seem to admit of quick and easy solution, present upon longer and more intimate acquaintanceship a wide variety of perplexing difficulties.

The pending action by the anti-trust authorities of the government against the film companies which constitute such an important part of the American industry presents an opportunity and a responsibility for

[*Continued on page* 2]

About Half of the 167 Defendants Reached After Phone Calls

Virtually all corporate defendants and many home office executives named in the Department of Justice's anti-trust suit against the industry were served with subpoenas during the past 24 hours.

Those served comprise about half of the 167 defendants named in the Government proceeding.

In most instances, service was preceded by a phone call from the U. S. Marshal's office to ascertain whether those for whom subpoenas had been issued would be at their business addresses and would accept service. So far as could be learned none of those who were thus called refused to accept service, although in many instances service for several individual defendants was accepted by attorneys for the individual companies.

Seek to Serve Irving Trust

The Government filed a petition in the U. S. District court for authorization to serve Irving Trust Co., which, as trustee in reorganization for RKO, was named a defendant even though it is under the jurisdiction of the same court in which the anti-trust suit was brought. Counsel for Irving asked and was granted several changes in the wording of the petition, but otherwise did not oppose it. It is assumed, therefore, that the court will approve the petition within the next day or two and Irving Trust will be served thereafter.

The defendants who remain unserved are either west coast executives, home office executives who are

(*Continued on page* 3)

RKO Plan in Court; Hearing on Sept. 8

Special Master George W. Alger filed a 25-page report yesterday in the U. S. District Court in which he approved the proposed amended plan of reorganization for RKO with some minor modifications. He ruled that the plan successfully met the tests of fairness to all classes of creditors and stockholders and feasibility and that it also complied with the provisions of Section 77B of the Bankruptcy Act.

The report, in addition, ruled the plan constitutional and cited a decision of the Federal Court which held that

(*Continued on page* 3)

'A Letter of Introduction'

(*Continued from page* 1)

well, for Edgar Bergen, a struggling ventriloquist who worships Miss Leeds from afar.

To give his daughter the professional opportunity she desires, Menjou consents to return to the stage, playing opposite her. He plans to disclose their identity in a curtain speech at the end of the evening, but failure and tragedy intervene. The latter of introduction reappears, however, to reveal the relationship of Miss Leeds and Menjou and effect the former's reconciliation with Murphy.

▼

John M. Stahl's production and direction has given a fine finish to the story and has extracted the best from a splendid cast. Menjou and Miss Leeds give performances which ring true in the most difficult sequences. Murphy's characterization is a human and likeable one. Edgar Bergen and Charlie McCarthy are fitted smoothly into the story and their comedy is of a high order. The producer has been liberal with this potion, too, not only in the prominent part allotted to the popular team but in that of Eve Arden, a bit player struggling for stage recognition, as well. Ann Sheridan, as Murphy's dancing partner, and Ernest Cossart, as a butler, give performances in keeping with the others.

▼

Bergen introduces in this, one "Mortimer," a not very bright country dummy, with results that kept a large preview audience in an uproarious mood. Charlie McCarthy will have to look to his laurels hereafter.

The story, by Sheridan Gibney and Leonard Spigelgass, is good craftsmanship, well fitted to its requirements.

Running time, 100 minutes. "G."

S. A. KANE

Grainger Due Monday

James R. Grainger, Republic president, will arrive Monday from a trip to the south and west. He conferred with Bob Withers at the Republic office in Kansas City yesterday, will talk today with Elmer Tilton and H. M. Weinberg, Des Moines franchise holders, and with Irving Mandel in Chicago tomorrow.

Omaha Has 37 Changes

OMAHA, July 28.—Thirty-seven theatres in the Nebraska-Iowa distribution area were involved in changes of one kind or another during the first six montths of 1938.

A total of 21 changed hands; 10 closed; two opened; one was destroyed by fire and three new houses entered the field, according to a semi-annual survey made by Regina Molseed, RKO booker.

The Government Action

(*Continued from page* 1)

all interests and all persons in the business. The incident naturally creates stress and uncertainty which is an atmosphere not conducive to constructive operation in any business. The uncertainty of it is gravely emphasized in the fact that the government's objectives in this case are at several points diametrically opposed to what but a few years ago the same national administration required under the National Industrial Recovery Act. The Blue Eagle has been metamorphosed into a bird of different feather.

▼

It is the declared intention of the government "to encourage and not to retard the development and orderly operation of the motion picture industry." Such an intention may be heartily concurred in and cooperated with by every sensible and constructive person in the business. Such concurrence and cooperation will hasten the advent of more equitable and sounder business relationships within the industry. In the meantime such an attitude will do much to facilitate currently the orderly operation of the business and protect it from mud-slinging and selfish harassment.

Unfortunately there are persons in this and every other industry of scope who are neither sensible nor constructive. These may be depended upon to assume the role of troublemaker which is so congenial to them. But with the continued success and prosperity of a great industry at stake we hope it may rightly be assumed that the predominating attitude everywhere will be such as to make easy the way toward a right and equitable solution of the problems presented.

The Department of Justice in instituting this anti-trust proceeding against the eight major companies released a statement of challenging importance. The statement is thoroughly comprehensive in its objectives. The American motion picture industry, reformed to meet these objectives, would hardly be recognizable. It is probably reasonable to assume that the prosecution in this case, in keeping with usual practice, has set up formally a goal which represents a point at some generous distance beyond that which it really expects to reach.

II

THE pros and cons of the several government objectives will of course be ventilated in great detail in the months ahead. One of the objectives set forth, which is described as an economic effect of the system of control which is alleged to prevail in the industry, is so curiously worded and so pregnant with implications as to create particular interest. It reads as follows:

"There is no opportunity for new forms of artistic expression which are not approved by those in control of major companies, even though there exist communities which would support them."

It will be interesting to learn eventually just what the Department of Justice is driving at here. It does not seem possible that complaint is made that the eight major companies have been indifferent toward novelty treatment in the motion picture medium. It must be known that only during recent months one of the defendant companies, RKO, released "Snow White," which has received world-wide acclaim as a distinctly new form of artistic expression.

There is also a seeming lack of logic in this complaint. It could hardly be expected that the executives in control of these companies would be expected to create opportunities for either new or old forms of artistic expression of which they would not approve. No intelligent institution, including the Department of Justice, could be expected to create opportunities for policies which are not approved by those in control. Anything else is stupid if not vicious mismanagement.

▼

The argument, if reference is made to the business of entertainment, is also cloudy when it imputes to these major companies such commer-

[*Continued on page* 3]

20th-Fox Net On Half-Year $3,419,658

Twentieth Century-Fox reports a consolidated net operating profit of $3,419,658 for the 26 weeks ending June 25. This is after all cha[illegible] including Federal income tax. [illegible] compares with a profit of $3,755,4[illegible] for the first 26 weeks of 1937.

For the second quarter ending June 25 the consolidated net was $1,778,121, which compared with a net for the first quarter of $1,641,537 and a net of $1,687,885 for the second quarter of 1937.

No National Dividends

No dividends were received from National Theatres Corp. during the first half of either year.

After allowing for the preferred dividends for the half year there remained a profit equivalent to $1.55 per share on the 1,741,932 shares of common outstanding June 25. For the quarter ending June 25, after allowing for the preferred dividend, the profit was 81 cents per share on the common.

"U" Board Hears Cowdin

A report on the new financing and extended distribution arrangements for Universal product in England, which were closed in London recently by J. Cheever Cowdin, board chairman, was given to the company's board of directors yesterday. Reports on the company's British and European business were also presented by Mr. Cowdin.

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RKO Plan Put Before Court; Hearing Dated

(*Continued from page* 1)

a plan which "provides a fair equivalent for any rights the bondholders hav[illegible]t" is constitutional.

F[illegible]al Judge Henry W. Goddard at the RKO hearing later in the day fixed Sept. 8 at 10:30 A. M. in Room 905 of the Federal Courthouse Building for a hearing before Judge William Bondy on the question of confirming the report.

The modifications recommended by the special master were first an amendment to Article XI of the charter providing for cumulative voting by common stock; second, a change in the plan which would make it mandatory on the part of Atlas Corp. to underwrite the purchase of new shares to the extent of $1,500,000; third, a provision giving debenture holders who do not wish common shares the right to receive $140 in preferred shares for each $100 of debentures; fourth, a provision meeting objections of the United States National Bank of Denver and allowing it certain increases in amount of interest and finally a change in the phraseology of Sub-division e of Article XI of the charter to limit the funded debt to $3,000,000 so long as preferred stock remains outstanding.

Feasibility Treated Briefly

The report discussed briefly the question of feasibility, and stated that the sole test was whether "the corporation as reorganized will have a sufficiently sound capital structure and sufficient cash to conduct operations in such a manner that it will have a chance to succeed if average business conditions exist." The special master estimated that the parent organization will have $600,000 at the end of the year and in addition $1,500,000 to be acquired from the sale of stock. Against this, he said, there was to be paid only $100,000 on secured notes and the expenses of reorganization.

If "extraordinary circumstances" should arise, the report continued, the directors are authorized to create a funded debt up to $3,000,000. RKO Radio Pictures, Inc., now has available $1,500,000 in cash which may be supplemented by short term loans and the theatre companies have at present over $3,500,000, Mr. Alger stated. The amended plan is superior to the old in that it eliminates fixed obligations and substitutes stock, thus meeting the danger of receivership from "occasional lapses in income," the report continued.

Called "Substantially Fair"

The question of fairness was considered at length, the special master remarking that "mathematical precision is obviously impossible," but that the allocation under the plan must be "substantially fair." He contended that there was a strong presumption of its fairness because a large percentage of creditors and a majority of the stockholders had approved it.

Total assets were estimated at $72,297,075 and the net equity of all creditors and stockholders was $23,212,793, he stated. The 2,365,518 shares of common stock had a book value of $9.81 a share, he continued. The objections of the Independent Stockholders' Committee that the debenture holders aggregating $12,718,500 in principal and $4,200,000 in interest who are to receive under the plan one share of preferred stock and five shares of common stock for each $100 of principal, were receiving more than their proportionate share, was overruled by the special master, who stated that he did not agree with the contention that the common stock should be valued at $12.66 a share. The report pointed out in reply that the debenture holders were surrendering a secured debt position for preferred and common stock.

Unsecured Creditors Cited

As to the $8,000,000 in unsecured creditors who are to receive 10 shares of common stock for every $100 of indebtedness, the special master observed that under the amended plan there were two favorable features for them. One was the acceptance of a stock basis by debenture holders and the other was the preferential right of unsecured creditors to purchase new stock at a price to be fixed by the court. In view of these features and in spite of the fact that unsecured creditors will receive no allotment for interest accruing after Jan. 27, 1933, the special master felt that the allotment was fair.

The report recognized that present stockholders would be drastically scaled down, receiving one new share for every six of their present holdings. It stated, however, that creditors were entitled to a priority over stockholders and that in no event could stockholders receive any excess over the remainder after creditors had been provided for.

The claim of Rockefeller Center under the amended plan has been reduced from $9,150,628 to $5,000,000, for which the Center is to receive 460,000 shares of common stock, the report stated. This allotment was approved by the special master, subject, however, to the fulfilment of a proposed agreement between the Center and the new company providing for the surrender of claims previously recommended for allowance and the granting of a lease of office space for 12 years in the RKO Building at a rental of $2 per square foot per annum.

The Government Action

(*Continued from page 2*)

cial shortsightedness as to fail to supply pictures which certain "communities" would support.

Speculation inevitably arises on account of this paragraph as to whether the Department of Justice has lent attentive ear to those groups—not communities—which wish to have the entertainment screen perverted from its avowed purposes of entertainment and enlisted in the service of the propagandists who wish to use the medium of great public favor for the propagation of some particular set of notions about social, political and economic reform.

On the surface the paragraph seems to say nothing intelligible. A casual glimpse between the lines makes rather plain that what it is all about is in reality a complaint that there has been no opportunity afforded by the companies concerned to those who wish to have their notions of political, social and economic reform masquerade upon the theatre screen as entertainment.

At this point the Department of Justice seems to have embarked upon an unexpected course in seeking to tell the industry what kind of subject matter it must produce, an objective which enjoys the sanction of the rule in the totalitarian regimes but appears nowhere that we have ever heard of in the laws or the democratic traditions of these United States.

Among the many vitally serious implications of the government's proceeding, several of which must be heartily welcomed as serving eminently constructive purposes, here is one well calculated to create deep concern as to just what influences may be active in the shadowy background of its conception and promotion.

Para's Half Year Profit $1,225,811

Paramount's estimated earnings for the six months ended July 2 are $1,225,811, after inclusion of $1,165,000 representing the company's share of undistributed earnings for the period from partially owned and unconsolidated subsidiaries, according to a statement issued following the monthly meeting yesterday of the directorate.

Earnings for the first six months of 1937 were $3,318,000, exclusive of the company's net interest as a stockholder in undistributed earnings of subsidiaries. This interest, for the first six months of last year, amounted to $980,000, or an aggregate for the period of $4,298,000.

Estimated earnings for the quarter ended July 2, last, are $394,945, which includes $359,000 representing the company's share of undistributed earnings for the quarter of partially owned and unconsolidated subsidiaries. Earnings for the corresponding quarter last year amounted to $1,307,000, exclusive of undistributed earnings aggregating $340,000, or a total for the quarter of $1,647,000.

To Continue Coast Lab

HOLLYWOOD, July 28.—Liquidation of assets of International Cinema, Inc., an independent laboratory, will be held up indefinitely.

Subpoenas in Federal Suit Served Here

(*Continued from page* 1)

out of the city, or members of company boards of directors whose places of business are not those of the several companies' headquarters. Indications are that it will take some time to complete service on all of the defendants. Those served have 20 days in which to file answers to the Government's complaint, but it is believed that most will ask for and obtain an additional 20 days.

The corporate defendants who have been served include Paramount Pictures, Inc., Paramount Pictures Distributing Co., Inc., Paramount News, Inc., Loew's, Inc., Metro-Goldwyn-Mayer Corp., RKO Radio Pictures, Inc., Keith-Albee-Orpheum Corp., Pathe News, Inc., RKO Proctor Corp., RKO Midwest Corp., Warner Bros. Pictures, Inc., Vitagraph, Inc., Warner Bros. Circuit Management Corp., 20th Centurv-Fox Film Corp., Movietonews, Inc., 20th Century-Fox Distributing Corp., National Theatres Corp., Chase National Bank, Columbia Pictures Corp., Columbia Pictures Distributing Co., Inc., Universal Corp., Universal Pictures Co., Inc., Big U Film Exchange, Inc., and United Artists Corp.

Numerous Individuals Served

Among the individual defendants who have been served are, from Paramount, Barney Balaban, Neil F. Agnew, Y. Frank Freeman, John W. Hicks, Jr., Austin Keough, Walter B. Cokell, Stanton Griffis, and several members of the Paramount board of directors. From Loew's, Nicholas M. Schenck, William F. Rodgers, Isidore Frey, Charles C. Moskowitz. From RKO, Leo Spitz, William Mallard, Jules Levy, David Sarnoff, Lunsford P. Yandell, M. H. Aylesworth, Malcolm Kingsberg and Leon Goldberg.

From Warners, Albert Warner, Sam E. Morris, Robert W. Perkins, Joseph Bernhard, Gradwell L. Sears and W. S. McDonald. From 20th Century-Fox, W. C. Michael, Felix Jenkins, Herman G. Place, Truman Talley, Spyros Skouras and Herman Wobber. From Columbia, Harry Cohn, Jack Cohn, A. Schneider, Charles Schwartz, Abe Montague. From Universal, J. Cheever Cowdin, Samuel Machnovitch, N. J. Blumberg, Peyton Gibson, Daniel C. Collins, Budd Rogers and W. A. Scully. From United Artists, George J. Schaefer, Harry D. Buckley, Arthur W. Kelly, Dennis F. O'Brien and Edward C. Raftery.

Plans Another "Topper"

HOLLYWOOD, July 28. — "Topper Takes a Trip," a sequel to the "Topper" of last season, will be produced by Hal Roach on his schedule for the current year. It will follow "There Goes My Heart."

Sonotone Reports Profit

Sonotone Corp., for the six months ended June 30, reports a profit of $101,150 after all charges. This is equal to 12 cents a share on the common stock.

Studios Plan Their Part in 'Ad' Campaign

HOLLYWOOD, July 28. — Plans for Hollywood's end of industry's national advertising and exploitation drive this fall were crystallized today at a meeting of studio publicity men and theatre representatives when a permanent committee was selected, contact officers named and delegation of primary activities set.

The permanent committee of studio and theatre representatives unanimously elected Frank Whitbeck to take charge of and produce the short subject which will be one of the principal features of the general campaign. The short will have as its cast the best known player names. Mr. Whitbeck also will supervise the creation and production of trailers and other film subjects to be required.

Fred Beetson was chosen unanimously to contact and arrange cooperation by the Screen Actors Guild, Screen Writers Guild, screen playwrights and Screen Directors Guild. John LeRoy Johnston, Wanger publicity director, will be in charge of fan magazine publicity.

Rubine Heads Radio

Radio publicity and exploitation will be directed by Irving Rubine of Warners. Cliff Lewis, Paramount studio ad head, will supervise all general exploitation.

The committee also recommended the installation of a coordinating bureau, headed by George Thomas in a capacity similar to that of Paul Gulick in New York. It was also suggested that Joe Shea be engaged to work under Mr. Thomas and be responsible for all pictorial publicity and that Robert Burkhardt also work under Mr. Thomas to prepare and handle news releases. A central office for the Hollywood end of the drive will be chosen where, under Mr. Thomas, the handling, gathering and distribution of feature stories, special stories and editorials written by well known film writers will be done.

The committee, headed by Gabe Yorke, generally approved the plan of personal appearances of players throughout the country but did not detail arrangements. The members of the committee are: Herbert Moulton, Paramount; Howard Benedict, RKO; Frank Seltzer, Roach; Troy Orr, 20th Century-Fox; Dave Lipton, Universal; Robert Taplinger, Warners; Gregory Dickson, Disney; Al Vaughan, Goldwyn; Paul Snell, Principal; Russell Birdwell, Selznick; John LeRoy Johnston, Wanger; Ted Richmond, Grand National; Joe Reddy, Lloyd; Bill Pierce, Jr., Monogram; Walter Compton, Republic; Charles Leonard, U.A.; Ben Wallerstein, Warner Theatres; Jack Gross, RKO Theatres; Thornton Sargent, Fox West Coast; Fred Marshall, Columbia; Howard Strickling and Frank Whitbeck, M-G-M, and Murphy McHenry, Edward Small.

Snow White Pinched

Montreal, July 28.—"Snow White" made a personal appearance in Montreal today, but not in a local theatre. She appeared in Recorders' Court on a charge of loitering.

Recorder Leonce Plante smiled as she appeared before him in his chambers. He asked her full name.

"Snow White Black," was the reply.

Recorder Plante was so amused he suspended sentence.

Name Field Force To Push Ad Drive

A field organization to familiarize exhibitors in every section of the country with the industry plan for a national advertising campaign and business improvement contest, starting Sept. 1, was designated yesterday by George J. Schaefer, campaign director.

The men named by Mr. Schaefer will be regional chairmen of exhibitors' committees which will conduct all of the field work in connection with the campaign, including the organization of regional drives to raise the remaining $175,000 required to complete the financing of the $1,000,000 campaign. The regional drives will solicit contributions from independent exhibitors on the basis of 10 cents per seat.

Name Committee Heads

Those named by Mr. Schaefer to head the regional working committees are M. B. Horowitz, Cleveland; Edwin Silverman, Chicago; R. E. Griffith, Dallas; J. M. Seider, New York; John Danz, Seattle; M. A. Lightman, Memphis, and H. M. Richey, Detroit. As chairmen of regional committees they will designate their own committeemen and organize their territories for the campaign.

Dates for the start and end of the drive, as well as the release dates of pictures to be included in the $250,000 audience prize contest, were not changed as a result of the exhibitor committee's lengthy session Wednesday night. The contest and campaign will begin as originally scheduled, Sept. 1 and end Dec. 31. Releases which will figure in the contest will be those from Aug. 1 to Oct. 31, also as planned originally.

Directors of the drive estimate an increase in box-office grosses nationally of 10 to 20 per cent for the period of the contest. The advertising campaign will include a total of 4,500 lines in every one of the 1,979 daily newspapers in the country.

UMPTO to Aid Campaign

PHILADELPHIA, July 28.—The board of directors of U. M. P. T. O. heard a report today from President Lewen Pizor on yesterday's New York ad campaign discussions. Cooperation was pledged.

Roach Switches Films

HOLLYWOOD, July 18. — "Captain Midnight" will replace "Robbery Under Arms" on Hal Roach's program for United Artists. Margaret Sullavan and Brian Aherne will play the leads and John G. Blystone will direct.

No Romance

Mary Boland, who appears in Paramount films with Charles Ruggles, was highly amused, before sailing on the *Ile de France* yesterday, about reports from the coast that she and Mr. Ruggles were altar-bound.

"See," she wired Mr. Ruggles, "your hot pursuit has made me flee the country."

To reporters she added: "And to think that Charlie is a happily married man!"

Dickinson-Skouras Discuss Overbuying

A complaint on overbuying in the Kansas and western Missouri area has been registered with Spyros Skouras, head of National Theatres, by Glen W. Dickinson, president of the Dickinson circuit of 40 theatres with headquarters in Kansas City.

Mr. Dickinson, who came to New York for the meeting on the industry's promotion drive Wednesday at the Astor, spent an hour with Mr. Skouras and other executives of National Theatres. After the conference he said that he discussed practices of Fox Midwest, which, he claims, are objected to by independents.

The chief complaint concerns overbuying, Mr. Dickinson said, and he charges that Fox Midwest has contracted for more than 100 features a year in excess of its requirements. Mr. Dickinson and Fox Midwest are competitors in a number of towns.

Mr. Dickinson said that in Manhattan, Kan., Commonwealth circuit took over the Wareham on the expiration of the Dickinson circuit's lease. Both Mr. Dickinson and Commonwealth are in the midst of a theatre acquisition race and are strong competitors. Commonwealth has increased its holdings to 38 theatres, from a mere handful a few years ago.

Buell Seeking Midgets

HOLLYWOOD, July 28.—Jed Buell will leave shortly for Europe to seek additional midgets for the series of six pictures he and Sol Lesser will co-produce. Their first effort together, "Terror of Tiny Town," is being dubbed in Spanish, Italian, French and German. A distribution deal is expected to be set this week.

The second of the series will be against a background of a lumber camp. The third will be a sea picture.

Here on Cuban Film Deal

Louis R. Molina, head of the Royal News producing organization in Havana, is here aranging distribution through a major company of "Tam Tam," a two-reel musical depicting the "birth of the rhumba." The film was made in Havana as the first of a contemplated series of 13 two-reel musicals. A screening for the Cuban consul and his staff will be given today at 1600 Broadway.

Gets "U" Accessory Post

PITTSBURGH, July 28.—Carl Miller has been named head of the accessory department at the Universal exchange here. He succeeds Norman Barnett, a brother of the late Al Barnett, who was the Universal manager here at the time of his death two years ago.

◂ Purely Personal ▸

JOSEPH I. BREEN, Production Code administrator, is scheduled to arrive in Hollywood this morning from Philadelphia, where he visited relatives following his recent European vacation.

●

WALTER J. HUTCHINSON, foreign managing director for 20th Century-Fox, will leave today for a South American survey, to be followed by a trip to South Africa.

●

GERTRUDE MERRIAM, associate editor of Managers' Round Table of *Motion Picture Herald,* leaves today, via United Airlines, to vacation in Hollywood.

●

MONTE PROSER, Wanger publicity representative, will leave today for the coast, having completed the "Blockade" and "Algiers" campaigns here.

●

LEOPOLD FRIEDMAN, general counsel for Loew's, is due back today from the coast where depositions were taken in the Loew stockholder suits.

●

LYNN FARNOL, advertising and publicity director for United Artists, is at the studios for conferences with U. A. producers.

●

OSCAR W. EHRHORN, referee in bankruptcy who handled the Orpheum case, will leave on a Caribbean cruise today.

●

LOU POLLOCK, eastern director of advertising and publicity for Universal, will leave for Chicago today

●

ARTHUR A. LEE, G. B. vice-president, will leave Monday on a tour of middle west and far west exchanges.

●

GEORGE L. CARRINGTON, vice-president of Altec Service Corp., is leaving today on a week's vacation.

●

Y. FRANK FREEMAN, Paramount theatre head, will leave today for Atlanta on a brief vacation.

●

NED E. DEPINET arrived in New York yesterday following a brief RKO studio visit.

●

MR. and MRS. JAMES A. FITZPATRICK are due from the coast tomorrow on the Century.

●

CLIFF WORK, Universal studio head, is en route back to the coast.

●

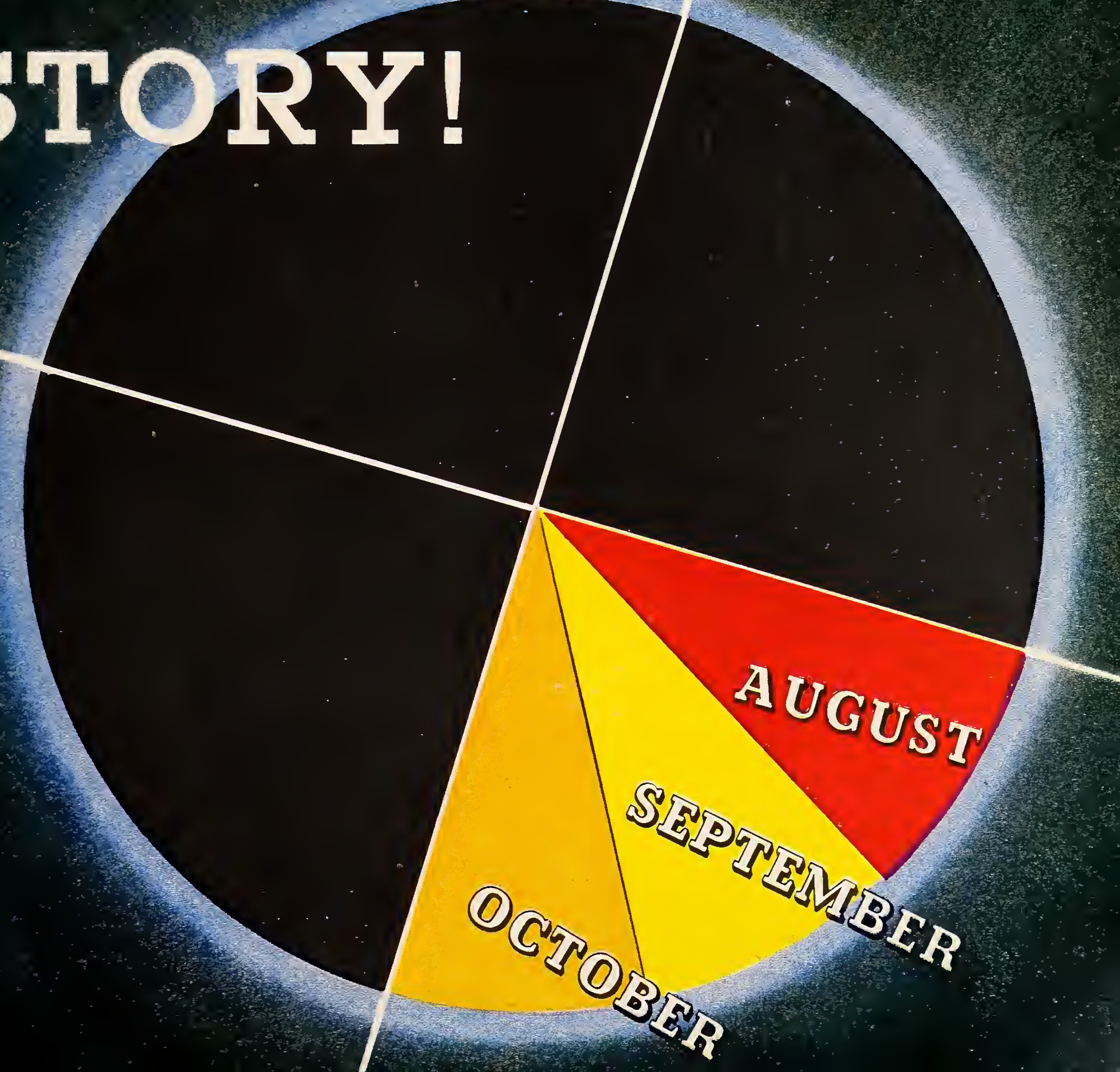
M. LIEBSON will return to Hollywood today via TWA.

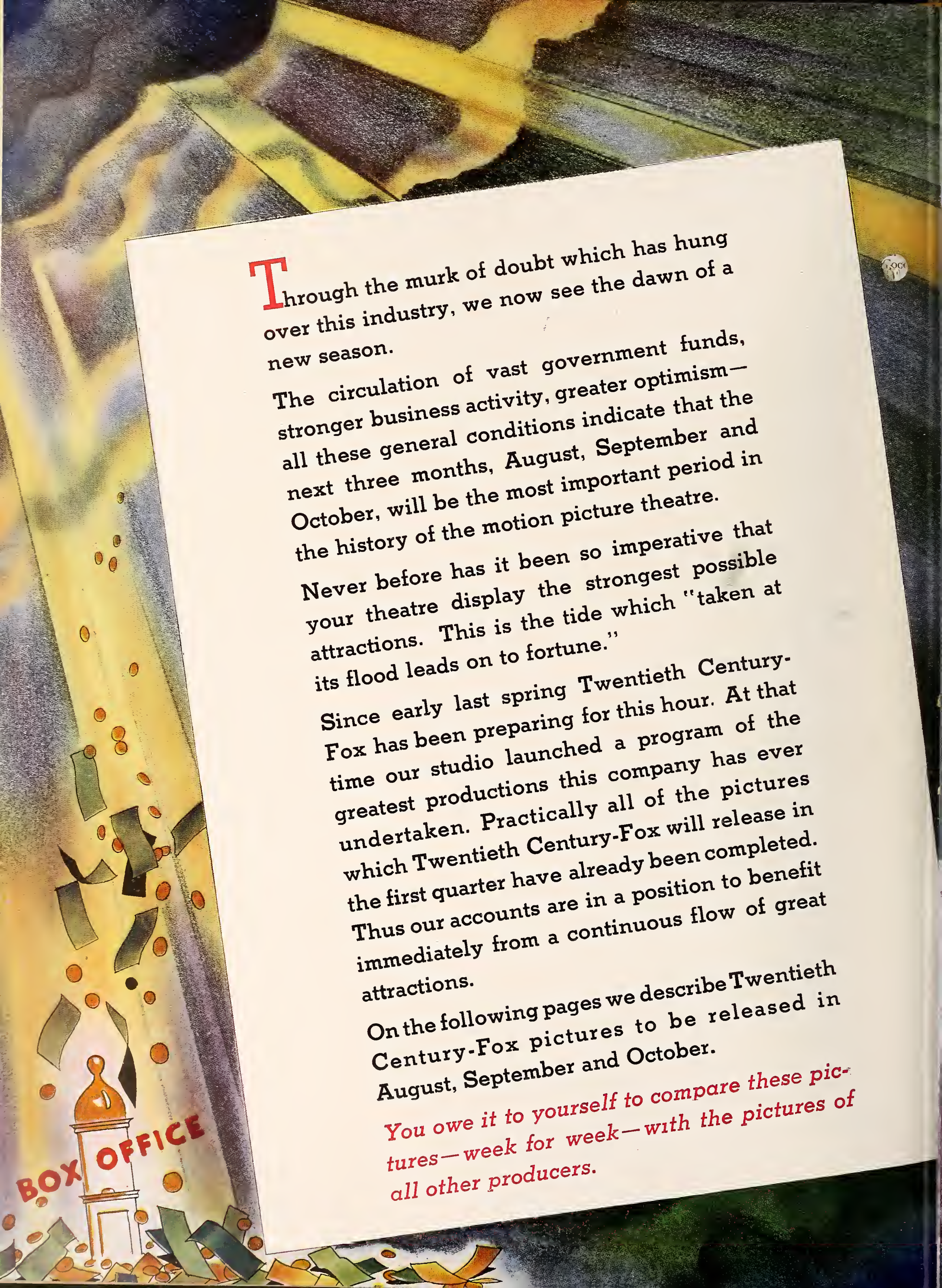
Salute by Decree

Rome, July 28.—The Italian Ministry of Popular Culture today ruled that the Fascist salute must replace the handshake in all future Italian films and stage plays.

Vittorio Mussolini, son of Il Duce, who visited the United States some time ago, is actively concerned in the Government's control of the film industry.

THE MOST IMPORTANT FIRST QUARTER IN YOUR THEATRE'S HISTORY!


AUGUST
SEPTEMBER
OCTOBER



Through the murk of doubt which has hung over this industry, we now see the dawn of a new season.

The circulation of vast government funds, stronger business activity, greater optimism—all these general conditions indicate that the next three months, August, September and October, will be the most important period in the history of the motion picture theatre.

Never before has it been so imperative that your theatre display the strongest possible attractions. This is the tide which "taken at its flood leads on to fortune."

Since early last spring Twentieth Century-Fox has been preparing for this hour. At that time our studio launched a program of the greatest productions this company has ever undertaken. Practically all of the pictures which Twentieth Century-Fox will release in the first quarter have already been completed. Thus our accounts are in a position to benefit immediately from a continuous flow of great attractions.

On the following pages we describe Twentieth Century-Fox pictures to be released in August, September and October.

You owe it to yourself to compare these pictures—week for week—with the pictures of all other producers.

Just feast your eyes on
AUGUST

Irving Berlin's

ALEXANDER'S RAGTIME BAND

AN AMERICAN CAVALCADE

TYRONE **POWER** · ALICE **FAYE** · DON **AMECHE**
and
ETHEL **MERMAN** · JACK **HALEY**
JEAN HERSHOLT · HELEN WESTLEY
JOHN CARRADINE · PAUL HURST
WALLY VERNON · RUTH TERRY
DOUGLAS FOWLEY · CHICK CHANDLER
EDDIE COLLINS · Directed by Henry King

"Alexander's Ragtime Band" has had previewers talking to themselves trying to find words to express its greatness. And why not? . . . with Tyrone Power, Alice Faye and Don Ameche heading the biggest marquee cast 20th ever put on the screen...a love story with terrific sock that traces the years from ragtime to swing...Irving Berlin's greatest hits of the past and two new Hit Parade toppers...Henry King surpassing his matchless direction of "In Old Chicago!" But here we are selling *you!* And every exhibitor in the country has been fighting to get it! *They know!*

This has the two-fisted wallop that today's public goes for! Drama centered around world-famed Ellis Island with Don in one of his best performances. While Arleen will need a truck for her fan mail after this show. Definitely one of your big hits of the year!

DON AMECHE • ARLEEN WHELAN

in

GATEWAY

with Gregory RATOFF • Binnie BARNES
Gilbert ROLAND • Raymond WALBURN
John CARRADINE • Maurice Moscovich
Harry Carey • Marjorie Gateson • Lyle Talbot

Directed by Alfred Werker

Jane is always good news to your boxoffice. But here's the one trade reviews unite in calling her best. The opening 1938-39 step—in line with 20th's bigger plans for this Best Ten star!

JANE WITHERS in

KEEP SMILING

with

GLORIA STUART • HENRY WILCOXON
Helen Westley • Jed Prouty
Douglas Fowley • Robert Allen

Directed by Herbert I. Leeds

"Speed to Burn" is number one in the Adventures in the World of Sports series . . . and what a starter! Everything about it shows that here is a distinctive series to stand right up in entertainment value with 20th's already established series. *Have you seen it yet?*

SPEED TO BURN

with

MICHAEL WHALEN • LYNN BARI
Marvin Stephens • Henry Armetta
Chick Chandler • Sidney Blackmer

Directed by Otto Brower

Now fo

SEPTEMBER

Here's a *month!* Five big-money dates, including three that say it with holdovers!

The one and only Sonja . . . in a zippy story of today's American college youth . . . teamed with the romantic sensation of "Four Men and a Prayer"! We could stop right there, and you'd have a guaranteed smash! But that's not the 20th way! Add nine more top names — including Joan Davis, Cesar Romero, Buddy Ebsen, Arthur Treacher. Plus spectacular skating thrills . . . Gordon & Revel songs. And Roy Del Ruth's direction. *There's a dish for showmen!*

SONJA HENIE

and **RICHARD GREENE**

in

MY LUCKY STAR

with

JOAN DAVIS · **CESAR ROMERO** · **BUDDY EBSEN**

Arthur Treacher · George Barbier · Louise Hovick · Billy Gilbert · Patricia Wilder

Paul Hurst · Directed by Roy Del Ruth

Here's a title with *stuff!* And a football comedy from 20th means the kind of showmanship that made "Pigskin Parade" and "Life Begins in College" boxoffice standouts! Now glimpse the touchdown-a-minute cast: John Barrymore, George Murphy, Marjorie Weaver, Jack Haley, Joan Davis head the line-up. Isn't it too bad football season is so far off?

HOLD THAT CO-ED

with

John **BARRYMORE** · George **MURPHY**

Marjorie **WEAVER** · Jack **HALEY**

Joan **DAVIS** · Ruth Terry · Johnny Downs

Elaine Barrie · Paul Hurst · Billy Benedict

Paul McVey · Donald Meek · Directed by George Marshall

The great untold story of the World War . . . and the most colorful . . . aimed by Darryl F. Zanuck for record grosses everywhere! Big in everything . . . from its extraordinary (*and timely*) theme, its unusual and spectacular naval battle scenes, to its emotional scope and power! John Ford . . . director of "The Hurricane" and a host of other hits . . . double-insures its boxoffice stature!

SPLINTER FLEET

(Tentative Title)

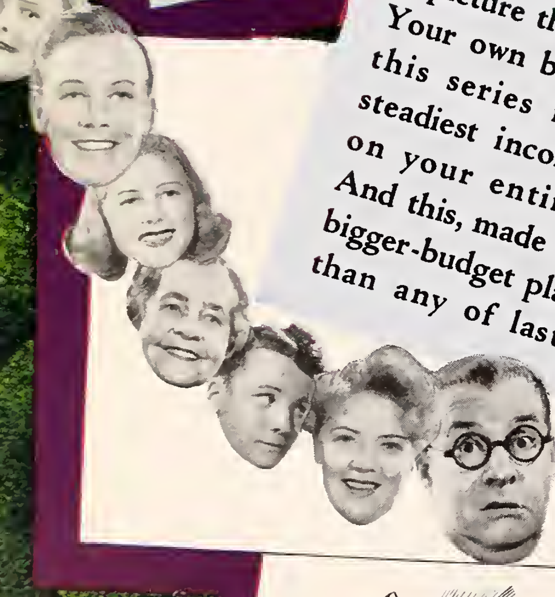
with

Richard GREENE and **Nancy KELLY**

Slim Summerville · George Bancroft
Douglas Fowley · John Carradine · Robert
Lowery · Ward Bond · Warren Hymer
Joan Valerie · Preston Foster

Directed by John Ford

A picture that sells on sight. Your own books show that this series is one of the steadiest income-producers on your entire program. And this, made on the new, bigger-budget plan, is better than any of last season's.



THE JONES FAMILY

in

SAFETY IN NUMBERS

with

Jed Prouty · Shirley Deane · Spring
Byington · Russell Gleason
Ken Howell · George Ernest
June Carlson · Florence Roberts
Billy Mahan and Henry Kolker
Joan Valerie · Marvin Stephens

Directed by Malcolm St. Clair

First of the Roving Reporter series . . . and a bell-ringer! A cast of troupers that makes every minute hum with drama. A sockeroo murder-mystery plot that out-guesses audiences at every turn!

THE ROVING REPORTERS in

TIME OUT FOR MURDER

with

GLORIA STUART · MICHAEL WHALEN

Douglas Fowley · Robert Kellard · Chick Chandler · Jane
Darwell · Jean Rogers · Directed by H. Bruce Humberst

and
OCTOBER
Another month
with nothing but
glad tidings!

The boys do their stuff as never before—with a knockout cast including Richard Arlen, Ethel Merman, Phyllis Brooks. The kind of yarn only Damon Runyon could write . . . screwiness blended with heart interest. And David Butler directs it! So call out those reserve ushers . . . you'll need 'em!

The Ritz Brothers in Damon Runyon's
STRAIGHT, PLACE AND SHOW
with
Richard ARLEN · Phyllis BROOKS
Ethel MERMAN · Sidney BLACKMER · George BARBIER
Based on a story by Damon Runyon and Irving Caesar Directed by David Butler

Meet the Girls" starts off the Big Town Girls series. A show that packs the kick of a cocktail for every woman. And are June Lang and Lynn Bari going to surprise you as The Girls!

BIG TOWN GIRLS in
MEET THE GIRLS
with JUNE LANG and LYNN BARI and Robert Allen · Wally Vernon · Erik Rhodes · Ruth Donnelly · Gene Lockhart · Constantine Romanoff · Jack Norton · Emmett Vogan · Paul McVey
Directed by Eugene Forde

PETER LORRE in
MYSTERIOUS MR. MOTO
with
MARY MAGUIRE · HENRY WILCOXON
ERIK RHODES · HAROLD HUBER
Directed by Norman Foster

Darryl F. Zanuck's showmanship is *at its absolute peak* in this — the biggest, most important, most expensive production 20th Century-Fox *ever* made! A tremendous theme...timely as a front-page. And a great heart story . . . plus matchless sweep, color, spectacle . . . all of these elements headed by a cast including Tyrone Power, Loretta Young, Annabella . . . and thousands of others!

SUEZ

with

TYRONE **POWER** · LORETTA **YOUNG** · **ANNABELLA**

J. EDWARD BROMBERG · JOSEPH SCHILDKRAUT
HENRY STEPHENSON · SIDNEY BLACKMER
MAURICE MOSCOVICH · NIGEL BRUCE · MILES MANDER · RAFAELA OTTIANO · LEON AMES

Directed by Allan Dwan

20th Century Fox

Darryl F. Zanuck
in Charge of Production

Short Subjects

"Music with a Smile"

(*Vitaphone*)

There is an earnest attempt evident here on the part of "Happy" Felton and his orchestra, "The Three Reasons" and Bob Robinson and Virginia Martin to deliver 10 minutes of snappy entertainment in this "Melody Master." Several familiar numbers are [illegible]ed in good style by the band and [illegible] specialties are well done. Not quite up to the standard of the series. Running time, 10 mins. "G."

"Fistic Fun"

(*Columbia*)

As the title indicates this deals with the manly art. The various clips show how it is done in the Naval Academy, by youngsters, women, the French la savate and finally a slugfest by a number of Golden Glovers. There's a sock in every scene and the film should find an interested audience. Running time, 9½ mins. "G."

"Popular Science J7-6"

(*Paramount*)

From modern advances in the kitchen this number rambles around engrossingly to the up-to-date methods employed by Texas Rangers in apprehending cattle rustlers. A number of other items involving the application of scientific ingenuity to popular pursuits round out the reel. Running time, 11 mins. "G."

"The Cheese Nappers"

(*Universal*)

Public Rat Number 1 decides to rob a supply of cheese. He enlists the aid of Baby Face Rat. A lot of excitement and entertaining action follows with the former winding up in jail. Good fun. Running time, 7⅓ mins. "G."

"Horseshoes"

(*Rice-Paramount*)

Ted Allen, number one horseshoe thrower, does his stuff here against a dude ranch setting with appropriate stunts, while Ted Husing gives vent to aws and ahs on the sound track. Needless to say the film is another in the excellent sport series. Running time, 10 mins. "G."

"City Slicker"

(*Mintz-Columbia*)

A city youngster descends on his cousin's farm in this cartoon and there follows a series of gags depicting the pair's efforts to outwit each other in the field of wit and horseplay. The action is comical and draws laughs easily. Running time, 6 mins. "G."

"Vitaphone Pictorial Revue No. 11"

(*Vitaphone*)

The manufacture of bakelite articles, greyhound racing and the distilling of perfumes comprise this issue. It holds attention. Running time, 11 mins. "G."

Para. Signs Sandrich

Hollywood, July 28.—Mark Sandrich, RKO director, has signed a one-picture deal with Paramount. He will do "Man About Town" featuring Jack Benny.

Hollywood Previews

"Give Me a Sailor"

(*Paramount*)

Hollywood, July 28.—A Cinderella story, with the kitchen drudge becoming the princess, is always well received, but when Martha Raye, whom film audiences have come to regard as one of the prime favorites of hoydenism, is the cocoon which metamorphoses into beauty, the results are—well, as Miss Raye would say, "Oh, Boy!" That is the motivating idea behind Paramount's "Give Me a Sailor," which teams Martha Raye with Bob Hope, and has supporting them Betty Grable, Jack Whiting, Clarence Kolb, J. C. Nugent, Bonnie Jean Churchill and Nana Bryant.

A comedy with music, "Give Me a Sailor" is an ocean of laughs based on dialogue and situation and augurs well for the continuation, as Paramount recently announced, of Miss Raye and Hope as a team. Elliott Nugent directed the screenplay of Doris Anderson and Frank Butler, based on a play by Anne Nichols. Paul Jones draws his first screen credit as associate producer. Jeff Lazarus is the executive producer.

Hope is in love with Miss Grable, beautiful sister of Miss Raye, to whom falls the household tasks of a motherless family. Miss Grable is in love with Whiting, and so is Miss Raye. Failing in attempts at glamour, Miss Raye is disconsolate until a photograph of her legs, taken by a relative who was supposed to have taken a picture of her with a cake, wins a "legs beautiful" contest. When everyone is about to marry the person he or she thinks he or she loves, discoveries that switches should be made contribute a hilarious climax.

Exploitation of the picture naturally finds the idea of publicizing Miss Raye in her first "glamour" role as the most salutary of procedures to follow. For various localities where houses cater to service men, there is the navy angle, but this is not given too much prominence in the picture.

There are three songs—"What Goes on Here (In My Heart)," "The U. S. A. and You" and "A Little Kiss at Twilight," all written by Ralph Rainger and Leo Robin. Running time, 80 minutes. "G."

Vance King

"Garden of the Moon"

(*Warners*)

Hollywood, July 28.—About nine out of every 10 filmusicals turned out by Warners since that studio pioneered the field a decade back have possessed in prosperous abundance a vital quality variously known, for lack of dictionary words to fit it, as zing, sock, swat and etc. The thing seems to derive from a singularly inspired matching of pace, rhythm, story and score, or perhaps essentially from simple, rare know-how. This filmusical possess this quality in extraordinary degree. It is the most completely successful application of swing principles to screen technique thus far accomplished.

The screenplay by Jerry Wald and Richard Macauly from a story by H. Bedford Jones and Barton Browne is about a swing band, a swing parlor and its hard-swinging manager. The picture, produced by Lou Edelman and directed by Busby Berkeley, opens in brisker tempo than most musicals close in and never misses a beat. The music by Harry Warren, Al Dubin and Johnny Mercer includes no single soft number and the performance of it by Joe Venuti and other name bandsmen making up the orchestra headed by John Payne, a romantic lead sure to go far in films, is of a sort to send jitterbugs into the aisles instanter.

Pat O'Brien plays the night club proprietor in memorable manner. Margaret Lindsay is a convincing press agent who falls in love with Payne. Melville Cooper, Curt Bois, Granville Bates and Edward McWade make sterling contributions to the comedy department. Jimmy Fidler acts himself.

The dialogue is pointed, pithy and timely as a newscast. Situations are fresh and complications never overstep plausibility. The place is Los Angeles, the time is now, and what happens not only could but has and will again. Running time, 90 minutes. "G."

William R. Weaver

Drop McLeod Sentence

Mobile, Ala., July 28.—The sentence of Roye McLeod, former theatre manager, to a year-and-a-day in Federal prison for extortion, was suspended by Judge John McDuffie of United States district court. Judge McDuffie put McLeod, who wrote a threatening letter to E. V. Richards, circuit head, under probation for four years.

Heads Union in Canada

Toronto, July 28.—O. Elliott, formerly inspector of theatres in the Provincial Treasury Department and a projectionist in recent years, has been elected president of the Canadian Moving Picture Operators' Union in succession to H. J. McCallum of Toronto. The organization is a company union identified with Hanson Theatres Corp. and Associated Theatres, Ltd.

Variety Club

Cincinnati

Cincinnati, July 28. — Red Devaney of the local M-G-M office has been enrolled as a resident member. Barkers accepted in the non-resident classification are: J. C. Newbold and E. L. Keesling of the Newbold circuit, Branville, W. Va.; Jack Frisch, Washington Theatre, Maysville, Ky., and Bud Silverman of the Schine circuit, Bellefontaine, O.

Tent No. 3 is preparing a stunt to raise $25,000 to purchase iron lungs and other equipment for unendowed hospitals. Billy Bein is chairman, with John Allen and Andy Neidenthal as assistants.

Joe Goetz, skipper of the RKO Paramount, has returned from a vacation in Florida, where his family has been for several months.

Omaha

Omaha, July 28.—Sol J. Francis, president of American Distributing Corp., has been elevated from second to first assistant chief barker of Omaha Variety Club. He succeeds Evert R. Cummings, Tri-States district manager, who resigned.

Ted Mendenhall is the new second assistant and chairman of the house committee.

Pittsburgh

Pittsburgh, July 28. — The weekly Friday Family Nights have been discontinued for the remainder of the summer. Most of Film Row was down at the club helping C. C. Kellenberg of 20th-Fox celebrate his 40th birthday. Larry Katz received word from the boys' camp near White Sulphur Springs where his son is spending the summer that the nine-year-old lad broke his arm in a fall from a horse.

Harry Kalmine and Art Levy are spending practically all of their weekends in Atlantic City, where the families are living this summer. The latest resident members are Ben Steerman and Sid Jacobs, both of Warners.

Plan Dallas Opening

Dallas, July 28.—Another Texas Premier, this time the new Hopalong Cassidy Picture, together with personal appearances of Bill Boyd and Jane Clayton, is scheduled for August 6 at El Paso. Miss Clayton's home is at El Paso. As a further stimulant, Boyd will present a $200 saddle to the best dressed boy cowboy attending the shows.

Griffin Buys Theatre

Cullman, Ala., July 28.—Bill Griffin, manager of the Cullman and Strand Theatres here, has closed the Strand and has purchased the Lyric from the McMinn interests. The Lyric will be remodeled. Mr. Griffin is well known in association activities in the southeast.

Set "Son of Sheik" Deal

Artcinema Associates, Inc., has sold the distribution rights for the United Kingdom on "Son of the Sheik" to General Film Distributors, London. The film will open at the Leicester Square on Friday.

"Seven Seas" Dual Frisco's Top, $15,500

SAN FRANCISCO, July 28.—"Port of Seven Seas," on a dual with "We're Going to Be Rich," gave the Paramount $15,500, top figure among the downtown houses and above par by $2,500.

"Birth of a Baby" and "Sons of the Plains" lifted the Orpheum slightly above normal with $8,600. It was held for a second week.

Total first run business was $68,000. Average is $82,800.

Estimated takings:

Week Ending July 19:

"SKY GIANT" (RKO)
GOLDEN GATE—(2,850), 35c-40c-55c, 7 days. Stage: vaudeville. **Gross:** $14,500. (Average, $16,000)

"I COVER THE WATERFRONT" (U. A.)
"COUNT OF MONTE CRISTO" (U. A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-55c-65c, 5 days. **Gross:** $3,500. (Average, $7,000)

Week Ending July 20:

"PORT OF SEVEN SEAS" (M-G-M)
"WE'RE GOING TO BE RICH" (20th-Fox)
PARAMOUNT—(2,740), 15c-35c-40c-55c-75c, 7 days. **Gross:** $15,000. (Average, $13,000)

"COWBOY FROM BROOKLYN" (W. B.)
"WOMAN AGAINST WOMAN" (M-G-M)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. **Gross:** $14,500. (Average, $17,000)

"BIRTH OF A BABY" (G. N.)
"SONS OF THE PLAINS" (W. B.)
ORPHEUM—(2,440), 15c-35c-40c-55c, 7 days. **Gross:** $8,600. (Average, $8,500)

"SHOPWORN ANGEL" (M-G-M)
"MR. MOTO TAKES A CHANCE" (20th-Fox)
ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c, 7 days, 2nd week (moved over from Paramount). **Gross:** $4,000. (Average, $7,000)

Week Ending July 21:

"ALWAYS GOODBYE" (20th-Fox)
"PRISON FARM" (Para.)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days, 2nd week. **Gross:** $6,500. (Average, $13,000).

Week Ending July 22:

"STORM IN A TEACUP" (U. A.)
CLAY—(400), 15c-35c-40c, 7 days. **Gross:** $900. (Average, $1,300)

"Rage of Paris" Is Fair Buffalo Draw

BUFFALO, July 28.—First runs failed again to show even the first cousin of an average figure. The Lafayette contributed the best comparative take with "The Rage of Paris," which captured $5,300. Par is $6,300.

A winning ball club and a jam of summer stock companies add plenty of managerial worries.

Total first run business was $38,600. Average is $30,200.

Estimated takings for the week ending July 23:

"SHOPWORN ANGEL" (M-G-M)
BUFFALO—(3,000), 30c-55c, 7 days. **Gross:** $10,200. (Average, $12,000)

"COWBOY FROM BROOKLYN" (W. B.)
GREAT LAKES—(3,000), 30c-50c, 7 days. **Gross:** $5,300. (Average, $7,500)

"FAST COMPANY" (M-G-M)
"LITTLE MISS THOROUGHBRED" (W. B.)
HIPPODROME—(2,500), 25c-40c, 7 days. **Gross:** $4,600. (Average, $6,800)

"MEN ARE SUCH FOOLS" (W. B.)
"ACCIDENTS WILL HAPPEN" (W. B.)
CENTURY—(3,000), 25c, 7 days. **Gross:** $4,800. (Average, $6,000)

"RAGE OF PARIS" (Univ.)
LAFAYETTE—(3,300), 25c, 7 days. **Gross:** $5,300. (Average, $6,300)

McGee Takes Theatre

BOSTON, July 24.—Pat McGee and Roy Heffner have leased the Victory in Lowell.

"Blind Mice" Gets $7,000, Montreal

MONTREAL, July 28.—"Three Blind Mice" recorded the highest gross of the year, $7,000, at the Palace. Average is $11,000.

"Lord Jeff," first feature of two at the Capitol, accounted for $5,500 for the seven days, against all-year average of $9,500, while "Crime School," on a double bill, brought $4,500 to the Princess, compared with $7,000 average.

Total first run business was $20,000. Average is $32,500.

Estimated takings for the week ending July 23:

"LORD JEFF" (M-G-M)
"FLIGHT INTO NOWHERE" (Col.)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $5,500. (Average, $9,500)

"BARONESS AND THE BUTLER" (20th-Fox)
"RASCALS" (20th-Fox)
ORPHEUM—(919), 25c-35c-50c, 7 days, 2nd week. **Gross:** $3,000. (Average, $5,000) First week: $4,500.

"THREE BLIND MICE" (20th-Fox)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. **Gross:** $7,000. (Average, $11,000)

"CRIME SCHOOL" (W. B.)
"MEN ARE SUCH FOOLS" (W. B.)
PRINCESS—(2,272), 25c-35c-50c-65c, 7 days. **Gross:** $4,500. (Average, $7,000)

"Goodbye" and Harris Crack K.C. Records

KANSAS CITY, July 28.—"Always Goodbye" and Phil Harris' orchestra set a new house record at the Fox Tower, $17,200. in seven days. This was $10,200 over the line. The picture was moved to the Uptown.

The RKO Mainstreet closed Thursday after doing $5,100, $2,900 under the mark, with its last program, "When Were You Born?" and "Romance of the Limberlost."

Total first run business was $41,200. Average is $37,500.

Estimated takings:

Week Ending July 20:

"ALWAYS GOODBYE" (20th-Fox)
FOX TOWER—(2,200), 25c-35c-50c, 7 days. Stage: Phil Harris & His Orchestra, featuring Ruth Robin; also Ruth & Billy Ambrose, and Paul Regan. **Gross:** $17,200. (Average, $7,000)

Week Ending July 21:

"WHEN WERE YOU BORN?" (W. B.)
"ROMANCE OF THE LIMBERLOST" (Monogram)
MAINSTREET—(3,100), 25c-40c, 7 days. **Gross:** $5,100. (Average, $8,000)

"BLOCKADE" (U. A.)
"REFORMATORY" (Col.)
MIDLAND—(4,000), 25c-40c, 7 days. **Gross:** $9,100. (Average, $11,500)

"COWBOY FROM BROOKLYN" (W. B.)
NEWMAN—(1,900), 25c-40c, 7 days. **Gross:** $6,800. (Average, $7,000)

"THREE COMRADES" (M-G-M)
UPTOWN—(2,000), 25c-40c, 7 days, 2nd K.C. week. **Gross:** $3,000. (Average, $4,000)

Test Out "School Night"

CINCINNATI, July 28.—A new business stimulator for theatres, to be known as "School Night," has been developed by the Meade Enterprises here. Patrons are given numbered "grade cards" as they enter the lobby. The "professor" on the stage selects his "pupils" by calling the numbers on the cards. As each person is called, he is required to rise and answer a local question put to him in abstract form. The answers are graded on the "right" or "wrong" basis.

"Goodbye," Duchin Indianapolis Wow

INDIANAPOLIS, July 28. — "Always Goodbye" on the screen and Eddy Duchin and his orchestra on the stage stood out in a quiet week like a cement silo in the moonlight as the Lyric tallied $15,100, over the line by $7,100. Duchin's show set the house attendance record a year ago and this year's business was but $500 below that.

Weather was warm. There was no competition worth mention.

Total first run business was $27,100. Average is $22,500.

Estimated takings for the week ending July 15:

"THREE BLIND MICE" (20th-Fox)
"MR. MOTO TAKES A CHANCE" (20th-Fox)
APOLLO—(1,100), 25c-40c, 7 days, return engagement. **Gross:** $2,500. (Average, $3,000)

"TROPIC HOLIDAY" (Para.)
"GANGS OF NEW YORK" (Republic)
CIRCLE—(2,800), 25c-40c, 7 days. **Gross:** $4,200. (Average, $4,500)

"SHOPWORN ANGEL" (M-G-M)
"TO THE VICTOR" (G.B.)
LOEW'S—(2,800), 25c-40c, 7 days. **Gross:** $5,300. (Average, $7,000)

"ALWAYS GOODBYE" (20th-Fox)
LYRIC—(2,000), 25c-40c, 7 days. Stage: Eddy Duchin and his orchestra, plus revue. **Gross:** $15,100. (Average, $8,000)

"Goodbye" Is Fair in Lull At Washington

WASHINGTON, July 28. — Loew's Capitol showed the way last week with a take of $18,000, only $75 under par, with the showing of "Always Goodbye."

"Tropic Holiday" at the Earle took runnerup position, hitting $15,000, $2,000 under average.

Total first run business was $52,000. Average is $66,580.

Estimated takings exclusive of tax:

Week Ending July 20:

"ALWAYS GOODBYE" (20th-Fox)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Johnny Perkins, Ruth Petty, Diane Christenberry, Bob King and the Titan trio. **Gross:** $18,000. (Average, $18,075)

"TROPIC HOLIDAY" (W. B.)
EARLE—(2,218), 25c-66c, 7 days. Stage: Minnevitch's Original Harmonica Rascals, Larry Blake, Marion Daniels and Maysy and Brach. **Gross:** $15,000. (Average, $17,000)

"SHOPWORN ANGEL" (M-G-M)
LOEW'S PALACE—(2,370), 25c-55c, 7 days, 2nd week. **Gross:** $7,000. (Average, $12,650)

"HAVING A WONDERFUL TIME" (RKO)
6 days, second week)
"LITTLE TOUGH GUY" (Univ.)
(1 day)
RKO-KEITH'S—(1,836), 25c-40c, 7 days. **Gross:** $6,000. (Average, $10,000)

"THE SHEIK" (Para.)
(Reissue)
LEOW'S COLUMBIA—(1,243), 25c-40c, 7 days. **Gross:** $3,000. (Average, $4,325)

"WHEN WERE YOU BORN?" (W. B.)
METROPOLITAN—(1,591), 25c-40c, 7 days. **Gross:** $3,000. (Average, $4,450)

Plans New Kansas House

KANSAS CITY, July 28.—George S. Welling, lumberman, is building a 350-seat theatre at Natoma, Kan., to open about Sept. 25. Dubinsky Brothers have opened the Hollywood, new $150,000 house, in Leavenworth, Kan. E. Van Hyning is remodeling the Ritz at Parsons, Kan. The Fox Downtown here is closed for repairs.

"Having Time" High in Dull Boston Week

BOSTON, July 28.—"Having Wonderful Time" and "Wives Under Suspicion" held over for a second week at the RKO Memorial and topped the town with a take of $8,000. Average is $13,000.

"Shopworn Angel" and "Man's Castle" also held up well for a second week at Loew's Orpheum and Loew's State. The dual grossed $10,000 at the Orpheum and $8,000 at the State.

Total first run business was $40,500. Average is $59,500.

Estimated takings for the week ending July 22:

"MEN ARE SUCH FOOLS" (W. B.)
"WHEN WERE YOU BORN?" (W. B.)
FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $3,000. (Average, $4,500)

"SHOPWORN ANGEL" (M-G-M)
"MAN'S CASTLE" (Col.)
LOEW'S ORPHEUM—(2,970), 25c-35c-40c-55c, 7 days. **Gross:** $9,000. (Average, $12,000)

"SHOPWORN ANGEL" (M-G-M)
"MAN'S CASTLE" (Col.)
LOEW'S STATE—(3,537), 25c-30c-40c-55c, 7 days. **Gross:** $7,500. (Average, $11,000)

"COWBOY FROM BROOKLYN" (W. B.)
"MY BILL" (F. N.)
METROPOLITAN—(4,332), 25c-35c-55c, 7 days. **Gross:** $8,000. (Average, $11,000)

"MEN ARE SUCH FOOLS" (W. B.)
"WHEN WERE YOU BORN?" (W. B.)
PARAMOUNT—(1,793), 30c-40c-55c, 7 days. **Gross:** $5,000. (Average, $8,000)

"HAVING WONDERFUL TIME" (RKO)
"WIVES UNDER SUSPICION" (Univ.)
RKO MEMORIAL—(2,907), 30c-55c-65c, 7 days. **Gross:** $8,000. (Average, $13,000)

Remodeled 23rd St. Theatre "Previewed"

A "preview" of the New 23rd St., on the site of the old Grand Opera House, at 23rd St. and 8th Ave., was held yesterday for the press, with a number of RKO executives attending.

The interior of the structure has been rebuilt at a cost of about $250,000, according to Thomas W. Lamb, the architect. The theatre, which will seat approximately 2,000, will be opened Aug. 4 with a double feature policy and will be an RKO neighborhood first run.

The Grand Opera House, opened in 1869 as Pike's Opera House, was later taken over by Jim Fiske and Jay Gould. It survived seven changes of management until it was taken over by RKO for the present theatre.

The opening bill will be "Having Wonderful Time" and "Sky Giant," to continue on a double policy without any box-office stimulants, at least for the time being.

The old 23rd St. Theatre, between 6th and 7th Aves., which RKO operated until it took over the Grand Opera House, is closed and will be reopened after Labor Day by Consolidated Amusements.

Among RKO executives attending the "preview" were Major L. E. Thompson, John J. O'Connor, Fred Meyers, Max Fellerman, William England, Dave Canavan, Milton Mayer, H. R. Emde, Leon Goldberg, Malcolm Kingsberg, Jack Farmer and Rutgers Neilson. Thomas W. Lamb, architect, was on hand to explain the changes. Also present were Jack Pegler and Herman Wintrich of Lord & Thomas, advertisng agency; Harry Mandel, Blanche Livingston, Peggy Foldes, Eddie Sniderman and John Cassidy, all of RKO.

See No Quick Move On Extras' Ruling

WASHINGTON, July 28.—Labor Department officials today saw little chance that Pat Casey, producers' labor representative, could get a decision next year as to whether Hollywood extras come under the new wage-hour act, which goes into effect Oct. 24.

El[illegible] F. Andrews, recently appoi[illegible] administrator of the labor standards act, is not expected to enter upon his duties until Aug. 1, and his first task will be the creation of a staff, which will require some time.

Case One of Many

The case of the film extras is only one of hundreds which will come before the administrator for decision. Preliminary surveys have indicated that practically every industry and trade coming under the law contains establishments or classes of workers which were not clearly defined in the act itself.

In view of the magnitude of the task of classifying these "border-line" operations, it is believed that several months will be required for the issuance of decisions covering all such cases. To a considerable extent, the administration of the new law is expected to follow the precedents set by the Internal Revenue Bureau in its opinions classifying employes of various types under the Social Security Act.

Dismisses Suit Appeal

Federal Judge Henry W. Goddard yesterday at the request of the attorneys representing Casino Productions, Inc., and Yermie Stern, plaintiffs in a $500,000 libel suit against Warners, dismissed the appeal by the plaintiffs from a jury verdict awarding them 6 cents damages.

"Algiers" Holding Over

"Algiers," Walter Wanger's latest for United Artists, is going into its fourth week at San Francisco, its third in the New York Music Hall and its third in Los Angeles.

Wall Street

Kodak Leads Gains on Board

	Open	High	Low	Close	Net Change
Col.	14	14	14	14	.....
Cons.	1½	1½	1½	1½	.....
Cons. pfd.	7½	7½	7½	7½	— ½
E. K.	177½	178½	177½	178½	+2
E. K. pfd.	169	169	169	169	—1
G. T. E.	14⅞	15⅜	14⅞	15⅜	+ ⅜
Loew	48⅝	49⅞	48⅝	49⅞	+1¼
Para.	10½	10⅞	10½	10⅞	+ ¼
Para. 2	10½	10⅞	10½	10⅞	+ ½
Pathe	9	10	9	10	+ ¾
RKO	3	3	2⅞	2⅞	.....
20th Fox	24⅛	24⅞	24⅛	24⅞	+ ⅝
W. B.	6⅜	6¾	6⅜	6⅝	+ ⅛

Curb Issues Rise

	Open	High	Low	Close	Net Change
G. N.	½	½	½	½	.....
Sonotone	1¾	1¾	1⅝	1⅝	.....
Tech.	23	24⅝	23	24⅝	+1⅜
Trans-Lux	2⅜	2⅜	2⅜	2⅜	+ ⅛
Univ. Corp.	2¾	2¾	2¾	2¾	.....

RKO Bonds Up 3¼ Points

	High	Low	Close	Net Change
Loew 3½s '46	99¼	99¼	99¼	.....
Para. Pict. '4	82	82	82	— ½
RKO 6s '41	75¼	74	75¼	+ 3¼
W. B. 6s '39	75	74¼	74½	— ½

(Quotations at close of July 28)

The Newsreel Parade

The suicide leap of John Warde from the 17th floor of the Hotel Gotham, Japanese bombing of Hankow and floods in Texas and Japan feature the midweek issue of the newsreels.

The tables of contents of the reels follows:

Movietone News: Bombing of Hankow. Floods in Kobe, Japan and Texas. Test new airplane at Dayton. Showgirls vacation at La Junta, Cal., farm. Climbers scale Lasqually Glacier on Mt. Rainier. Lew Lehr on the subject of really American inventions. Opening race at Saratoga.

News of the Day: Suicide leap. Bombing of Hankow. Floods in Japan. Future governor of Texas, Wilbert Lee O'Daniel. Opening race at Saratoga. Fashions.

Paramount: "Bike" boating on Hudson River. Hankow air raid. Future Governor of Texas, O'Daniel. Aerial mail boxes in Downey, Cal. Paul Chotteau swimming Pacific from Santa Barbara Island to mainland. Future Russian aviators take parachute instruction. New Mexico Indians occupy new roadless lands to avoid tourists. Indian hospital is dedicated at Fort Defence, Ariz. Suicide leap. Swansea, Mass., man who spent lifetime with wild animals honored as America's "Saint Anthony."

RKO Pathe News: Bombing of Hankow. Union runs coal mine in Hazleton, Pa. Suicide leap. Indian rodeo in Arizona. Ocean swim. Fashions in furs. Bastille Day military parade in Paris.

Universal: Suicide jump. Flood in Texas. Air raid in Hankow. England tests new military "mystery" plane. Contest for most kissable lips in Seattle. Ocean swim. Gabby Hartnett begins new job with Chicago Cubs. Cars blessed by priest in Baldwin, L. I., in observance of St. Christopher's anniversary. Fred Snite, Jr., infantile paralysis victim, attends Arlington races in special trailer. Opening race at Saratoga.

ABP Year's Proft Rises to £1,302,777

By AUBREY FLANAGAN

LONDON, July 28.—Associated British Pictures Corp., headed by John Maxwell, today reported profit for the year of £1,302,777, and declared a final dividend for the year of 20 per cent on the ordinary shares. The profit represents an increase over last year's profit of £36,948.

The net profit, after mortgage interest, various taxes and other charges, was reported at £747,864. Plus last year's balance the new total balance is listed at £841,210. Less preference and interim dividends the balance now available is given at £629,335. A total of £200,000 has gone into the depreciation reserve, £200,000 in the general reserve and £145,000 for the payment of the final dividend. The balance carried forward amounted to £84,335.

David E. Rose Sails To Take English Job

David E. Rose, in charge of Paramount's British production, sailed yesterday on the *Ile de France*, to take over that activity. He said this is his 18th crossing in four and a half years.

He confirmed that Paramount will have no production of its own this year, but will arrange for production for the quota year beginning next April 1.

The company has acquired three films in England and plans to add two or three more for this year's quota requirements, although the plans are flexible. Mr. Rose said his return here is indefinite.

Plan Film Fair in London Next April

LONDON, July 28.—Plans are being completed for a world film fair to be held here at the Olympia for three weeks in April of next year. The promoters, backed by Philip Hill & Partners, are guaranteeing a minimum of £5,000 to the film industry benevolent fund, and are seeking the collaboration of leading industry personalities.

The fair will include a replica of a production plant, film tests, theatre, educational and technical sections, as well as the appearance of stars, beauty competitions and events of a similar character.

Warner Booker Meet Opens Here Saturday

The fourth and final Warner regional meeting for bookers and ad salesmen will be held tomorrow and Sunday at the Warwick Hotel. Representatives of the company's eastern and Canadian branches will attend the sessions.

A. W. Schwalberg, exchange supervisor, will preside. He will be assisted by Stanley Hatch, advertising accessories sales manager, and I. F. Dodd, aasistant to Norman H. Moray of the Vitaphone sales division.

The bookers and salesmen who will attend the meetings are: Albany—F. R. Powers, J. Moore and H. Arenove. Boston—Eli Leavitt, E. Feltman, L. Griffin, J. Callahan, W. Gates and J. Walton. Buffalo—Miss R. Rappaport, Miss B. C. Kemp and E. Murphy. New Haven—A. Lombardi, Miss V. Cusanelli, S. Levine and J. Massimino. New York—Sam Lefkowitz, P. Saglembini, S. Macomber, A. Blumberg, M. Fried and E. Gross. Philadelphia—W. J. Quinlivan, T. N. Noble, O. B. Guilfoil, L. J. Hannan and E. C. O'Donnell. Pittsburgh—Miss R. Leinhart, Miss H. Lissman, Miss M. Weir and R. Munn. Washington—E. Phillips, Mrs. E. L. Risdon, T. F. Gormley, M. L. Myers and J. Collins. Montreal—J. C. James and T. E. Carr. St. John—Mrs. F. H. Thurston. Toronto—A. Piggins, R. Rennie and M. McKeag.

Roxy Dividend $1.50

The board of directors of Roxy Theatre, Inc., yesterday declared a cash dividend of $1.50 per share on the preferred stock for the fiscal year ending Aug. 25. It is payable Aug. 10 to stockholders of record at the close of business Aug. 3.

End Film Council Meets

LONDON, July 28.—The new Films Council met yesterday for the fifth time and viewed further sub-quota films for special quality registration. The council probably will not meet again until September.

Issue Films Act Rules

LONDON, July 28.—The Board of Trade has issued detailed regulations governing exhibitors' procedure under the new Films Act.

Heart Attack Kills Herbert M. Wilcox

(*Continued from page 1*)

Institute of Technology. Following his graduation from the latter school he was connected with the Winchester Repeating Arms Co. and Western Electric Co. He was prominently connected with the early development of talking pictures. His association with Erpi dated from 1926. He resigned in 1936 to join Mr. Otterson at Paramount. His last position at Westinghouse was in an executive capacity. He was in charge of the new products division. He was a member of the Princeton Club and the New Haven Country Club.

W. A. Finney Named Southern Loew Head

William A. Finney, formerly in charge of Loew's midwest district at Columbus, has been transferred to the Atlanta division. Lionel Keene, in charge of Atlanta division, has resigned, it was announced yesterday by Joseph R. Vogel, Loew executive.

Mr. Finney's division includes Atlanta, Evansville, Houston, Louisville, Memphis, Nashville and New Orleans. The appointment of Mike Cullen to Mr. Finney's district post in Columbus took place recently.

Pick Middlesex Receiver

MIDDLETOWN, CONN., July 28.—Application for appointment of William L. Hadden of West Haven as temporary receiver of Middlesex Enterprises, Inc., operating the Middlesex, Capitol and Palace Theatres, has been granted, with Arthur Lockwood as agent. The state receivership case of Ruth J. Lockwood vs. Middlesex Enterprises, Inc., is returnable to the Superior Court for Middlesex County in September.

Kansas Citians Leave

Kansas City circuit heads left yesterday after attending the industry advertising promotion mass meeting Wednesday at the Astor. Clarence A. Schultz, head of Commonwealth Theatres, departed for Minneapolis to meet his wife and daughter. They will arrive in Kansas City Tuesday. Ed Durwood Dubinsky left with his son, Edward, Jr., for Boston where the latter may enter Harvard.

James Thornton Dead

James Thornton, 76, old time music hall entertainer and composer who wrote "When You Were Sweet Sixteen" and "My Sweetheart's the Man in the Moon," died yesterday at his home in Astoria. He will be buried from St. Malachy's Church tomorrow.

Composer of "Tipperary" Dies

LONDON, July 28.—Jack Judge, fish salesman and vaudeville player who wrote "It's a Long Way to Tipperary," died today in Birmingham. He was 60.

Opera, Baseball Compete

LOUISVILLE, July 20.—Open air opera at Iroquois Park, soft baseball under flood lights, and various other amusements are not proving of any benefit to night attendances at local houses.

WLW Selling Methods Get FCC Scrutiny

WASHINGTON, July 28.— Selling methods of WLW today came under the scrutiny of the Federal Communications Commission when Myron Elgees, formerly connected with Trans-America Broadcasting & Television Corp., representative of the Crosley Co., testified that he had solicited advertising for the station on the claim that it was capable, with 500 kilowatts, of fully covering its vast territory, making it unnecessary for sponsors to buy time on other outlets.

Claims Deception Official

Mr. Elgees, now with the William G. Rambeau Co., was with Trans-America for a year and, he testified, made his solicitations at the instruction and in the presence of the acting general manager of the station, who accompanied him on some of his visits to advertisers.

Newspaper advertising in Indianapolis of radio programs over WLW, during one week in which a survey was made, was about 300 lines greater than advertising of programs over the two local stations, the commission was told by Robert Bausman of WIRE. The witness could not say, however, whether the heavier WLW advertising was due to the fact that that station considered itself more important in Indianapolis than the two local stations or was because the Cincinnati station was at a distance and it was felt necessary to call attention to the features.

Probing Super-Power

The witnesses presented yesterday and today were subpoenaed by the commission apparently to provide evidence in substantiation of allegations that the effect of super-power operation by WLW was to deprive broadcasters over a wide area of important advertising revenues. The situation was summed up yesterday, from the broadcasters' point of view, by John A. Kennedy, owner of three West Virginia stations, who contended that it was unfair to limit the use of super-power to one station and that if 500 kilowatts was to be used it should be permitted several stations so that there might be some competition on a basis of equality.

The commission will continue the presentation of its evidence tomorrow, with indications that the hearings on WLW's application for extention of its super-power permit will not be concluded before late next week.

Name Petrie WHN Agent

Edward Petrie & Co. have been appointed special agents to represent WHN as national sales agency. The station has been operating without a special agent since last year, when the E. Katz agency service was discontinued.

To Air Tribute to Ford

DETROIT, July 28.—WXYZ and the seven stations of the Michigan network will present a special program in tribute to Henry Ford on his 75th birthday tomorrow.

Air Hearings Are Ordered by F.C.C.

WASHINGTON, July 28.—Examiners' hearings have been ordered by the Federal Communications Commission on applications of Coastal Broadcasting Co. for a new 1,420-kilocycle station at Brunswick, Ga., with 100 watts power night, 250 watts day, and WOLS, Florence, S. C., for increase of time from day to unlimited; KSEI, Pocatello, Idaho, for change of frequency from 900 to 600 kilocycles and increase of night power from 250 to 1,000 watts; and WHK, Cleveland, for increase of power from 1,000 watts night, 2,500 watts day, to 5,000 watts.

The commission has received a number of examiners' reports in which favorable action was recommended on the applications of WPRA, Mayaguez, P. R., for change of frequency from 1,370 to 780 kilocycles and increase of power from 100 watts night, 250 watts day to 1,000 watts night, 2,500 watts day; Pinellas Broadcasting Co. for a 1,370-kilocycle station at St. Petersburg, Fla., with 100 watts night, 250 watts day; WGNY, Newburgh, N. Y., for change of frequency from 1,210 to 1220 kilocycles and increase of power from 100 to 250 watts; Garden Island Publishing Co., Ltd., for a 1,500-kilocycle station at Lihue, Hawaii, with 100 watts night, 250 watts day; Vancouver Radio Corp. for an 880-kilocycle, 250-watt daytime station at Vancouver, Wash., and Nathan Frank for a 1,500-kilocycle, 100-watt station at New Bern, N. C.

Seven Denials Asked

Other reports recommended denial of applications of Greater Greenwood Broadcasting Station for a 1,420-kilocycle station at Greenwood, S. C.; W. A. Barnette for a 610-kilocycle station at Greenwood, S. C.; WAIR, Winston-Salem, N. C., for increase of time from day to unlimited; George W. Taylor Co., Inc., for a 1,370-kilocycle station at Williamson W. Va.; WNEW, New York, for increase of day power from 2,500 to 5,000 watts; WRSP, Inc., for a 1,500-kilocycle station at Wisconsin Rapids, Wis.; and Greenville Broadcasting Co. for a 1,500-kilocycle station at Greenville, N. C.

Deems Taylor to Italy

Deems Taylor sailed yesterday on the *Ile de France* to arrange for the broadcast of an Italian version of his opera, "Peter Ibbetson," from Turin. He said that arrangements are being made with E. A. I. R., the Italian broadcasting commission. He will be gone six weeks.

Brusiloff to Quit WMCA

Nat Brusiloff, musical director for WMCA, will leave the station next month, with his plans for the future unannounced. It is reported his successor as musical director will be Lee Grant, currently conducting orchestras at the station.

Ameche's Return Delayed

Don Ameche, whose return to the Chase and Sanborn hour was scheduled for Aug. 21, will not return until Sept. 4. The singer recently underwent an emergency operation while vacationing in Europe.

Fox Players Due to Air "Band" Opening

Players and executives of 20th Century-Fox are en route here to participate in the broadcast and attend the premiere at the Roxy of "Alexander's Ragtime Band," Aug. 5.

Tyrone Power and Jack Haley will arrive here Monday, as will Darryl Zanuck and Joseph Moscowitz, who are now aboard the *Normandie*. Already in town are Ethel Merman and William Dover, personnel manager of the studio. Alice Faye, who was expected to attend the premiere, will not come east because she is now engaged in making another picture. She will participate in the broadcast, however, by coming on the air from Hollywood.

Fitch Planning New Program on NBC Net

C. W. Fitch Co., now sponsoring "Interesting Neighbors" on the NBC-Red, will place a new program on the air starting Sept. 18, a week following the close of the present series, it has been learned. The new series will be a rotating band affair, with a different orchestra featured each week. Music Corp. of America set the deal and is now booking bands for the show.

The same time and network will be used as at present, Sundays from 7:30 to 8 P. M. on the NBC-Red. L. W. Ramsey of Davenport, Ia., is the agency handling the Fitch account.

Asks Increase in Power

WASHINGTON, July 26.—An increase in night power from 1,000 to 5,000 watts has been asked of the Federal Communications Commission by WJAR, Providence. The commission also received an application from WSJS, Winston Salem, N. C., for an increase of day power from 100 to 250 watts, an amended application from M. C. Reese, seeking a new station at Phoenix, Ariz., for change of requested frequency from 1,500 to 1,200 kilocycles, and a resubmitted application from WMBC, Detroit, for a change of frequency from 1,420 to 600 kilocycles and increase of night power from 100 to 250 watts.

Talk Fletcher for Films

Tex Fletcher, WOR's "Singing Cowboy," is being considered for a series of western pictures by two major companies. Dave Mountan, manager of the singer, is conducting the negotiations. Mr. Fletcher will celebrate his sixth year on WOR-Mutual on Monday.

Carter Sails to Europe

John Carver of the radio department of Pedlar & Ryan sailed yesterday for Europe. While on the Continent he will study British and French television progress.

Sponsoring "Song Week"

Ascap, to promote the sale of old musical compositions, is sponsoring "Old Song Week," beginning tomorrow with the networks and radio stations participating.

Vallee Flies to Chicago

Rudy Vallee and company of 17 took off for Chicago via United Airlines last night immediately following the Vallee broadcast.

▶ *Radio Personals* ◀

A. J. McCOSKER, president of WOR and Mutual board chairman, will sail for Europe Aug. 6, and William S. Paley, CBS president, is expected to sail on the same day. . . . Dave Driscoll will leave this morning for Minnesota to be gone two weeks. . . . Bill [illegible]acher, who is handling production for the "Alexander's Ragtime Band" broadcast, flew in from Hollywood yesterday. . . . Fred Weber, ill for the past week, is expected back at work Monday.

+

Herb Pettey, manager of WHN, will leave for Boston Monday on station business. . . . Al Simon, of the press department, Sam Faust of sales, and Cy Morgan, sports commentator, all of WHN, will leave for Saratoga tomorrow on vacation.

+

Oklahoma City

Joe Bernard, WKY advertising salesman, finally got away to Kansas City and St. Louis for a two-week vacation, after handling the station's political advertising for the primary election. . . . Evelyn Huff, secretary to Gayle Grubb, WKY manager, is spending a two-week vacation in California. . . . Lester Tucker, WKY engineer, is spending his vacation in Dallas. . . . Charles Walker, WKY engineer, has just returned from southeastern Arkansas. . . . Earl Hull, WKY chief engineer, has left for three weeks in Colorado. . . . Tom Johnson, commercial manager of KTOK, is on vacation.

NBC to Air 2 Major August Sport Events

Two important sporting events are on the NBC-Blue network schedule for next month. On Aug. 10 the Lou Ambers-Henry Armstrong prizefight for the lightweight title will be broadcast. On Aug. 31 a curtain-raiser for the fall football season will be offered with the broadcast of a description of a professional game in Chicago between the Washington Redskins and a picked team of colored players.

The Ambers-Armstrong match will be sponsored by RCA Victor. Clem McCarthy and Bill Stern will handle the blow by blow description and ringside comment, respectively. Mr. Stern will also handle the football game.

CBC Planning a Special

TORONTO, July 28.—Short wave radio facilities will link Canada with Great Britain, Aug. 2, when CBC will present a special variety program for British listeners called "Canadian Fantasy." It will be produced here and also will be aired over the Canadian network.

The program was written by John Kannawin. It will feature Percy Faith and an orchestra of 30.

CBS Program to Return

"Dr. Christian of River's End," CBS program sponsored by the Cheseborough Co., will return to the network on Oct. 18. The program, featuring Jean Hersholt, is heard on Tuesdays from 10 to 10:30 P. M.

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Propaganda Is Losing Out in Latin America

Nazi, Fascist Air Pleas Are Now Backfiring

By JACK BANNER

Shortly before the House Naval Affairs Committee turned thumbs down on the plan to build a Government shortwave broadcasting station to flood the Latin Americas with counter-propaganda to that of the Nazis and Fascists, a high Government official, speaking off the record to a group of newspapermen, predicted that the bill would be killed in hearing. He gave as the reason the attitude of the diplomatic representatives of the 20-odd South and Central American countries, who collectively had indicated to Uncle Sam

(*Continued on page 8*)

Additional developments in radio yesterday on page 8.

"Miss Broadway" 2nd Week Business Good

"Little Miss Broadway" is doing well in its second week at the Roxy. It took $45,000 the first seven days.

"Marriage Forbidden," with a heavy campaign behind it, garnered $7,500 in a second week, compared with $11,000 for the first.

"City Streets" at the Globe did $5,700 in the week ending Saturday. M-G-M's reissue of "Treasure Island" started at the Globe Saturday night. Next week's film is "Highway Patrol," and on Aug. 13 the Globe is scheduled to start a week's run of Charles Chaplin's "Modern Times." A reissue of the film by U. A. hinges on the business done at the Globe.

Court Refuses Plea To Enter Loew Suit

N. Y. Supreme Court Justice Peter Schmuck on Friday denied the application of Edward M. Grossman for permission to intervene as a plaintiff in the eight consolidated stockholders' suits now pending against Loew's, Inc., and the Bank of America National Trust & Savings Association to cancel certain personal service contracts between Loew's and some of its officials.

Justice Schmuck remarked that Mr. Grossman's individual stockholders' suit which had been previously stayed

(*Continued on page 7*)

Broadway Houses Prepare For an Early Season Start

With the Rivoli reopening next Saturday, the Strand adopting a stage show policy later in the month and several strong attractions due at Broadway first runs, showmen are anticipating an upturn in business earlier than the usual start of the season on Labor Day.

The Skouras management will reopen the Rivoli three weeks sooner than anticipated when the theatre closed May 24. The opening attraction will be "Gateway," 20th Century-Fox film. Other pictures are scheduled from that company. John C. Wright, manager, said that product for the season is being lined up and the house will be reopened earlier than expected because the product situation is loosening up. The theatre closed because of a dearth of suitable first run films.

The Strand has lined up its stage attractions for the first 12 weeks of the new policy, which will start Aug. 26 with a combination of Ben Bernie and his band and "Boy Meets Girl." Warners have booked the bill for three weeks and three succeeding film-stage shows are scheduled for similar periods.

Following the initial combination, the shows will be as follows, in consecutive order: "Valley of the Giants" with Ozzie Nelson and his band and Harriet Hilliard; "Garden of the Moon" and Jan Garber's orchestra; "The Sisters" and Horace Heidt's orchestra. There will be outside acts

(*Continued on page 7*)

Chaplin Ready To Accept UA Profit Plans

Charles Chaplin will agree to the profit sharing plan and reduced distribution charges for United Artists producers, according to Hollywood reports received in New York over the weekend.

Mr. Chaplin's objections to the new arrangements which had been approved by the other four United Artists owners at meetings which Mr. Chaplin did not attend were said to have been overcome by Charles Schwartz, Mr. Chaplin's attorney, and Murray Silverstone, chairman of the executive committee of United Artists, during their visits to the coast. Mr. Schwartz returned to New York last week. Mr. Silverstone is scheduled to arrive in New York today, accom-

(*Continued on page 7*)

Final Educational, GN Talks This Week

Final action on a merger of Educational Pictures and Grand National, involving financing which would permit the reorganization of the latter company and the formation of a new one, may be taken here this week, it was learned on Saturday.

The action may be in the form either of approval of the projected deal by eastern financial interests and Earle W. Hammons, Educational president, or its abandonment, it was said.

Educational's distribution deal with 20th Century-Fox expired yesterday,

(*Continued on page 7*)

20th-Fox Sets Expansion in South Africa

Plans for distribution and exhibition of 20th Century-Fox films in South Africa in opposition to the dominant Schlesinger interests will be consolidated following the arrival of Walter J. Hutchinson, director of foreign distribution, in Johannesburg.

Mr. Hutchinson left Friday for his first trip to South America and South Africa. In the latter territory 20th Century-Fox last year broke with the Schlesinger group, which controls the film and theatre situation there, and set up its own distribution organization with Otto Bolle at its head.

The company is now encouraging large-scale operations by independent exhibitors and is assuring its future in South Africa by giving 15-year

(*Continued on page 7*)

Atlas May Take New Option on RKO Stock

The possibility that Atlas Corp. at some future date may enter into negotiations with RCA for a new option to purchase the latter's remaining holdings of RKO securities was suggested over the weekend by a spokesman for the investment company. The partially exercised option which Atlas held on these securities expired yesterday without any additional investment having been made.

The Atlas option was acquired in 1934. It covered RCA's entire holdings of RKO securities, consisting at the

(*Continued on page 7*)

Conciliation Talks Resume Wednesday

Kent Arrives from Maine For Conferences

The distributors' negotiating committee for development of a plan of self-regulation of trade practices will resume its meetings here this week with the return to New York of Sidney R. Kent, chairman of the committee, from his vacation home at Rangely, Me.

Mr. Kent was scheduled to arrive in New York yesterday and will confer today and tomorrow with Darryl Zanuck on 20th Century-Fox production. Mr. Zanuck will arrive in New York today from his European vacation. From this schedule it is assumed that Mr. Kent will meet with the trade practice committee on Wednesday. The committee will study the proposed trade practice plan which it has developed in the light of the allegations and relief set forth in the Government's anti-trust complaint, with a view to determining a necessity for changes in the plan before submitting it to exhibitor representatives.

Because of the nature of the conferences, it is expected that industry attorneys may figure in the committee's forthcoming discussions.

Regional Ad Meets To Start This Week

The regional meetings throughout the United States and Canada to enlist exhibitor support for the industry's national advertising campaign and better business drive will get under way within the next day or two in numerous key cities, George J. Schaefer, executive chairman of

(*Continued on page 7*)

N. Y. Delegation to N. H. Golf Tourney

New Haven, July 31.—A large delegation of New York film executives has sent in entries for the third annual Connecticut M. P. T. O. golf tournament at Racebrook Country Club, Tuesday. Among them are William A. Scully, Universal; Louis Astor, Columbia, and Edward McEvoy, RKO.

Others who will attend are Maurice Wolf and Jack Byrne, M-G-M; E. X. Callahan, 20th Century-Fox; I. H.

(*Continued on page 6*)

What Key City Critics Say . . .

Following are excerpts from the reviews of new films by film critics of the key cities.

"Algiers"

Hollywood Citizen-News— . . . An action melodrama. . . . Hedy Lamarr gives a fresh and exciting slant. . . . Sure to draw the attention of discriminating patrons.

Los Angeles Examiner— . . . Satisfying contribution to motion picture entertainment. . . . Keeps you on the edge of your seat from start to finish.

Los Angeles Evening Herald— . . . A first class attraction . . . richly shaded picture. . . . Hedy Lamarr is going to be an actress to be reckoned with.

San Francisco Call— . . . Deluxe underworld stuff, mysteriously electric . . . and spectacular in its native atmosphere. . . The spell of "Algiers" will get you.

San Francisco Chronicle— . . . The best picture from Hollywood in many months . . . should be set down immediately on the "must" list. . . . A fascinating study.

"Marie Antoinette"

Los Angeles Times— . . . A dazzling setting for the return of Norma Shearer to the screen. In the fullest sense was the seeing of this picture a fresh experience even for Hollywood.

Los Angeles Evening News— . . . Belongs as definitely to the splash-making category as the R.M.S. *Queen Mary*. "Marie Antoinette," from the very beginning, was destined to make cinematic history.

Hollywood Citizen-News— . . . For Norma Shearer the role of Antoinette is a triumph. Long after the glowing memory of first-night lavishness will have faded . . . her performance will remain.

Los Angeles Examiner— . . . I am happy to say the "Marie Antoinette" Irving Thalberg planned and dreamed about has fulfilled his highest hopes. Tyrone Power is splendid and sincere.

Los Angeles Evening Herald and Express— . . . In every sense a road-show attraction. A brilliant triumph. The picture is Hollywood at its best.

Lloyd and Paramount Releasing Deal Near

Harold Lloyd remained in New York over the week-end to complete discussions of a new releasing deal with Paramount for his next picture, "What, Ho," which he plans to finish by next spring. Although Mr. Lloyd and the company are in agreement on all essentials of the deal, details may delay actual signing for several weeks, it was said.

Mr. Lloyd's deals are made on a picture to picture basis. He will leave for the coast today by train.

Rossiter Made Secretary

Indianapolis, July 31.—Don Rossiter, now with the Swartz Amusement Company of New Albany, Ind., has been named secretary of the Associated Theatre Owners of Indiana.

Purely Personal

EVELYN KEYES, "Miss American Legion," arrived from Boston Saturday where she extended a legion invitation to Governor Hurley and Mayor Mansfield of Boston to the National Legion Convention in Los Angeles in September. Miss Keyes is due in Chicago today.

•

Milan Todorov, assistant to Charles Bierbauer of Wilmer & Vincent's Colonial, Allentown, is in town.

•

Sidney R. Kent, 20th Century-Fox president, will confer today with Darryl F. Zanuck following the latter's arrival on the *Normandie*.

•

Eddie Cantor, Benny Goodman, John E. Otterson, Harry Lachman, Feodor Chaliapin and A. H. Giannini are due on the *Normandie* today.

•

Col. John A. Cooper, head of the M. P. Distributors of Canada, is in New York from Toronto for conferences at M.P.P.D.A. headquarters.

•

Doug George, publicist for Warner houses in Philadelphia, is vacationing in New York.

•

Thomas Orchard, associate producer of March of Time, will return today from a Caribbean cruise.

•

J. J. Milstein of Warwick Pictures will leave for the coast in three weeks to line up a production deal.

•

Harry Brandt and his family are spending the month of August at Lake George.

•

Lou Nizer left over the weekend for Hollywood and Hawaii, to return in six weeks.

•

Sol A. Rosenblatt, will return this week from a jaunt in the Adirondacks.

•

Doris Valente of the *Better Theatres* staff left over the weekend on a cruise to Quebec, Gaspe and Bermuda.

•

Charles Schwartz of the Schwartz & Frohlich law firm has returned to New York from the coast.

•

Max Herschmann is the father of a seven-pound boy born at the Jewish Hospital, Brooklyn.

CARROLL TROWBRIDGE did not make his regular weekend trip to his upstate farm and R. E. Anderson cut short his motor trip through New England to be on hand today for a meeting with John E. Otterson and Harry Lachman who came in on the *Normandie*.

•

Mrs. Florence Marston, eastern head of the Screen Actors Guild, left New York for the coast by motor over the weekend on a combined vacation and business trip. She will be away about six weeks.

•

Sidney Davis, former foreign publicity head for Columbia, will leave for the coast today by car. He is on a one-year leave of absence. He plans to enter production.

•

Kenneth Clark, head of the M. P. P. D. A. press relations department, will return from a vacation in the Adirondacks today.

•

Herman Landwehr, manager of the Capitol, is vacationing at his farm in New Jersey for two weeks.

•

Thomas F. Amerose of Holley, N. Y., will take over operation of the Star, at Middleport, this week.

•

. . . New Haven

Summer pastimes: Nathan Lampert grows potatoes and chickens when pictures are slow . . . Earl Wright is a weakfisher . . . Morris Nunes and Ben Simon weekend near Portland, Me., where their sons are at camp . . . Erle Wright of Poli's has put in an order for a cabin sailing cruiser . . . Maurice Bailey heads for Moose Lick, Meguntic.

•

. . . San Francisco

George Boles, house manager at the Golden Gate, is vacationing at Russian River.

Charlie Schlaeffer, exploitation chief at the United Artists back on the job after a short stay in hospital with a torn ligament.

Mrs. Phil Phillips, wife of the advertising manager for Fox West Coast Theatres, northern California division, visiting friends in Johannesburg, South Africa.

M. H. Newman, western division superintendent of advertising and publicity for Columbia, visiting local manager L. E. Tillman.

Rites for H. M. Wilcox

Private funeral services were held Saturday in New Haven for Herbert M. Wilcox, Westinghouse Electric & Manufacturing Co. executive, who died Thursday from a heart attack. Following services at the Wilcox home at 200 Edgehill Ave., New Haven, the body was cremated. Interment was at Springfield, Mass.

Vitaphone to Resume

Warners' Vitaphone studio in Brooklyn is scheduled to resume operations Sept. 1 on the company's schedule of 134 shorts for the new season. The studio closed late in June. Sam Sax, production executive, will return shortly from the coast where he is vacationing with Mrs. Sax.

Wanger Names Ericksen

Hollywood, July 31.—C. C. Ericksen, business manager for Douglas Fairbanks Prod., Inc., has been named business manager and treasurer for Walter Wanger Prod. of United Artists. The latter is a new post, established following upon the recent extension of $1,500,000 of new financing for Wanger by United Artists.

Officials See "Drums"

H. S. Malik, Indian High Trade Commissioner who arrived here recently for Washington conferences, attended a special screening of "Drums" at United Artists' "prevue theatre" Saturday. In the party were Sirdar Kumar and J. J. Sing of the Indian Government staff.

Warners End Series Of Booker Meeting

The last of a series of regiona meetings of Warner bookers and advertising accessory salesmen conclude here yesterday at the Warwick, wit eastern and Canadian representative attending the two-day session. Previous meetings in the series were hel in New Orleans, San Francisco an Chicago.

Home office men attending th sessions included A. W. Schwalberg Stanley Hatch and I. D. Dolid, wh were in charge, and C. C. Ryan, H M. Doherty, Lester Tietjen, Sc Shernow, Phil Abrahams, A. Brauninger, Joseph Tisman, Ben Goldma Herman Goldberg and Bernie Goodman.

Branches represented were Montreal, St. John, Toronto, New Yor Albany, Washington, Boston, Buffal New Haven, Philadelphia and Pittsburgh.

O'Loghlin Near End Of Drive Itinerar

James P. O'Loghlin, S. R. Ken drive leader, next Monday will win up a nationwide series of branch meetings preparatory to the 20th Century Fox sales campaign. The final meetings will be conducted at the Ne York exchange.

Working his way east with Roge Ferri of the home office, Mr. O'Loghlin, who is Canadian district manage today will hold meetings in Cincinnat Minneapolis and Indianapolis. The balance of the week's itinerary follows Tuesday, Detroit and Cleveland Wednesday, Buffalo and Toronto Thursday, Montreal and Albany; Friday, Boston.

Mr. O'Loghlin will arrive in Ne York Friday night. The trip is being made by plane.

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Short Subjects

"Silver Millions"

(*Paramount*)

The Alaskan salmon run and methods of canning are capably and interestingly revealed in this short. It shows spawning, how the fish are caught, cleaning, cooking and packing from sea to can. Worth while. Running time, 10 mins. "G."

"Love and Curses"

(*Vitaphone*)

The villain-hero-heroine triangle in a color cartoon is offered here with many humorous touches in the Leon Schlesinger style that by now should be in demand. Humorous cliches are cleverly worked out and the animation is given imaginative turns. Running time, 7 mins. "G."

"Ancient Cities of Southern France"

(*P. P. Devlin*)

One of the uncommonly good "Screen Traveler" series, which Andre de LaVarre appears to have endowed with excellent camera work and careful selection. There is much of real beauty in this subject, whose title tells its own story. It is amazing to the uninitiated to discover so many of the works of the ancient Romans in the France of today. Running time, 11 mins. "G."

"Friendly Neighbors"

(*Columbia*)

Technicolor scenes of the province of Ontario, Canada. Toronto with its fair and the home of the Dionnes have good coverage. The narrative is old stuff, but adequately serves its purpose in an undistinguished way. Average travel material. Running time, 9½ mins. "G."

"Swing Cat's Jamboree"

(*Vitaphone*)

Louis Prima supplies the music, a collection of lively youngsters, the modern dancing and the exhibitor gets something to put across with the swing music fans. Should have playing time wherever the younger set responds to the pastime. Running time, 8 mins. "G."

"Community Sing No. 9-2"

(*Columbia*)

Mexican and Spanish numbers are the feature of this issue. They are well-liked and oft-heard songs. Running time, 9 mins. "G."

'Porky's Spring Planting'

(*Vitaphone*)

Lively animation that hits highly humorous moments as Farmer Porky has difficulties with his chickens. Finally he compromises and agrees to plant a special patch for them. Very good. Running time, 7 mins. "G."

"Makassar"

(*P. P. Devlin*)

The camera faithfully and in interesting fashion records the life and livelihoods of this important trading port of Celebes, one of the larger of the Dutch East Indies islands. Likewise of interest and value are the accompanying descriptions injecting much that is historically appropriate and with a maximum of interest. One of the "Screen Traveler" group. Running time, 11 mins. "G."

Hollywood Previews

"The Crowd Roars"

(*M-G-M*)

Hollywood, July 31.—There is plenty of incident, all of which is entertaining and much of which has potential exploitation value in this action story of the prize ring and the consequent romance which it provokes. A boy idolizes a prizefighter; follows a ring career for the money there is in it. He becomes involved with a shady character, encounters a girl, falls in love with her and through the medium of that affection visions a cleaner, more honorable and happier future life. Tangled in the skein of a game that knows no honesty, hatred for his calling comes into his heart when, in a match he did not want to take, he kills his idolized mentor.

Built up, via those media of skulduggery which seem to be common to the modern conduct of the manly art, he becomes a contender for championship laurels. He is also part of a "sucker game" gambling coup in which he participates willingly but not without a few conscientious qualms. When caught between two menaces, both of which jeopardize his personal safety, he learns that his ne'er-do-well father has sacrificed his life in slaying criminals who had kidnapped the girl he loved. He fights to victory when he sees that girl safe. Then he quits the ring.

"The Crowd Roars" features Robert Taylor as the fighter. Considerable sympathy is won for Taylor by Gene Reynolds, who portrays him as a boy. The star reveals himself not only as a fighting fighter who should not drive women away from theatres where the film happens to play, but also as an improved actor. The principal support features Edward Arnold, Frank Morgan, Maureen O'Sullivan, William Gargan, Lionel Stander, Jane Wyman and Nat Pendleton, capable players, seen in convincing and believable roles.

Based on a story by George Bruce, the screenplay was prepared by Bruce, Thomas Lennon and George Oppenheimer. Their material is a procession of action that precludes monotony. Richard Thorpe's direction was pointed to stress excitement and action both in the bruising and romantic chapters of the film.

Running time, 90 minutes. "G." GUS MCCARTHY

"Bulldog Drummond in Africa"

(*Paramount*)

Hollywood, July 31.—Paramount continues its "Bulldog Drummond" series with "Bulldog Drummond in Africa," but harks back to the era of motion pictures characterized by unvarnished melodrama replete with old style plot mechanics of a leering villain who behind his beard plots dire things such as cutting up the hero with a buzz saw, or tossing him to be ground up by huge mill stones. Only this time the villain, J. Carrol Naish—and really with a beard, is about to throw H. B. Warner to a hungry lion when John Howard, playing "Bulldog Drummond," crashes into his stronghold and in the fight which ensues turns the tables and throws Naish to the hungry lion.

Howard, the perennial "Drummond," is supported in addition to Naish and Warner, by Heather Angel, Reginald Denny, E. E. Clive, Anthony Quinn, Michael Brooke, Matthew Boulton and Neil Fitzgerald. The screenplay of Garnett Weston is based on the novel "Challenge" by H. C. (Sapper) McNeile, and the direction is by Louis King. Edward T. Lowe was associate producer.

Naish, international spy, kidnaps Warner, who plays the role of "Col. Neilson," of Scotland Yard, and takes him to his African hideout to force him to divulge defense secrets of England. Drummond, with his fiancee, Miss Angel; Denny and Clive follow in a plane. The quartet effect the rescue and Naish, in the climactic fight with Howard, is tossed to his pet lion.

Running time, 60 minutes. "G." VANCE KING

"Venice"

(*P. P. Devlin*)

The amazing city of Venice, where the only vehicles are boats, where marble castles abound on the water's edge, where innumerable small bridges form the cross-walks, and where beautiful cathedrals are numerous, forms the subject matter of this able and interesting number of the "Screen Traveler" series produced by Andre de LaVarre. Running time, 11 mins. "G."

"Toradja Land"

(*Vitaphone*)

This E. M. Newman "Colortour Adventure" shows the natives, peculiarities, dances and other interesting facts about Celebes, Borneo, Dyak tribesmen and the race mentioned in the title. The color seems to have suffered from the effects of tropical heat. Fair. Running time, 10 mins. "G."

Short Subjects

"Rio de Janeiro"

(*P. P. Devlin*)

Something of the beauty of setting on the edge of the ocean, among towering hills, of Rio de Janeiro, capital of Brazil, is caught in this "Screen Traveler" number, produced by Andre de LaVarre, in the competent and interesting fashion which has come to be expected of his travel subjects. The scenic attraction of the city, and the mode of living which characterizes it are ably pictured. Running time, 11 mins. "G."

"Cinderella Meets a Fella"

(*Vitaphone*)

Leon Schlesinger delivers another one of those screwball and at the same time hilarious versions of a popular classic here. The liberties taken with the Grimm tale are amazing but the comedy concocted thereby is the sort of thing that makes Academy winners. Running time, 7 mins. "G."

"Paramount Pictorial P7-12"

(*Paramount*)

Wheat farming on a large scale, the geysers and bubbling springs of Yellowstone Park filmed in color and the experiences of a dog on the London waterfront are covered satisfactorily and entertainingly. Running time, 10 mins. "G."

"Have You Got Any Castles?"

(*Vitaphone*)

Here is another cleverly handled color cartoon that burlesques a radio character, takes liberties with classical literature and, most important, gives entertainment to the last frame. It is done in the usual Leon Schlesinger "Merrie Melody" fashion. Running time, 7 mins. "G."

"Thrilling Moments"

(*Columbia*)

Dog racing, turf scenes, speedboating, bobsledding and a number of other sports whose chief attribute is speed are presented here in their exciting aspects. It holds interest. Running time, 9½ mins. "G."

"Porky and Daffy"

(*Vitaphone*)

This latest in the adventures of Porky details his activities as manager of a prize fighting duck that is as wacky as the animators' imagination can make him. A match is arranged. The fight goes on and the audience is treated to a few minutes of whirlwind action, liberally strewn with gags and slapdash comedy. It will perk up any program. Running time, 7 mins. "G."

"Screen Snapshots 17-10"

(*Columbia*)

There are over 40 screen personalities in this film. That is enough to satisfy the average fan. It is the usual round of Hollywood events topped off with a party at a night spot attended by still more players. Good. Running time, 10 mins. "G."

Short Subjects

"Dick Tracy Returns"

(Republic)

True to the fabric of the serial pattern, this film at the very outset hits a spectacular action pace in which all sorts of elements of a violent nature are brought into play, eventually resulting in the murder of a Federal Bureau of Investigation agent. Judging from the first installment, there should be little difficulty in selling. Nothing in the past year can quite compare with it.

Again Ralph Byrd plays the title role. Here we see him as a FBI agent who goes to California to track down a gang of racketeers. He takes David Sharpe as his assistant. Sharpe is killed in the first installment and Byrd vows vengeance. But in between there is plenty to keep the edges of the theatre's seats in a worn condition. The cast also includes Lynn Roberts, Charles Middleton, Jerry Tucker and Lee Ford. Fifteen chapters. William Witney and John English directed. First installment runs about 28 mins. "G."

"A Day at the Beach"

(M-G-M)

The Captain and the Kids are subject to all the vagaries of the sea, live lobsters and what have you in this cartoon. The animation offers some fairly ingenious variations to typical seashore business. The laughs come easy. Running time, 10 mins. "G."

"Brother Golfers"

(RKO)

The six Turnesa brothers play a friendly game against a windswept Bermuda background in this Sportscope. The golfing fraternity should be advised of its showing for it's the sort of thing, both in comment and treatment, that invigorates a program. Running time, 11 mins. "G."

"Hockshop Blues"

(Nu-Atlas-Rad RKO)

Brad Reynolds's orchestra gives an audition from a pawn shop because their instruments are in hock. While they play Carolyn Marsh sings and Wally and Verdyn Stapleton dance. Fair. Running time, 10 mins. "G."

"How to Raise a Baby"

(M-G-M)

More cleverly concocted humor in the Robert Benchley "How to" manner. Benchley enacts his talk on the raising of children and he is seen at such tasks as bathing, feeding and "moulding character" in a number of youngsters ranging in age from a few months to a few years. The action takes place in various parts of a house and as usual a big laugh is saved up for the conclusion. This is one for marquee billing. Running time, 9 mins. "G."

"Tracking the Sleeping Death"

(M-G-M)

This "Miniature" documents the expedition of Mary and Robert Bruce into the African interior in a humanitarian and heroic effort to find the cause of sleeping sickness. They learn that the tsetse fly carries the disease virus and effect a migration of native tribes from the affected areas. The film somehow follows the "Yellow Jack" motif and is tastefully handled to make an enlightening tribute to the English couple. Running time, 10 mins. "G."

"Hunting Trouble"

(RKO)

Jed Prouty and Richard Lane enact a familiar vein of comedy here as they portray a couple of Babbitts who return from a convention spree and tell their wives they were hunting. Further complications arise when the wife of Prouty's son enters the scene and makes a nightmare of the pair's hangover, with much reliance on the mistaken identity device. Entertaining and well produced. Running time, 16 mins. "G."

"Fool Coverage"

(RKO)

Edgar Kennedy is here in his familiar style of comedy, replete with father-in-law troubles and business difficulties. Kennedy is in the insurance business and his relative desires to drive the family car. There are many cleverly injected complications and no scarcity of laughs. Running time, 16 mins. "G."

Hollywood Previews

"The Chaser"

(M-G-M)

Hollywood, July 31.—This telling of the story about the ambulance-chasing lawyer and the traction company is fresh, spirited and entirely plausible. The oncoming Dennis O'Keefe plays the attorney this time, in a manner combining the best elements of a Lee Tracy performance with a matinee-idol personality, with Lewis Stone portraying the alcoholic doctor indelibly, at whatever cost to his Judge Hardy characterization. Ann Morriss is an eyeable newcomer in the romantic corner, Jack Mulhall is welcomed back to a principal assignment, Henry O'Neill and John Qualen discharge the various comedy chores of the production competently.

As produced by Frank Davis with Edwin L. Marin directing from a screenplay by Everett Freeman, Harry Ruskin, Samuel and Bella Spewack based on the original story by Chandler Sprague and Howard Emmett Rogers (not to skip anybody), the picture presents neither too grimly nor too lightly that cross-section of metropolitan life wherein operate the shyster lawyer and the culpable medico who frame damage suits against utility companies. It manages to make it plain that lawyers, doctors and utility companies in general are essentially decent, emphasizing that comfortable assurance by underscoring the exceptions chiefly depicted. The doctor in the case dies heroically and the lawyer goes straight.

In common with an increasing number of metropolitan melodramas, this one transpires in Los Angeles, although its specific locale is but incidental. The action is plentifully sprinkled with comedy. The time is now or any time hereafter.

Running time, 75 minutes. "G." William R. Weaver

"A Desperate Adventure"

(Republic)

Hollywood, July 31.—This is a modern comedy drama concerning an art-for-art's-sake French artist and wealthy Americans with whose affairs his romantic and, ultimately, social interests become entangled. It is played with a light touch, unhurriedly, with emphasis on the love interest. It opens in Paris, continues on board a transatlantic liner and ends in New York. The ending is happy, although not in the expected manner.

Ramon Novarro plays a successful Parisian artist who has painted, secretly, a striking but lightly clothed image of his dream girl. When he attends a ball and meets a young woman who looks exactly like the girl of his painting, an heiress played by Marian Marsh, friends of his, believing she has posed for the painting, steal the picture and deliver it to a gallery. Here it is acclaimed, the artist's fame spreads overnight, and when he goes to demand return of the painting he learns that an American capitalist has purchased it and ordered it delivered to him in the States. In cross-Atlantic pursuit of the painting Novarro woos the heiress, who breaks her engagement with the capitalist who has purchased the picture, to marry him, whereupon he learns that it is really her sister, Margaret Tallichet, with whom he is in love. He finally gets the right girl.

Eric Blore and Andrew Tombes supply important comedy performances. Tom Rutherford has a secondary lead. Rolfe Sedan, Maurice Cass, Erno Verebes and Michael Kent are others with speaking parts.

John H. Auer is associate producer and director. The screen-play is by Harry Trivers from an original story by Hans Kaly and M. Coates Webster. Running time, 65 minutes. "G." William R. Weaver

Levine Negotiating Three-Picture Deal

Nat Levine is negotiating a distribution deal with a major company for two or three pictures he plans to produce within the next year, according to William B. Jaffe, his attorney, who returned Friday from a three-week trip to the coast. Mr. Jaffe said the deal may be closed shortly.

While on the coast Mr. Jaffe settled Gloria Swanson's contract with Republic which called for one film with options for others. Republic had planned a high-budget picture for Miss Swanson, but she changed her mind after several delays, Mr. Jaffe said. Miss Swanson is now in New York.

As attorney for Monogram, he conferred with Scott W. Dunlap, story head, on literary properties and attended to other business matters.

Name B. F. Zeidman As Browne Executive

Hollywood, July 31.—B. F. Zeidman has been named executive vice-president in charge of production of the newly formed Malcolm Browne Pictures, Inc., which plans to make 20 for the 1938-'39 season. Headquarters are at Talisman studios.

Majestic Pictures will produce eight action melodramas for Browne, the first of which will be "Prison Train." Alvin G. Manuel will produce the series and Gordon Wiles will direct the first.

Contracts also have been signed with Sovereign Pictures, headed by George H. Callaghan and Jack Vance, to produce a series of westerns.

Close Monogram Deals

George W. Weeks, Monogram sales manager, has closed deals with the Interstate Theatre Corp. and the E. M. Loew circuit. Steve Broidy, Boston branch manager, helped on both.

Bloom Succeeds Ewing

Spokane, July 31.—Al Bloom has succeeded James C. Ewing as territory representative for Universal.

Wall Street

Small Changes on Board

	Open	High	Low	Close	Net Change
Col.	14⅛	14¼	14	14	.....
Col. pfd...	33	33	33	33	+11/16
E. K.	179	179	178	178	— ½
G. T. E...	15	15	15	15	.....
Loew	49⅝	50⅜	49½	49⅝	— ¼
Loew pfd..	106¾	107	106¾	107	+1⅞
Para.	10⅞	11	10½	10⅝	— ¼
Para. 1....	92	92	90	90	.....
Para. 2.....	10⅞	10⅞	10½	10½	— ⅜
Pathe	10	10	9⅛	9¼	— ¾
RKO	2⅞	3	2⅞	2⅞	.....
20th Fox ..	25	25⅜	24¾	24¾	— ⅛
20th pfd. ..	33½	34	33	33	+ ¼
W. B.	6⅞	6⅞	6½	6½	— ⅛
W. B. pfd.	36	36	36	36	—2

Technicolor Holds to Rise

	Open	High	Low	Close	Net Change
Sonotone ..	1⅝	1⅝	1⅝	1⅝	.....
Tech.	25⅝	26½	25⅜	25½	+ ⅜
Trans-Lux	2⅜	2⅜	2¼	2¼	— ⅛

Warners in Best Bond Gain

	High	Low	Close	Net Change
Loew 3½s '46....	99⅞	99¼	99⅞	+ ⅝
Para. Pict. 6s '55	96½	95¾	95¾	+ ½
Para. Pict. '47...	82½	82½	82½	+ ½
RKO 6s '41.......	75	73⅛	73⅛	—2¼
W. B. 6s '39......	76⅛	75½	76	+1

(Quotations at close of July 29)

"Cowboy" with Show Denver Best, $11,500

DENVER, July 31.—"The Cowboy from Brooklyn," with Benny Meroff and his band at the Denver topped the first runs and was moved to the Aladdin. The $11,500 take was $3,000 above par.

"Tropic Holiday" also made an excellent showing at the Denham with $8,500. It was held.

Total first run business was $38,700. Average is $32,750.

Estimate takings for the week ending July 27:

"WHITE BANNERS" (W. B.)
ALADDIN—(1,400), 25c-40c, 7 days, following a week at the Denver. **Gross:** $3,000. (Average, $3,500)

"SHOPWORN ANGEL" (M-G-M)
"CRIME RING" (RKO)
BROADWAY—(1,100), 25c-40c, 7 days, following a week at the Orpheum. **Gross:** $2,000. (Average, $2,500)

"TROPIC HOLIDAY" (Para.)
DENHAM—(1,750), 25c-35c-40c, 7 days. **Gross:** $8,500. (Average, $5,500)

"COWBOY FROM BROOKLYN" (W. B.)
DENVER—(2,525), 25c-35c-50c, 7 days. Benny Meroff and band. **Gross:** $11,500. (Average, $8,500)

"FAST COMPANY" (M-G-M)
"LORD JEFF" (M-G-M)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. **Gross:** $8,000. (Average, $7,500)

"MEN ARE SUCH FOOLS" (W. B.)
"THE BELOVED BRAT" (F. N.)
PARAMOUNT—(2,200), 25c-40c, 7 days. **Gross:** $4,000. (Average, $3,500)

"RAGE OF PARIS" (Univ.)
"MR. MOTO'S GAMBLE" (20th-Fox)
RIALTO—(878), 25c-40c, 7 days. "Rage of Paris" following a week each at the Denver and Aladdin. **Gross:** $1,700. (Average, $1,750)

Non-Profit Group To Aid School Films

The formation of the Association of School Film Libraries, a non-profit organization for the distribution of educational films, has been completed by Fanning Hearon, former director, motion picture division of the U. S. Department of the Interior.

Membership in the association will be limited to educational institutions and non-commercial distributors of educational films, Mr. Hearon said. It will obtain appraisals of available films and aid members to obtain them, but will not, itself, rent or produce films. The association, at present, is financed by a grant from the General Education Board, a Rockefeller foundation and is said to have the cooperation of more than 400 educational institutions.

Mary Losey, formerly associated with The March of Time reel, is assistant director of the new organization.

N. Y. Delegation to N. H. Golf Tourney

(*Continued from page* 1)

Rogovin and E. C. Callahan, Columbia; Al Kane, Paramount; Joseph Cohen, Pouzzner Circuit; Hy Fine and Phil Selesky, M. & P. Theatres, and Donald Jacocks, Warners' New Jersey zone manager, Irving C. Jacocks, president of the Connecticut, M. P. T. O., is in charge of arrangements.

The New Haven exchange district's annual outing is scheduled for Aug. 25 at Ye Castle Inn, Saybrook, Barney Pitkin is in charge of arrangements.

Cavorting Softball Players Cut Into Chicago's Grosses

By BILL CROUCH

CHICAGO, July 31.—Young ladies who cavort about Chicago's vacant lots in short silk panties are one of the principal reasons for the dull theatre business here this summer. Some 30,000 players indulge in softball games here nightly and about 10,000 of these are members of the fair sex who prefer to play ball rather than go to the movies with the boy friend. About 50,000 persons are staying away from theatres daily to enjoy the free games played by girl teams whose members wear about as much as chorus girls.

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So much interest has developed in the games that exhibitors are investigating the possibility of having the vacant lots and parks where the softballers play licensed by the city.

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The return of independent theatre leaders and their legal staff from New York after conferences with distributors will disclose whether or not action will be taken against major companies and Balaban & Katz. The filing of the Government suit delayed things here somewhat, but it also gave the local independents a lot of encouragement. Unless many concessions are handed down by the major companies and the major circuit here considerable legal fireworks are expected. The independents want duals eliminated more than anything else. If this can't be arranged they want the 10-week clearance period between the Loop openings and the first-week-of-release, shortened to five weeks.

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More than 80,000 attended the Helen Jepson concert in Grant Park the other night. This is an example of some of the crowds that flock to the lake front nightly to hear the free musical concerts supplied by the park board. Many noted stars of stage, screen and radio are expected to appear during the coming weeks. Among those expected are: Gladys Swarthout, Jascha Heifetz, Albert Spaulding, Rudy Vallee and Deanna Durbin.

It's a Fact

Sydney, July 1.—As Autumn's mild temperatures give way to the chilly blasts of winter, theatre business throughout Australia starts its annual decline. This early winter setback lasts only until such time as the theatre-goer accustoms himself to the cold snap that heralds the coming of winter in June; and by mid-July box-offices return to normal activity.

This year, Australian theatres have not only the early weeks of winter to contend with, but an opposition that recurs every fourth year, the test matches in cricket between England and Australia.

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Top salary for a stage engagement here, without a percentage, goes to the Ritz Brothers who open at the Chicago next week at $15,000 for the week. B. & K. expect the three comics to do plenty of business at that price, we'd imagine, because that's a terrific nut to write off on the books.

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The Blackstone, favorite hostelry of the stars, is being redecorated at an expense of $235,000. At present the outside of the building is getting a "facial." The installation of new equipment and remodeling of rooms will start soon under the supervision of Ernst V. Kunz, manager.

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Rudy Vallee and Phil Harris are battling it out, both with batons and at the box-office, in the Loop this week. Vallee is at the Chicago with his show and Harris is on the stage at the Palace. The result is the greatest activity in these houses in weeks.

Find Field Open in Ontario for 16 mm.

TORONTO, July 31.—In a survey of the possibilities for the exhibition of 16 mm. films in non-theatrical buildings in Ontario, Walter Kennedy, general manager of Sterling Films, Ltd., subsidiary of Empire-Universal Films, Ltd., has ascertained that the number of licensed halls in the province is 2,921. These are the community centers in which portable projection equipment can be used and for which an annual license fee of $10 has been paid to the Provincial Treasury Department.

According to the report of Chairman Silverthorne of the Ontario Censor, there are now 354 licensed theatres in the province, as compared with 329 last year, indicating that the number of places where 16 mm. shows can be presented is more than eight times greater than the total of actual theatres and the field is wide open. According to Mr. Kennedy, the possibilities for presentation of 16 mm. "roadshows" is practically limitless.

Para. Plans No Ban On Duals in Chicago

No agreement to eliminate double featuring in Chicago will be entered into by Paramount or Balaban & Katz with independent exhibitors from that city, who have made the request as a remedy for complaints against the 10-week clearance period accorded B. & K. houses, a Paramount official said Saturday.

The statement followed conferences here this week with a Chicago exhibitor committee consisting of Jack Kirsch, president of Allied of Illinois; Edward Silverman and Van Nomikos, independent circuit exhibitors, and Joseph Rosenberg, attorney for the independents.

The Paramount official said that proposals had been made to the exhibitor committee under which B. & K. would modify its existing clearance practice. It was not stated what form the modification would take, but it was emphasized that any agreement involving the elimination of double features in Chicago was regarded as being "completely out of the question" by Paramount and B. & K.

Members of the exhibitor delegation could not be reached for comment on the acceptability of the proffered clearance changes. The committee has threatened legal action in the event acceptable relief is not obtained.

'Goodbye' Top As Pittsburgh Takes Revive

PITTSBURGH, July 31.—Business, which has been in the doldrums [illegible] for some time now, picked up briskly last week. The outstanding surprise was the showing of "Always Goodbye" at the Fulton, where it accounted for an excellent $6,500, over par by $2,000.

The Stanley took a fine $19,500 with "The Cowboy from Brooklyn" and Major Bowes' third anniversary revue while the Warner likewise pulled out of the slump with $5,000 for "Hold That Kiss" and "The Saint in New York."

Total first run business was $45,450. Average is $45,000.

Estimated takings for week ending July 21:

"FAREWELL TO ARMS" (Para.)
"MR. MOTO'S GAMBLE" (20th-Fox)
ALVIN—(1,850), 25c-50c, 6 days. **Gross:** $4,600. (Average, for 7 days, $6,500)

"ALWAYS GOODBYE" (20th-Fox)
FULTON—(1,750), 25c-40c, 7 days. **Gross:** $6,500. (Average $4,500)

"HAVING WONDERFUL TIME" (RKO)
PENN—(3,300, 25c-50c, 7 days. **Gross:** $9,750. (Average $11,000)

"COWBOY FROM BROOKLYN" (W. B.)
STANLEY—(3,300), 25c-60c, 7 days. Stage: Major Bowes' Third Anniversary Revue, Buddy Paige, Dave Broudy's orchestra. **Gross:** $19,500. (Average $18,000)

"HOLD THAT KISS" (M-G-M)
"SAINT IN NEW YORK" (RKO)
WARNER—(2,000), 25c-40c, 8 days. **Gross:** $5,000. (Average, for 7 days, $5,000)

Legion of Decency Approves 12 Films

The National Legion of Decency last week approved 12 new film releases for its Class A sections. No newly reviewed films were condemned or found partially objectionable.

The additions to the approved list are: Class A, Section I, approved for general patronage: "Affairs of Annabel," RKO; "Give Me a Sailor," Paramount; "I'm From the City," RKO; "Pioneer Trail," Columbia; "Prison Break," Universal, and "Sing, You Sinners," Paramount.

Class A, Section 2, unobjectionable for adults: "Boy Meets Girl," Warners; "The Chaser," M-G-M; "Dreiklang," UFA; "Marie Antoinette," M-G-M; "Muertos Hablan," Louis Bueno, and "Strange Boarders," Gaumont British.

To Retain Stage Shows

MEXICO CITY, July 31.—At least one local theatre, the historic Teatro Lirico, where Lupe Velez began her career and which was the storm center of the actors' fight to prevent the few remaining playhouses going to films is to be preserved for stage performances. Its owners have made an agreement with the actors' and stage hands unions to keep the house going and will not, at least for the present, sell it to film interests.

Chaplin Ready To Accept UA Profit Plans

(Continued from page 1)

panied by James Mulvey, vice-president of Samuel Goldwyn, Inc.

An extension of the Selznick International distribution deal with United Artists was advanced during Mr. Silverstone's stay on the coast, as well, it was reported also. Formal closing of the deal, however, is said to have been delayed by discussions which may result in David O. Selznick's relinquishing the production of "Gone with the Wind" by disposing of the property outright to M-G-M. Discussions of this proposal are expected to be continued by Mr. Silverstone here this week.

Mr. Silverstone will conduct the negotiations here with John Hay Whitney, Selznick International chairman, who has been in New York for the past week, and L. F. Altstock, Selznick International comptroller, who is scheduled to arrive from the coast Wednesday. Loew's home office officials may also figure in the discussions.

Atlas May Take New Option on RKO Stock

(Continued from page 1)

time of 1,211,464 shares of common stock, or about 47 per cent of the total outstanding, and $9,786,655 face amount of debentures, or 84 per cent of the total outstanding. The option price was $11,000,000. In October, 1935, Atlas acquired one-half of these holdings for $5,000,000 cash and also obtained an option on the remainder for $6,000,000. The latter option expired last Dec. 31, at which time Atlas acquired one-twelfth of the remaining holdings for $500,000 cash for a six-month extension of the option on the balance, with the alternative of extending it for another six months from June 30 by acquiring another one-twelfth for $500,000 during July.

Unofficial statements concerning Atlas's reasons for permitting the option to lapse were that RCA had refused the investment company's request for negotiation of a new purchase price.

Mexico to Halt Pirating

Mexico City, July 31.—Pirating of made-in-Mexico films, an evil that has increased of late, is to be made next to impossible by action the Government's publicity department has taken. The plan demands registration of the original film and all copies of it. Producers must advise the department of all exports of film. Such film will be sent abroad with an official certificate to the effect that it is the property of the exporter and that it has not been pirated.

Has New Theatre Stunt

United States Premium Corp., of which Lester S. Tobias is general manager, has acquired national distribution rights to "Kameragraph." The device is intended as a box-office stimulant and takes pictures of patrons as they enter the theatre.

Broadway Houses Prepare For an Early Season Start

(Continued from page 1)

bolstering the bands and solo artists. The bands will be on an elevated pit and not on the stage, as at the Paramount.

The Strand's price scale will remain virtually the same, with a 75-cent top weekdays. The weekend and holiday top will, however, be raised from 85 cents to 99 cents.

Warners believe that there will be little competition for talent between the Strand, Paramount and Loew's State, as there is a sufficient supply of name bands and entertainers. The Strand probably will not duplicate a Paramount stage attraction for a year, it is said.

Reports that the Capitol is planning a return to stage shows in the fall are still denied, but this theatre and others on a films only policy are considering adding stage attractions next year in order to cash in on the expected World's Fair crowds.

Court Refuses Plea To Enter Loew Suit

(Continued from page 1)

was "patently unnecessary" and that he saw no reason why any additional plaintiff should be allowed to intervene. In reference to the numerous plaintiffs the court observed that "too many lawyers may destroy a good cause," and indicated that no more stockholders should be allowed to prosecute any additional suits or to intervene as plaintiffs in the consolidated actions.

Ellis Due Next Monday

Emil K. Ellis, attorney for Loew minority stockholders, who has been taking depositions from M-G-M studio executives on the coast in connection with suits challenging their employment contracts, is due here next Monday. Leopold Friedman, Loew's general counsel, returned Friday.

Final Educational, G.N. Talks This Week

(Continued from page 1)

bringing to a close the five-year association of the two companies. The final Educational subjects have been delivered to 20th Century-Fox, which, of course, will continue to handle the current subjects until they are played out. Educational's main offices in the Paramount Building will continue in operation during this period.

Plan Seven in Mexico

Mexico City, July 31.—Plans have been approved for the erection of seven more film houses here with capacities ranging from 1,500 to 4,500. The city now has 67 picture theatres in regular operation.

Schlesinger Winds Up

Hollywood, July 31.—Leon Schlesinger has finished "Wholly Smoke," a Loonie Tune, and "Cracked Ice," a Merrie Melody, the last of his schedule of 1937-'38 cartoons for Warner release.

110 Mexican Films

Mexico City, July 31.—The 45 Mexican producers will turn in 110 feature pictures by Dec. 31, a check of the studios indicates. That will be the greatest number of pictures made by the Mexican industry in any one year since the domestic industry started in 1929.

Regional Ad Meets To Start This Week

(Continued from page 1)

the "Motion Pictures' Greatest Year" campaign, said Saturday. Eighteen regional meetings have been scheduled for the next two weeks, with definite dates to be decided today.

Mr. Schaefer will attend the Boston meeting early this week, which will be in charge of Committeeman N. Yamins. In Denver, the meeting will be conducted by Rick Ricketson and A. P. Archer; in Washington, D. C., by John Payette, Carter Baron and Robert Smeltzer; in Atlanta, by William J. Jenkins and Robert Mochrie; in Toronto, by J. J. Fitzgibbons and Haskell Masters; in Philadelphia by Joe Bernhard, general manager of Warner Bros. circuit; Lewen Pizor and Ben Amsterdam; in Detroit, by H. M. Richey and David Palfreyman; in Cleveland, by M. B. Horowitz and Gradwell Sears of Warner Brothers; in Dallas and Oklahoma, R. E. Griffith and R. J. O'Donnell; in Seattle, John Danz and Frank Newman; in Chicago and Milwaukee, Gradwell Sears and Ed. Silverman; in Vancouver, John Danz; in Minneapolis, Al Steffes and A. W. Smith, Jr.; in Los Angeles and San Francisco, Spyros Skouras and Herman Wobber; in Kansas City, Clarence Schultz, Glen W. Dickinson, Elmer Rhoden and Ed. Dubinsky; and in Memphis, M. A. Lightman and F. J. Willingham, manager of the local M-G-M exchange.

Will Show "Daughters"

Warners will hold trade shows of "Four Daughters," based on a Fannie Hurst novel, in key cities some time this month. The screenings will be in the mornings at theatres in the larger cities and at Warner exchanges in the smaller spots. A national campaign will be put on for the film, with stress on two new personalities, John Garfield and Jeffrey Lynn, who are being groomed for stardom.

RKO Buys Warner List

The RKO circuit has closed for Warners' entire output for 25 theatres in Syracuse, Rochester, Cleveland, Detroit, Columbus, Cincinnati, New Brunswick and Trenton. The deal was consummated by Roy Haines, Warners' eastern and Canadian sales head, with Fred Meyers and Max Fellerman acting for RKO.

20th-Fox Sets Expansion in South Africa

(Continued from page 1)

franchises to various allied groups who are building 50 theatres at a total estimated investment of $6,000,000.

Aside from an investment of $200,000 in a first run in Johannesburg, which will cost more than $1,000,000, 20th Century-Fox will have no financial stake in the circuit. The theatres will obtain outside revenue through a deal with the Alexander Film Co. for the exhibition of short-length advertising films. The latter organization is already functioning in Johannesburg.

The 20th Century-Fox "invasion" marks the first attempt to offer strong competition to the Schlesinger interests, which control 300 of the present 350 theatres in South Africa.

Norman Lourie, a representative of the Johannesburg syndicate and a member of a large diamond and importing firm there, has been in New York conferring with Sidney R. Kent and Mr. Hutchinson. It is understood that Jack Schneider, who was here several months ago and obtained African distribution for independent companies, is a member of the group and will be interested in two or three theatres.

Mr. Hutchinson is due back late in December. He will survey Colombia, Ecuador, Peru, Chile, the Argentine and Brazil and then sail for Johannesburg. When he has completed this trip, he will have covered every foreign office. With the setting up of its own South African unit, the company is now represented in all parts of the world.

Warners Close Big Film Deals Abroad

Several important product deals have been closed by the Warner foreign department, according to Sam E. Morris, vice-president in charge of foreign distribution. A contract has been signed by J. H. Mason, managing director of the J. C. Williamson and Fuller-Hayward circuits in New Zealand. The deal covers all Warner product for one year.

With a 10-year deal recently signed with Hoyts circuit of 110 theatres in Australia, Warners now has the best representation in Australia and New Zealand that it ever had.

In Italy, the Leoni and Enic circuits, operating key city theatres, have bought the 27 features the company will release in that territory in the coming year. The films will be dubbed in Italian with a new process which improves synchronization.

Other deals are a two-year contract with the Tuschinski Circuit of Amsterdam and Rotterdam and with the Forum and Corso first runs in Budapest.

Wilsey Buys Iowa House

George, Ia., July 31.—W. P. Wilsey has purchased the new Avon here. It was recently remodeled and new sound equipment installed. The theatre has changed hands a number of times in the past few months.

Propaganda Is Losing Out in Latin America

(*Continued from page* 1)

that propaganda, no matter how palatable or benevolent, still was propaganda, and would not be relished by the Latin American governments.

That explains why the attempts of the Nazis and Fascists to penetrate Latin America with their ideologies have begun to backfire badly. When Latin Americans are told seriously, as they repeatedly have been and still are, that Adolph Hitler and Benito Mussolini are angelic apostles engaged in spreading the spirit of peace and international understanding throughout the world, they may take it or leave it. Currently they are leaving it.

U. S. Programs Increase

From reports coming to the American networks engaged in shortwave operations, programs from the United States are increasingly growing in favor, primarily because the United States broadcasters have been too smart to "lay it on thick." American broadcasters wisely are sending out programs of entertainment or of news value, and are leaving the propaganda to the German and Italian broadcasters.

As an executive of a network summed it up yesterday: "Propagandistic broadcasts stir up more antagonism than enthusiasm."

Principals engaged in shortwave broadcasting here are CBS, with W2XAL; NBC with W3XAL; Westinghouse with W8XK and W1XK, and General Electric with W2XAD. The latter two are interested in shortwave principally to promote the sale of sets. Others in this country engaged in shortwave are Crosley Radio Corp., with W8XAL; Isle of Dreams Broadcasting Corp., with W4XB; WCAU, Philadelphia, with W3XAU, and World Wide Broadcasting Corp., Boston, W1XAL.

Operate on Two Beams

All are engaged in a daily operating schedule, operating on two beams, Latin America and Europe. CBS, for example, operates week days, from 7:30 A. M. to 12:30 A. M., and Saturdays and Sundays from 8 A. M. to 12:30 A. M. The broadcasts until 6 P. M. are beamed toward Europe, from that time on until close, toward Latin America. NBC operates daily from 9 A. M. until 1 A. M. The broadcasts are in English, Italian, German, French, Spanish and Portuguese.

NBC and CBS each has approximately 35 persons working in the short wave departments. Elizabeth Anne Tucker is in charge for CBS, while Frank Mason heads NBC's short wave division.

Germany has 11 shortwave stations broadcasting on all beams daily. The principal stations are DJE, DJB and DJQ. All the German stations operate under the official Government title of Reichs Rundfunk Gessellschaft. They come in powerfully practically throughout the world. The German programs, while sprinkled with music and sports are devoted mainly to propounding Nazi ideas, giving glowing pictures of daily life in Germany, the absence of unemployment, contentment of the people under Hitler, German progress, etc., etc.

Those who tune in in this country are frequently startled to hear, from Berlin, the gutteral English of a German announcer calling "Nord America," and addressing specifically by name and address a person or organization in this country, adding personal messages from Nazi officials. This writer, not long ago, heard Berlin calling a German club in Milwaukee, giving the names of all the members and greetings to each, and a talk on the economic progress of Germany since Hitler took hold. The German programs wind up with the Nazi "Marching Song" and "Deutschland Uber Allies."

American Shows in Demand

CBS and NBC receive heavy mail, principally from the Latin Americas, Germany, Italy and some of the Balkan nations, most of which beg for more and more news broadcasts and for broadcasts giving editorial opinions of America's great newspapers on the regimes of their nations. One letter is typical: "Please send us more news and editorials from your newspapers, as yours is the only news we can trust."

No estimates are available as to how much it is costing Germany, Italy or the United States broadcasters to reach the ears of listeners beyond their borders, but the sum for the former two must total millions by now, while no doubt the cost to American broadcasters must run into several hundred thousands of dollars yearly. The F.C.C. permits no commercial shortwave broadcasting, so the cost comes out of the pockets of the networks.

Sets Comparatively Few

The Latin Americas are the principal targets for the broadcasts, yet surprisingly enough there are but slightly more than 2,000,000 sets of any kind now in use in the Latin Americas. Costa Rica has 15,000; Cuba, 150,000; Dominican Republic, 7,000; El Salvator, 10,000; Guatemala, 12,000; Haiti, 2,500; Honduras, 15,000; Mexico, 250,000; Nicaragua, 4,000; Panama, 8,500; Argentina, 1,000,000; Bolivia, 20,000; Brazil, 420,000; Chile, 75,000; Colombia, 58,000; Ecuador, 6,500; Paraguay, 10,000; Peru, 40,000; Uruguay, 125,000, and Venezuela, 26,000.

Broken Precedent

Toronto, July 31. — The Canadian Broadcasting Corp. has broken precedent by announcing the name of the sponsor of a commercial program in its official schedule for the national network. For the first time on record the list of featured periods—that for today, July 31—contains the notation that a highlight is the Chase & Sanborn program, "Sponsored by Standard Brands, Inc."

Miss Bankhead on WAPI

Tallulah Bankhead and her father, Representative William B. Bankhead, will join in the anniversary celebration marking the first year's affiliation of WAPI, Birmingham, with CBS, Aug. 10, from 11 to 11:30 P.M.

Autumn Application Hearings Assigned

Washington, July 31.—The Federal Communications Commission has made tentative assignments of broadcasting applications for hearings, as follows:

Sept. 22, before the commission: Application of Great Western Broadcasting Co. for a 1,500-kilocycle, 100-watt station at Omaha.

Sept. 28, before an examiner: Applications of Citizens Voice and Air Show, Provo Broadcasting Co. and Midwest Broadcasting Corp., each seeking a 1,210-kilocycle, 100-watt station at Provo, Utah, and Warner Brothers for a 1,280-kilocycle, 500-watt station at Oakland, Cal.

Oct. 6, before the commission: Applications of WCOP, Boston, for change of frequency from 1,120 to 1,130 kilocycles; George W. Taylor Co., Inc., for a 1,370-kilocycle, 100-watt daytime station at Williamson, W. Va.; Greater Greenwood Broadcasting Station for a 1,420-kilocycle station at Greenwood, S. C., with 100 watts night, 250 watts day; W. A. Barnette for a 610-kilocycle, 250-watt daytime station at Greenwood, S. C.; Pinellas Broadcasting Co. for a 1,370-kilocycle station at St. Petersburg, Fla., with 100 watts night, 250 watts day; WGNY, Newburgh, N. Y., for change of frequency from 1,210 to 1,220 kilocycles, increase of power from 100 watts to 250 watts, and change of time from sharing to day.

To Air Bridge Ceremony

Montreal, July 31.—The Canadian Broadcasting Corp. will broadcast the opening ceremonies of the new Thousand Islands Bridge, linking Canada and the United States, on Aug. 18, from 2:45 to 4 P.M. President Roosevelt and Lord Tweedsmuir, Governor General of Canada, will head the group of important officials of both countries who will attend the ceremonies.

Vyvyan Donner to Speak

Vyvyan Donner, 20th Century-Fox newsreel fashionist, has been honored by the Millinery Stabilization Commission with an invitation to address a fall millinery and fashion show.

Miss Donner will speak on "The Influence of Newsreels on Fashion" at the show's luncheon at the Waldorf Astoria Aug. 2.

Miss Parsons Talks Deal

Louella Parsons is now negotiating with several agencies here for a new fall radio program, with indications that a contract will be signed with one of the clients before Miss Parsons returns to the coast.

Renew Whiteman Pact

Chesterfield cigarettes have signed Paul Whiteman to a one-year renewal for the Wednesday 8:30 to 9 P. M. program over CBS. The renewal, effective Sept. 28, is through Newell-Emmett.

Plan Mexican Station

Mexico City, July 31.—Another radio station, XEQ, of 50,000 watts, is being installed here under a Federal concession by Radio Panamericana, S.A. It is to be inaugurated next month.

Radio Personals

TED STREIBERT, Mutual vice-president, will return today with his wife on the *Santa Rosa* from a 16-day southern cruise . . . Chela and Freddy, Argentine radio stars, sailed yesterday for Venezuela where they will appear on a Philco program for four weeks. They then will proceed to Buenos Aires . . . Jimmy Dorsey's orchestra took off in a chartered plane Saturday for Chicago and the Bon Air Country Club, where they will be heard for the next 15 weeks over Mutual . . . WNEW's "Milkman's Matinee" will celebrate its third anniversary, Aug. 2 . . . Al Cormier, manager of WINS, will return today from a 10-day motor trip through New England.

✚

Latham Ovens, who resigned from the WLW-WSAI staff last year to join Joe Penner's continuity staff on the coast, has returned to WSAI . . . Van Woodward, of KMOX, St. Louis, and Robert Monroe, recently of Columbus and Cleveland, also are additions to the WSAI forces . . . Norman Sullivan and Dick MacKnight are leaving WSAI . . . Jack Foy, veteran hillbilly, who was on WLW from 1929 to 1931, has returned to that station.

"Shadow" to Return To Mutual Sept. 25

"The Shadow," a mystery series, will return to the Mutual network Sept. 25 for the D. L. & W. Coal Co. The contract, for 26 weeks, was placed by Ruthrauff & Ryan.

The show, from 4:30 to 5 P.M., will be heard over WFIL, WBAL, WNAC, WTIC, WCSH, WEAN, WICC and WTAG, and the repeat broadcast, from 5:30 to 6 P.M., will be carried by WOR, WGN, WKBW, CKLW, WNBF, WOL and WSYR. Orson Welles, who played the "Shadow" last year, is now doing a series for CBS and is unavailable for the role, and the agency is now casting for the part.

Givot Wins Extension

The application of George Givot to extend to Sept. 15 his time to answer a $65,000 damage suit brought against him by Herman Bernie was granted in N. Y. Supreme Court on Friday by Justice Peter Schmuck on the ground that Givot at present is fulfilling an engagement at the Embassy Club in London. The suit alleges a breach of a five-year managerial contract after the second year.

Plan Show Over WNEW

Brown & Williamson Tobacco Corp. for Avalon cigarettes, is sponsoring "Slim and Slam" on WNEW for 13 weeks. The schedule is for six hours per week. Batten, Barton, Durstine & Osborn placed the business.

O'Leary Joins Rambeau

George J. O'Leary has resigned from Ruthrauff & Ryan as account executive to join the sales staff of William G. Rambeau Co., radio station representatives.

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Alert,
Intelligent
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Industry

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DAILY

First in
Film and
Radio News
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L. 44. NO. 22 NEW YORK, TUESDAY, AUGUST 2, 1938 TEN CENTS

Detailed Work Assigned for Big Ad Drive

Six Agencies to Assist Donahue & Coe

Organizing work on the industry's national advertising campaign and prize contest to increase fall theatre patronage was completed yesterday with the assignment of advertising, publicity and exploitation men to the remaining key posts in the campaign.

In addition, all advertising agencies in the film field will contribute to the campaign in special fields. The Donahue & Coe agency has been selected to handle all advertising details and copy placement, but will be assisted in creating the campaign by Biow Co., Inc., Blaine-Thompson, Buchanan & Co., J. Walter Thompson, Lord & Thomas and Kayton-Spiero Co.

Approximately 100,000,000 copies of a "movie quiz" booklet containing questions to be answered by entrants

(*Continued on page 4*)

Studios' Campaign Plans Put in Action

Hollywood, Aug. 1.—The executive committee of publicity directors handling Hollywood's cooperation on industry's advertising and business building campaign today parceled out assignments for publicity material which is to be furnished by the various studios. Byline stories from Hollywood notables and nationally known writers are being gathered for immediate distribution.

The committee decided against sending a trainload of stars to make personal appearances across the country because of difficulty in working out a schedule.

The committee, headed by Frank Whitbeck, which will produce the

(*Continued on page 4*)

Baseball Broadcast Fight Before Court

Pittsburgh, Aug. 1.—Arguing that his client, General Mills, would be forced to cancel $1,250,000 worth of contracts with NBC unless bootleg broadcasts of the Pirates' home baseball games by KQV are stopped, Attorney B. M. Webster laid the case of four plaintiffs, General Mills, the Pittsburgh Baseball Club, Socony-

(*Continued on page 10*)

More Radio—P. 10

Silverstone Says Chaplin In Agreement

U. A. Profit-Sharing Now Ready to Function

Confirmation of the report that Charles Chaplin has concurred with other United Artists owners on the plan for permitting company producers to share in profits and for according them reduced charges for world distribution was given yesterday by Murray Silverstone, chairman of the United Artists executive committee, on his arrival in New York from the coast.

Questioned concerning Mr. Chaplin's earlier objections to the proposals, which were adopted by four United Artists owners at meetings which Mr. Chaplin did not attend, Mr. Silverstone said, "Mr. Chaplin is in full accord with company policy."

The executive committee chairman was reluctant to discuss the subject and, in fact, refused to admit that any

(*Continued on page 4*)

Wilcox May Join U.A. as Producer

Dr. A. H. Giannini, formerly president of United Artists, returned on the *Normandie* yesterday from a European vacation with the news that Herbert Wilcox, British producer, will shortly join United Artists.

At least, there are tangible indications of this, Dr. Giannini said, and he stated that he has long urged Mr. Wilcox to sign with United Artists. On his recent trip to London he again tried to convince the British producer that the arrangement would be advantageous, especially in view of the revamped distribution percentage and

(*Continued on page 4*)

Shearer Refuses to Appear as Scarlett

Hollywood, Aug. 1.—Numerous letters received by Norma Shearer from her admirers in all parts of the country and insisting that the role of Scarlett O'Hara in Selznick International's forthcoming "Gone with the Wind" is unsuited to the actress' talents led Miss Shearer to withdraw from the cast, it was stated here today by the star, who declared:

"I have decided that I should not play Scarlett. I am convinced that the majority of fans who think I should

(*Continued on page 4*)

ZANUCK DEFENDS TALENT EXCHANGE

Why Should Others Share Except on Equality Basis? He Asks

A defense of major studio "swapping" of talent, one of the industry customs attached to the Government's anti-trust suit, was given by Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, on his return from an eight-week European trip yesterday on the *Normandie*.

The Government asks the Federal courts to permanently enjoin the major producers from borrowing, loaning or otherwise making available their contract talent and technical personnel among each other. The Government contends that the majors have a monopoly on the production of quality films through talent pools, to the detriment of independent producers who have no access to the "big names" until they have depreciated in box-office value.

Asked for comment, Mr. Zanuck said: "It is true that such an interchange exists. But why should we

(*Continued on page 7*)

K-A-O, Keith 6-Month Net Is Under '37

For the 26 weeks ending July 2 Keith-Albee-Orpheum Corp. and subsidiaries showed a net profit after all charges of $388,194.41. During the same period the B. F. Keith Corp. had a net after all charges of $254,538.01.

Both totals are sharp reductions under the same period last year. The 26-week figure for K-A-O was equal to $6.04 per share on the 64,304 shares of 7 per cent cumulative preferred stock.

For the 52-week period ending July 2 it is estimated that the K-A-O net will be $1,013,767.08 after all charges, except surtax on undistributed profits applicable to the 26-week period ending Dec. 31, 1937. This will be equal to $15.76 per share on the 7 per cent preferred. These figures are subject to audit at the end of the calendar year.

For the same 52-week period the B. F. Keith net is estimated at $790,839.03, except for the surtax covering the last six months of 1937. These figures are also subject to audit at the end of the calendar year.

Ban on "Wreckage" Upheld by Regents

Albany, Aug. 1.—Upholding Motion Picture Director Irwin Esmond, the State Board of Regents has rejected an appeal by Cinema Service Corp. on "Human Wreckage." The film had been turned down April 15 by Mr. Esmond. It was screened by Regents George J. Ryan, Gordon Knox Bell and Chancellor Patrick J. Mangan early in June.

Mr. Esmond banned the picture on the grounds within section 1082 of the Education Law, it was "extremely disgusting and nauseating." The petitioner, Morris Dichter, alleged exhibition of the picture would be helpful in the national campaign against social diseases.

Since taking over appeals on pictures from Education Commissioner Frank P. Graves, the Board of Regents and its sub-committee have reviewed a half dozen films and in each instance have upheld the original action by Mr. Esmond.

High Court Appeal Is Granted Ascap

Tacoma, Aug. 1.—An order permitting Ascap to appeal to the U. S. Supreme Court its case testing the constitutionality of the Washington state law requiring the filing of musical copyrights today was signed by Federal Judge Edward Cushman.

Ascap's recent suit against the state and county officials was dismissed by a three-judge court because of failure to show that the jurisdictional amount of $3,000 was involved in the case.

Muto Gets Movietone Post in Washington

Anthony (Tony) Muto, well known newspaper man and former member of the Washington staff of the Motion Picture Producers and Distributors of America, has resigned as publicity head for the I.A.T.S.E. Washington office to become head of the Fox Movietone News Washington Bureau. He will take the place of Arthur De Titta, who has been transferred to New York as assistant foreign editor.

Mr. Muto has had long experience in Washington, New York and in for-

(*Continued on page 4*)

◂ Purely Personal ▸

W. A. SCULLY may be kept out of the Connecticut M.P.T.O. golf tournament today by a lame leg acquired last weekend.

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ARTHUR GREENBLATT, G.B. eastern division manager, left yesterday for a trip that will include stops at Pittsburgh, Cleveland, Buffalo and Albany.

•

ARTHUR GREENBLATT, G. B. eastern division manager, left yesterday on a two-week trip to Pittsburgh, Cleveland, Buffalo and Albany.

•

A. M. GEORGER, treasurer of the United Artists Theatre Circuit, returned yesterday from a vacation in the Maine woods.

•

IRVING LESSER, manager of the Roxy, spends his weekends in the Catskills.

•

LOUELLA PARSONS is at the Waldorf-Astoria.

•

. . . Oklahoma City

L. C. GRIFFITH, president; C. O. FULGHAM, division manager, RALPH LEACHMAN, ALVIN POWELL, W. T. SPEARS, R. F. WILBERN and FOSTER MCSWAIN, all of the Griffith Amusement Co. had a 10-day fishing trip at Fort Arkansas, Tex.

B. J. MCKENNA, comptroller of the Griffith Amusement Co. has gone to Colorado for a three-week vacation with his family.

DWIGHT SEYMOUR, formerly manager of Griffith houses in Kermit, Tex., has been transferred to Sunray, Tex. WILLIAM TURK, formerly assistant manager of Griffith's Enid, Okla., theatres, has been made assistant manager of the Sunray in Sunray.

•

. . . Pittsburgh

C. J. LATTA and his family have given up apartment life and taken a home in the Squirrel Hill district of this city.

BOB FINKEL, son of the South Side exhibitor, is acting this summer at the Wharf Theatre in Provincetown.

KARL KRUG, critic and columnist for the *Sun-Telegraph*, is vacationing.

JOE CARNS, former operator of the Beacon, has gone into the automobile business.

AL SINGER, manager of Warners' Strand, and the former ESTHER STERN are on an eastern honeymoon trip.

WB Foreign Bonuses Set

Warner managers and staffs in Australia, Finland and Greece have been awarded salary bonuses as winners of the company's 52-week foreign sales drive for 1937, it was stated yesterday by Sam E. Morris, vice-president in charge of foreign activities. Mr. Morris inaugurated the bonus plan last year and its success has assured its continuance.

H. M. Warner Arrives

Harry M. Warner, president of Warners, arrived yesterday with Mrs. Warner from the coast. He plans to sail for England shortly to attend the opening of the new Warner Theatre in London.

They Liked It

Kansas City, Aug. 1.—Hard-boiled bookers and executives of Fox Midwest screened "Alexander's Ragtime Band." There was so much demand from them that, five days later, the picture was brought back for another screening for the same group!

Otterson States 90 To Use French Films

With 90 theatres already selected for the showing of French films in the eastern area, Inter-Allied Films expects to line up a total of between 150 to 200 houses for the project, John E. Otterson, head of the company, said on his return on the *Normandie* yesterday.

All theatres will be "selected" and exhibition will be on a class basis, he stated, the houses including "art" and similar operations. Mr. Otterson brought with him 12 French features as the first consignment of about 25 which he and Harry Lachman, his adviser, selected in Paris. Operations are scheduled to start Oct. 1, with distribution headquarters in New York.

Mr. Otterson does not anticipate many remakes of his French pictures in America because "only a few are susceptible for remaking," he said. The main purpose is to present the films with English subtitles.

The 90 theatres already assured are in Greater New York, Connecticut, New Jersey and Pennsylvania, all within 100 miles of Manhattan. These include houses in the Brandt and Trans-Lux circuits and others.

Mr. Otterson said his venture is strongly backed by a Paris group headed by Marc Lauer, who is active in film and financial circles. Corniglion Molinier, Mr. Otterson's original associate in the importing project, is affiliated with the new group—to be known as Franco-Americaine—but has no financial interest in it, Mr. Otterson said.

Mr. Lachman, who accompanied Mr. Otterson abroad, is remaining in Paris another week or two in order to complete the selection of films. A number of shorts are also being brought over by the Otterson group.

Durante Suit to Go On

N. Y. Supreme Court Justice Peter Schmuck yesterday denied the request of Jimmy Durante to dismiss the $4,800 damage suit brought against him by Morton A. Milman, on condition that Mr. Milman place the action on the trial calendar for October. Mr. Durante, who sought the dismissal on the ground that the plaintiff had failed to diligently prosecute, is charged with failing to pay commission to Mr. Milman for allegedly securing 24 weeks' booking as a radio performer for Mr. Durante.

Shirley Improving

BOSTON, Aug. 1.—Shirley Temple, abed in her hotel here, is much improved, according to Dr. Leo Matson, her physician, who flew here from the coast.

Lamour Has Operation

HOLLYWOOD, Aug. 1.—Dorothy Lamour is recovering from an emergency operation for appendicitis.

Thirty-Six Films In Work on Coast

HOLLYWOOD, Aug. 1.—Thirty-six pictures were before the cameras at the start of the week, as Hollywood began taking its second wind in the production spurt. The figure is six less than last week's total, but 19 are in the final stages of preparation before they hit the live sets. Fifty-four are being edited.

The four that started this week are: "Starlight over Texas," Monogram; "Ranger Code," RKO; "Billy the Kid Returns," Republic, and "The Comet," Universal.

Those shooting are: "Girls' School," Columbia; "The Lady and the Cowboy," Goldwyn; "Too Hot to Handle," "Boys' Town," "Sweethearts," "Three Loves Has Nancy," "Listen, Darling" and "Stablemates," M-G-M; "Zaza," "The Arkansas Traveler," "King of Alcatraz" and "Escape from Yesterday," Paramount; "Room Service," "Gunga Din," "The Mad Miss Manton," "Mr. Doodle Kicks Off," RKO; "There Goes My Heart," Roach; "Hold that Coed," "Wooden Anchors," "While New York Sleeps," "By the Dawn's Early Light," "Camera Daredevils," 20th Century-Fox; "Youth Takes a Fling" and "That Certain Age," Universal; "The Sisters," "Angels with Dirty Faces," "Brother Rat," "Wings of the Navy," "Blackwell's Island," "Heart of the North," "Curtain Call," "Torchy Gets Her Man," Warners.

Those finished were: "The Great Waltz," "Rich Man, Poor Girl," M-G-M; "Paris Honeymoon," "Campus Confessions," "Songs of the Legion," "Sunset Trail," Paramount; "Carefree," RKO; "Everything Happens to Us," "Pals of the Saddle," Republic; "The Road to Reno," Universal.

Four short subjects are shooting—three at M-G-M, and one at Warners. M-G-M finished one, and started two. Five are being prepared, and six are being edited.

Alger's Allowances To Be Set Sept. 12

Hearing was set for Sept. 12 at 2:30 P. M. in Federal Court by Judge William Bondy yesterday on the application of George W. Alger for an allowance for his services as special master in the RKO reorganization proceedings, and also on the application of Price, Waterhouse & Co. for $3,500 for the auditing of the books of RKO.

The special master, who filed his request for an allowance July 17, did not ask for a specified amount, but requested Judge Bondy to fix a fair and equitable sum.

M-G-M Official Here

Elias Lapiniere, publicity and advertising director for M-G-M on the Continent, with headquarters in Paris, arrived on the *Normandie* yesterday for a stay of two or three weeks. While here he will obtain material on the new season's films.

Cullman's Father Dies

Joseph F. Cullman, 83, father of Charles S. Cullman, died yesterday at his New York residence. He was a prominent tobacco dealer and downtown real estate operator.

MoreVeteransAdded To Milwaukee's List

MILWAUKEE, Aug. 1.—Names of additional theatre men to be honored at the silver jubilee to be held Aug. 30 and 31 at the Schroeder hotel as having served 25 years or more in the industry, include the following:

Frank Fischer, George and Paul Langheinrich, Frank Cook, Jack Camp, Jack Silliman, Jack Frackman, Max Weisner, Ed Vollendorpf, Frank Trottman and Herbert Schwahn, and all of Milwaukee; Jack Yeo, Burlington; Charles H. Braun, Hartford, and Walter A. Baier, Fort Atkinson.

The honor roll is expected to exceed 35 names embracing all divisions of the industry. The men will be recipient of appropriate awards at the banquet to climax the two-day celebration Aug 31.

Northwest Sail Is Held

SEATTLE, Aug. 1.—More than one hundred film men, their wives and friends enjoyed the Northwest Film Club's "Mystery Cruise" aboard the *Sightseer* on Lake Washington. From 9 P.M. until early morning the passengers enjoyed dancing, cards and other shipboard games.

The "crew" was composed of Neal Walton, A. H. McMillan, Keith Beckwith, Bjarne Moe, Bill Parker, Harry Blatt, Don Beckman, Bill Forman, Frank Christie, Herndon Edmonds, Pete Higgins and L. J. McGinley.

Plan Lombard Film Unit

Myron Selznick will form his next production unit on a profit-sharing basis with Carole Lombard. Gregory La Cava will be director and, at the request of Miss Lombard, the unit will bear his name.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Banner, Al Finestone, Thomas Fitzsimmons, Sherwin A. Kane, Irene Kuhn, Joseph Priore.

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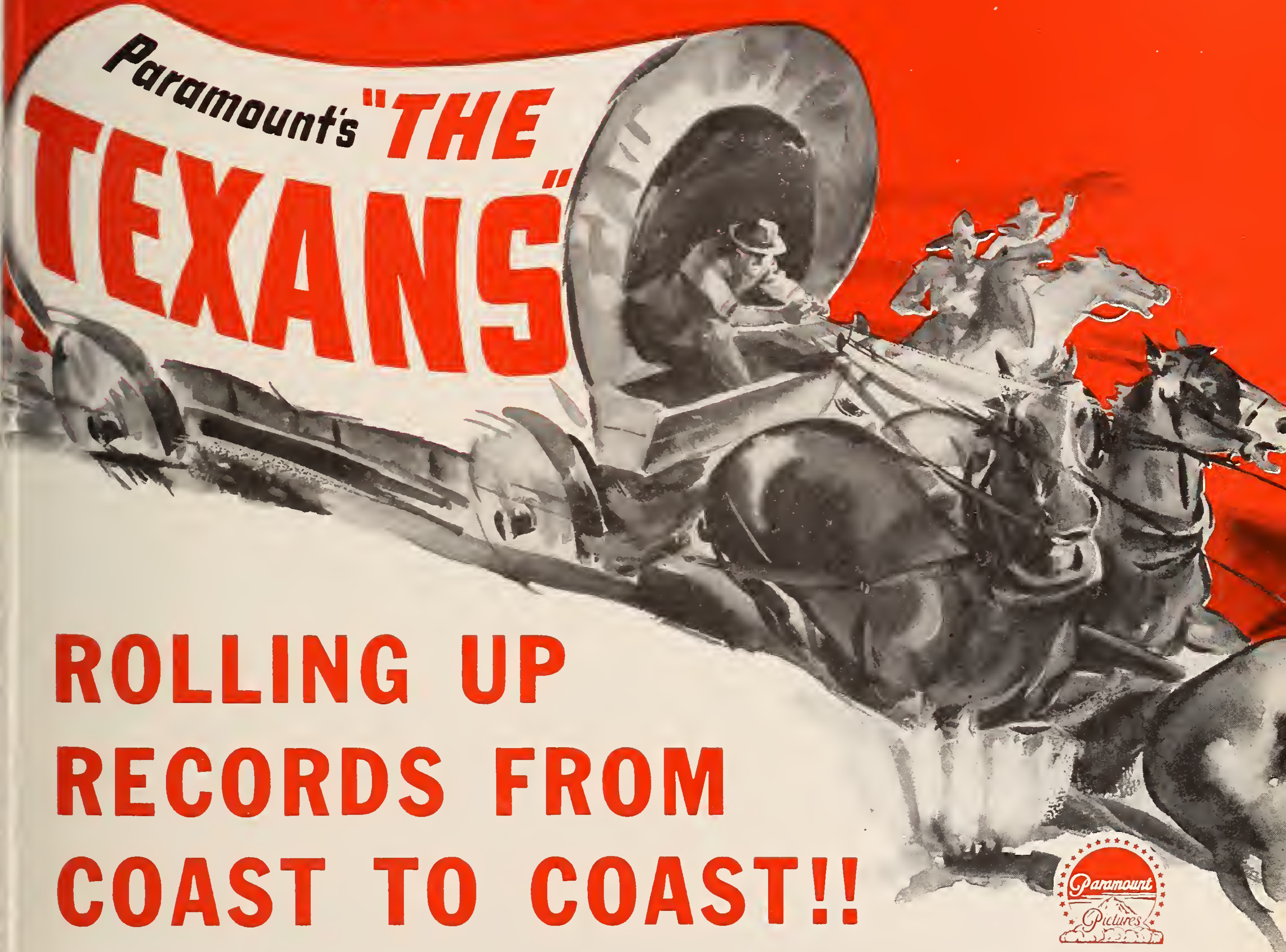
WATCH THAT COVERED WAGON ROLL!!!


Paramount's "THE TEXANS"
Paramount Pictures

ROLLING UP RECORDS FROM COAST TO COAST!!

From New York to San Francisco, from Minneapolis to Houston; North, South, East and West..PARAMOUNT'S "THE TEXANS" brings "Covered Wagon" days again!

Detailed Work Assigned for Big Ad Drive

(*Continued from page* 1)

in the prize contest will be distributed to theatres by Sept. 1. The preparation of this booklet is already under way, as is the newspaper advertising campaign, which also will start Sept. 1.

The campaign will be augmented by a huge press book, newspaper size, and in three sections, namely, publicity, advertising and exploitation. Howard Dietz, chairman of the advertising committee, will be responsible for the advertising section, S. Barret McCormick the publicity section, and Monroe Greenthal the exploitation.

Al Wilkie of Paramount will be in charge of stills and will head the committee in charge of promotion in monthly and weekly magazines. Promotional work on the campaign in individual cities and theatres will be in charge of a committee headed by Oscar Doob, with Harry Goldberg and John Dowd as members. The committee will be assisted by publicity directors of a number of independent circuits throughout the country.

Country-wide Meets Set

The first of 18 regional exhibitor meetings to aid in the drive for the final $175,000 of campaign funds from independent exhibitors, who are asked to contribute at the rate of 10 cents per seat, will be held this week. The Detroit meeting is scheduled for Wednesday at the Statler and will be in charge of H. M. Richey and David Palfreyman. The Cleveland meeting will be held Thursday with M. B. Horowitz and Gradwell L. Sears presiding. Mr. Sears and Edwin Silverman will conduct the Chicago meeting Friday.

Monogram, Republic and G. B. have been invited to submit titles of their releases from Aug. 1 to Oct. 31 for inclusion in the movie quiz contest.

Following is a list of exhibitors who have pledged the standard theatre contribution to the campaign:

S. J. Switow, 13 theatres; Elmore Heins, four; John Danz, 28; Ed Dubinsky, 12; A. P. Archer, seven; W. S. Wilder, six; Lewen Pizor, nine; J. M. Seider, 31; Edwin Silverman, 27; Arthur Schoenstadt, 16; Jack Kirsh (Villa Theatre, Chicago), one; Van Nomikos, 10; M. Manos, eight; Frisch & Rinzler, 44; John Harris, nine; R. E. & L. C. Griffith, 166; S. H. Fabian, 23; George Skouras, 64; Walter Vincent, 19: C. A. Schultz, 28; J. Von Herberg, four; Sam Dembow, Jr., (Fanchon & Marco), 12; Ben Amsterdam, nine; Alex Manta, 27; L. F. Gran, 11; H. B. Robb, 91; Fred Wehrenberg, five; M. B. Horowitz, six; Sidney Lust, eight; Nathan Yamins, five; D. J. Chatkin, 10; Glen W. Dickinson, 24; A. R. Boyd, seven. Total, 744.

Chicago Regional Friday

CHICAGO, Aug. 1. — Independent theatre operators from Illinois, Indiana, Michigan and Wisconsin on Friday will meet with Gradwell L. Sears at the Stevens Hotel to discuss the industry's national advertising campaign and business drive.

Studios' Campaign Plans Put in Action

(*Continued from page* 1)

short subject and trailer material met tonight at the M-G-M commissary to outline the start of its work. The members are: George Dickson, Disney; Herbert Moulton, Paramount; Edward Selzer, Warners; Dave Lipton, Universal; Jim Pollack, RKO; Troy Orr, 20th Century-Fox; Charles Leonard, United Artists, and Walter Temple, Columbia.

Muto Gets Movietone Post in Washington

(*Continued from page* 1)

eign countries as reporter, war correspondent and special writer.

Mr. De Titta, a former cameraman for both Fox and Paramount, has been in charge of the Washington Movietone office since 1928. He was given a farewell party by the Washington Variety Club last Saturday night.

Pledge Fairness in Pictures on Mexico

MEXICO CITY, Aug. 1. — Films on Mexican themes, whether made at home or abroad, must uphold the dignity and prestige of Mexico, it was decided at a meeting of the American distributors, representative Mexican producers and delegates of film workers' unions. The conferees adopted a resolution to the effect that each interest represented at the meeting would do its utmost to bring about the production of honest and fair Mexican pictures.

Saying that Mexico had been harmed abroad, particularly in the United States, by distorted films, Vicente Lombardo Toledando, secretary general of the Confederation of Mexican Workers, this country's strongest labor organization, declared that the full weight of his party would be brought to bear to assure films that are fair to Mexico.

"Wings" Series Started

Paramount's transcribed radio program, "Men With Wings," designed to exploit the motion picture of the same name, was inaugurated the past weekend over 53 stations of the Mutual network. The programs will run for 12 weeks, and theatre operators scheduled to play the picture are now negotiating with local station managers for radio time preceding and immediately following the presentations.

To Make Charity Short

HOLLYWOOD, Aug. 1. — Twentieth Century-Fox will make a one-reeler starring Jane Withers for the use of the National Mobilization for Human Needs.

Golden State to Expand

SAN FRANCIISCO, Aug. 1.—A deal is pending here whereby the Golden State circuit will purchase three Oakland theatres—Uptown, Strand, and Lorin—from Louis Kaliski.

"Torchy" Film Retitled

HOLLYWOOD, Aug. 1. — "Torchy Gets Her Man" will be the release title of Warners' next in the series hitherto called "Torchy Finds Out."

Wilcox May Join U.A. as Producer

(*Continued from page* 1)

profit sharing setup offered to affiliated producers.

Dr. Giannini said he has no plans for the immediate future beyond returning to the coast in about a week. He said that while president of U. A. he continued his financing of producers through the Bank of America National Association, and indicated that he will continue this activity. He was accompanied by Mrs. Giannini and their son, Bernard.

Gabriel L. Pascal, independent British producer, arrived with Dr. Giannini from London and will accompany the latter to the coast after screening his film, "Pygmalion," based on the George Bernard Shaw play. Mr. Pascal will offer the picture for major company distribution. He said he plans to make another Shaw play, "The Devil's Disciple," in Hollywood, since it has an American background, and also has scheduled "Caesar and Cleopatra" and "Nelson," to star Leslie Howard, who is featured in "Pygmalion." Mr. Pascal said the latter film cost $625,000. Dr. Giannini is advising him on the American market and will represent him in the negotiations.

Ericksen in Wanger Post

HOLLYWOOD, Aug. 1.—C. E. Ericksen has been appointed business manager and treasurer of Walter Wanger Prod., Inc. Mr. Ericksen has long been connected with studio financing and business management. He has been Douglas Fairbanks' business manager for several years and will continue in that capacity.

House Policy Changed

CINCINNATI, Aug. 1. — The RKO Family, which has been playing three changes a week, has gone to a two-a-week basis, with program changes Sundays and Wednesdays. The scale of 15 and 25 cents remains the same.

Wall Street

Gains Sprinkle Board

	Open	High	Low	Close	Net Change
Col.	13¾	13¾	13¾	13¾	— ¼
Cons.	1½	1½	1½	1½	.....
E. K.	177	177	177	177	.....
E. K. pfd..	171	171	171	171	+2
G. T. E...	14¾	14¾	14¾	14¾	+ ¼
Loew	48⅝	48¾	48½	48⅝	— ⅜
Para.	10½	10¾	10½	10¾	+ ⅛
Para. 1.....	90½	90½	90½	90½	+ ½
Para. 2.....	10½	10½	10½	10½	— ⅛
Pathe	9¼	9¼	9⅛	9⅛	— ¼
RKO	2⅞	2⅞	2⅞	2⅞	.....
20th Fox ..	24½	24⅝	24¼	24½	— ½
W. B.	6½	6½	6⅜	6⅜	— ⅛
W. B. pfd.	36	36	36	36	.....

Little Change on Curb

	Open	High	Low	Close	Net Change
G. N.	⅝	⅝	⅝	⅝	.....
Tech.	25⅜	25½	24½	25	— ½
Trans-Lux	2½	2½	2½	2½	+ ¼

Bonds Have Fair Increases

	High	Low	Close	Net Change
Keith 6s '46.......	89	89	89	—1
Loew 3½s '46....	100	100	100	+ ⅛
Para. B'way 3s '55	63	63	63	.....
Para. Pict. 6s '55	83	83	83	+ ¾
W. B. 6s '39......	77	76½	77	+1

(Quotations at close of Aug. 1)

Silverstone Says Chaplin In Agreement

(*Continued from page* 1)

differences of opinion between Mr Chaplin and the other company owners, had been in existence. His comment on the subject was confined to the single statement.

Mr. Silverstone intimated that discussions of a renewal of the Selznick International distribution deal would be resumed here this week with John Hay Whitney. He reported the negotiations to be "unchanged" as a result of his coast conferences. The Selznick International contract with United Artists does not expire until the end of the year, Mr. Silverstone said.

Asked whether there was any possibility of United Artists distributing "Gone with the Wind," Mr. Silverstone observed that no releasing deal for the picture has been closed yet and added, "Whoever gets it will be lucky." He said there was a possibility that pictures made by the Myron Selznick-Ernst Lubitsch combine might be distributed by United Artists but added that no deal had been made.

Board Meets This Week

Although stating that George J. Schaefer's new contract with United Artists is "all agreed on," Mr. Silverstone was non-committal when asked if it would be signed this week.

A meeting of the United Artists board of directors will be held Thursday or Friday. The executive committee chairman said that nothing "important" was scheduled for action and that none of the company owners was expected at the meeting.

Mr. Silverstone was in Hollywood for two weeks. James Mulvey, vice-president of Samuel Goldwyn, Inc., returned to New York with him. The two were a day late arriving as a result of having missed the Century out of Chicago Sunday. At the station to meet them were Charles Schwartz of Schwartz & Frohlich, a member of the United Artists board and attorney for Mr. Chaplin; Arthur Schwartz of the same law firm, and Emanuel Silverstone, brother of Murray and American representative for Alexander Korda.

Shearer Refuses to Appear as Scarlett

(*Continued from page* 1)

not play this kind of character on the screen are right and I appreciate tremendously the interest they have shown. I have advised Mr. Mayer and Mr. Selznick of my feelings in the matter so that they would not consider me for the part."

Indications are that Clark Gable will continue as the choice for the part of Rhett Butler, provided M-G-M distributes the film.

Added to "Citadel"

LONDON, Aug. 1. — Penelope Dudley-Ward, Cecil Parker, Elliot Makeham and Francis L. Sullivan have been added to the cast of M-G-M's "The Citadel," now in production.

FRED AND GINGER TOGETHER AGAIN!

"FRED AND GINGER TOGETHER AGAIN!"

. . . The five welcome words that tell one of the biggest show stories ever written! . . . With the whole nation waiting for the return to the screen of the world's gay dancing sweethearts, you get them in the attraction on which has been lavished more show values than any Astaire-Rogers picture ever had before — including four Irving Berlin songs that already are hitting the air with the wallop that means "top ten" for months! . . . **GET READY FOR A BIG ONE IN SEPTEMBER!**

Truck and shag and Susie Q;
Tap and stomp and swing-a-roo!
Wrap 'em up and holler "WHAM!"
Here's the heat wave called THE YAM!

FRED ASTAIRE GINGER ROGERS in "CAREFREE"

with

RALPH BELLAMY
LUELLA GEAR
JACK CARSON
CLARENCE KOLB
FRANKLIN PANGBORN

Lyrics and music by

IRVING BERLIN

RKO RADIO PICTURES

A PANDRO S. BERMAN PRODUCTION . . . Directed by Mark Sandrich

Screen Play by Ernest Pagano and Allan Scott . . . Story and Adaptation by Dudley Nichols and Hagar Wilde

Zanuck Comes To Defense of Talent Loans

(Continued from page 1)

make our talent available to the [illegible]ler studios? What have they to offer?

"The only reason we let other studios have our actors or writers is because they have other talent to give us in return.

"What have the independent producers that we want? Money? We have plenty of money. We will give them our talent if they can offer us something valuable in the way of creative talent in return. I have four assistants who started with me as office boys. There are fine writers among them. We have developed them over a period of years. Why should we make them available to another studio that can give us nothing of value?"

See U. K. Production Jump

Another significant statement by Mr. Zanuck was that 20th Century-Fox plans a progressive increase in its British production. Starting with three films for the 1937-'38 season, the company will make six in England this year and plans nine for 1939-'40.

This year's films to be made in England will all be designed for triple quota credits. The budget is $2,500,000. There will be another Gracie Fields picture, as well as "So This Is London," based on a successful play, and "Hangman's House."

"We are watching the trend of the market on British films and do not intend to expand our British production too quickly, because you can expand your self out of business," Mr. Zanuck commented. He said this year's films will be intended for the world market and intimated that the rate of increase in British output will depend on the extent to which the world market can absorb it.

No Budget Increases

Mr. Zanuck said that he obtained options on stories and negotiations were started for fresh talent, including an unnamed English actress.

There will be no increases in the company's Hollywood budget for the new season, beyond the $3,500,000 boost already made known, Mr. Zanuck said, and there will be only two Technicolor films, "Jesse James" and "Kentucky," with no color production in England this year.

Mr. Zanuck was impressed with the strides made by French studios, observed during his visit in Paris, but his thought is that since they are only in the French language, their consumption is limited and American companies have little or nothing to fear from that direction.

Speaking for Movietone News on shipboard before the *Normandie* docked, Mr. Zanuck said: "I am very happy to be back in America and to report that American films are more popular abroad than ever before. I know this is true because of the plans being made by every company for pictures that will have an appeal for world consumption."

"Alexander's Ragtime Band" has been booked for a 12-week run at the Odeon Theatre in London's West End, opening in September, Mr. Zanuck reported. He attended a private screening of the film at the American Embassy in London and Ambassador Joseph P. Kennedy and the British diplomats present applauded the picture, he said.

Mr. Zanuck will speak on the CBS salute to "Alexander's Ragtime Band" tomorrow night and after conferences with Sidney R. Kent and other home office executives will leave for Hollywood Friday night, arriving there Monday. He was accompanied on the trip by Mrs. Zanuck and their three children.

Eddie Cantor also returned, with his wife, eldest daughter and son-in-law, Mr. and Mrs. Joseph Metzger, and young daughter, Janet. He reported that he collected $550,000 in England for the rehabilitation of European refugee children in Palestine.

J. H. Moskowitz in Party

Joseph H. Moskowitz, assistant to Joseph M. Schenck, returned with Mr. Zanuck after a vacation. He said that Mr. Schenck is now in Carlsbad with Lord Castleross and expects to be back here in three weeks.

Another returning traveler was E. I. Sponable, 20th Century-Fox technical supervisor, who conferred abroad on release prints arrangements.

Charles E. McCarthy, 20th Century advertising and publicity director; William Dover, assistant to Mr. Zanuck at the studio; Leonard Gaynor, A. A. Brown and others from the home office went down the bay to greet the production chief. Another group of company executives met Mr. Zanuck at the pier.

Selling Knives

Minneapolis, Aug. 1.—In a move to raise part of a $2,500 fund to make motion pictures available to shutins, the Variety Club of the Twin Cities has purchased 100 dozen pocket knives which are being retailed at a dollar each to members and others.

W. A. Steffes, chief-barker, has gotten as high as $5 for one knife. He gives no change, regardless of the size of the bill given him in payment for the knife. Profit per knife is estimated at around 900 per cent.

Arrange Benefits at Fair

San Francisco, Aug. 1.—All benefit shows at the 1939 exposition, featuring members of four groups represented by the Theatre Authority, will first clear such programs with the latter body, according to an agreement reached by I. B. Kornblum, coast agent for the authority, and Harris D. Connick, general director of the exposition. The Theatre Authority represents the American Federation of Radio Artists, American Federation of Actors, Actors' Equity Association and Screen Actors' Guild.

Set Lawes Story Title

Hollywood, Aug. 1. — Warden Lewis E. Lawes' story, "Chalked Out," will be filmed by Warners as "Crime Is a Racket."

Union Managers Put Off Move Until Fall

The long-contemplated move to obtain recognition from New York film theatres has been postponed to the fall by the Theatrical Managers, Agents and Treasurers Union.

Hal Olver, a spokesman for the union, claims it has organized numerous managers, assistant managers and press agents at local theatres. To date the union's main activity has been in the field of legitimate theatre, sports arenas and the like. It claims 15 locals have been organized in as many key cities.

An organization campaign will shortly be undertaken in the south, according to Mr. Olver.

K.C. Outing Set Aug. 8

Kansas City, Aug. 1.—The annual film picnic at Quivira Aug. 8 will see exchanges closing at 3 P. M. Film folk will swim, golf, picnic and, in the evening, dance.

A soft ball game is scheduled at 4 P. M. between the boys at 20th Century-Fox, many of them playing in league competition in Kansas City, and a team gotten together by Ed Webber, president of the Independent Theatre Owners. Mr. Webber will draw on all of Film Row for players. Fox will use George Regan, George Friedel, Gary Hodson, Bob Conn, John Long, Charley Palermo, Al Tanner, Gus Kubitzki, Ward Scott, Charley Decker, Charles Crawford, Joe Woodward and others.

Extend Clearance Talks

Chicago, Aug. 1.—Joseph Rosenberg, attorney for independent exhibitors here, is continuing conferences which seek a remedy for the 10-week clearance period accorded B. & K. houses. Mr. Rosenberg denied that plans for the filing of a suit are definitely set.

Lamont Now Producer

Hollywood, Aug. 1.—Charles Lamont, currently directing the first of Fine Arts pictures for Grand National release, has been given the post of producer-director.

"Sky Giant," Osborne Lead Philadelphia

Philadelphia, Aug. 1.—"Sky Giant" and a stage show headed by Will Osborne's orchestra turned in a surprising gross at the Earle during a rainy weekend. The take was $18,000, over normal by $4,000.

"The Amazing Dr. Clitterhouse" also was in the money with a take of $16,000, up by $2,000, at the Fox and the picture was held.

Total first run business was $67,400. Average is $73,400.

Estimated takings for the week ending July 28:

"LITTLE WOMEN" (RKO)
(Re-issue)
ARCADIA — (600), 25c-40c-55c, 4 days. **Gross:** $1,200. "You and Me" (Para.), 2nd run, 2 days. **Gross:** $300. (Average, 7 days, $2,800)

"LOVE FINDS ANDY HARDY" (MGM)
BOYD—(2,400), 40c-55c-65c, 7 days. **Gross:** $14,000. (Average, $14,000)

"SKY GIANT" (RKO)
EARLE — (2,000), 25c-40c-55c, 6 days. Stage: Will Osborne's orchestra; Hal Sherman, Andrea Casolotti (voice of "Snow White") and Harry Stockwell. **Gross:** $18,000. (Average, $14,000)

"AMAZING DR. CLITTERHOUSE"
(W. B.)
FOX—(3,000), 40c-55c-65c, 7 days. Gross: $16,000. (Average, $14,000)

"MY BILL" (W.B.)
(2nd Run)
KARLTON—(1,000), 25c-40c-55c, 7 days. **Gross:** $2,400. (Average, $4,000)

"HAVING WONDERFUL TIME" (RKO)
(2nd Run)
KEITH'S — (2,000), 30c-40c-55c, 7 days. **Gross:** $3,000. (Average, $4,000)

"I'LL GIVE A MILLION" (20th-Fox)
STANLEY—(3,700), 40c-55c-65c, 7 days. **Gross:** $8,500. (Average, $14,000)

"PORT OF SEVEN SEAS" (M-G-M)
STANTON—(1,700), 30c-40c-55c, 7 days, 2nd week. **Gross:** $4,000. (Average $7,000)

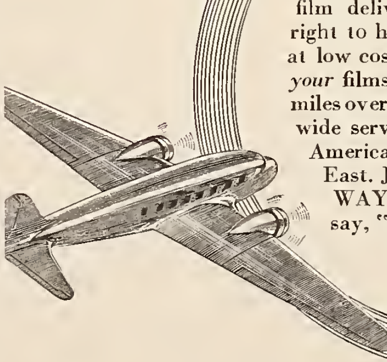
Heymann Acquires Films

Andre R. Heymann, president of the French Cinema Center, just back from Paris, says he has acquired nontheatrical rights to a number of French features. These are to be shown in the original French to educational groups.

EXHIBITOR
"WOWS 'EM" BY AIR EXPRESS!

Features spot news releases the day they're shot! How? By specifying "AIR EXPRESS" for film deliveries—3 miles a minute—right to his door. It's a publicity ace, at low cost, too. Slash transit time on *your* films by AIR EXPRESS—2500 miles overnight. Day and night, nationwide service; also to Canada, Latin-America, Honolulu, and Far East. Just phone RAILWAY EXPRESS and say, "AIR EXPRESS Division!"

AIR EXPRESS
DIVISION
RAILWAY EXPRESS AGENCY INC.



"Goodbye" and Show $42,500 Chicago Lead

CHICAGO, Aug. 1.—Tommy Riggs and Betty Lou, Zazu Pitts and "Always Goodbye" occupied the stage and screen at the Chicago theatre last week with the result that business was $10,500 above the average $32,000, or $42,500, which was excellent.

Few other theatres could do better than come close to their average mark. "Shopworn Angel" at the U. A. and "I'll Give A Million" at the Roosevelt were just fair. "Sky Giant" at the Palace was not enough even with the help of the 3 Stooges on the stage.

Total first run business was $100,200. Average is $102,000.

Estimated takings:

Week Ending July 28:

"MY BILL" (W. B.)
APOLLO—(1,400), 35c-55c-65c, 7 days. **Gross:** $4,600. (Average, $6,500)

"ALWAYS GOODBYE" (20th-Fox)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Tommy Riggs and Zasu Pitts. **Gross:** $42,500. (Average, $32,000)

"PORT OF SEVEN SEAS" (M-G-M)
GARRICK—(900), 35c-55c-75c, 7 days. **Gross:** $5,000. (Average, $6,500)

"SKY GIANT" (RKO)
PALACE—(2,500), 35c-55c-75c, 7 days. Stage: 3 Stooges and Revue. **Gross:** $14,500. (Average, $19,000)

"TREASURE ISLAND" (M-G-M)
(Re-issue)
STATE-LAKE—(2,776), 20c-40c-55c, 7 days. Stage: Verne Buck and Revue. **Gross:** $11,000. (Average, $13,000)

Week Ending July 29:

"I'LL GIVE A MILLION" (20th-Fox)
ROOSEVELT—(1,300), 35c-55c-75c, 7 days. **Gross:** $10,600. (Average, $11,000)

"SHOPWORN ANGEL" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days. **Gross:** $12,000. (Average, $15,000)

"Miss Broadway" on Dual N. H. Leader

NEW HAVEN, Aug. 1.—"Little Miss Broadway" and "One Wild Night" took $9,000, up by $1,000, at the Loew-Poli. The dual was moved to the College for a second week.

"Cowboy From Brooklyn" and "State Police" also out-distanced average at the Roger Sherman, taking $5,300, up by $600.

Total first run business was $19,200. Average is $19,900.

Estimated taking for the week ending July 29:

"REFORMATORY" (Col.)
"CRASHING HOLLYWOOD" (RKO)
COLLEGE—(1,499), 25c-35c, 7 days. **Gross:** $2,000. (Average, $2,800)

"LITTLE MISS BROADWAY" (20th-Fox)
"ONE WILD NIGHT" (20th-Fox)
LOEW-POLI—(3,040), 35c-50c, 7 days. **Gross:** $9,000. (Average, $8,000)

"CONDEMNED WOMEN" (RKO)
"LADIES IN DISTRESS" (Republic)
PARAMOUNT—(2,348), 35c-50c, 7 days. **Gross:** $2,900. (Average, $4,400)

"COWBOY FROM BROOKLYN" (W. B.)
"STATE POLICE" (Univ.)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. **Gross:** $5,300. (Average, $4,700)

Set "Texans" Bookings

"The Texans," due to its good showing in pre-release bookings in the west has been given eight more such bookings. Over the weekend the picture opened in New York, Newark, Beaumont, Tex., Colorado Springs, Asbury Park, Ft. Worth and Minneapolis.

Hollywood Letter

Dear Editor:

Farther than a good deed in a naughty world doth shine a good idea in Hollywood. Not just production ideas, either, although some of Darryl Zanuck's have flung quite a glow. The idea just now bathing this town in shimmering radiance is that one of Will Hays' about exploiting this as the Motion Pictures' Greatest Year. Everybody's talking it, thinking it and—more important—living it.

Optimism, a dead weed in these parts 90 days ago, blooms on every countenance. Hollywood isn't expert in economics, and the mere expenditure of a million doesn't throw the picture population into spasms of expectancy, but the spectacle of all the studio publicity men, customarily pitted against one another in catch-as-catch-can battle for the breaks, now standing shoulder to shoulder instead of toe to toe is somehow terrifically tonic in its influence. Write me off as a B prophet if the campaign doesn't net a million in terms of studio morale alone before the first paid copy breaks in the papers.

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If you happen to be one of those who believe formal announcements made by successful business men, in which case you'd be likely to risk a small sum that says Myron Selznick and Ernst Lubitsch will go into production before snow flies, you will be told that "it's all a gag." You will hear that producers have been trying to get some of Selznick's big stars to take less money for their labors, that Herr Lubitsch hasn't had a job since Paramount decided to get along without more of his artistic contributions a few months back, and that it is keen strategy for the agent, and no expense to the director, to set up a paper machine (well, threat, to be blunt about it) which potential employers of Mr. Selznick's distinguished clients might contemplate fearfully when they sit down to discuss wages with him.

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If, on the other hand, you are one of those who agree that this theory has the ring of rightness about it, you can find plenty of people to argue that (1) it's an especially appropriate time to break into big league production, what with United Artists offering a favorable releasing deal and the government likely to readjust the industry one way or another before it gets through, (2) that Myron, reputed to have been earning from $5,000 to $10,000 a week for several years, and Ernst, doing quite nicely, thank you, for long and long, can well afford to tinker around with this or any idea for a while, particularly if the writers and actors take the gamble with them, and (3) that Myron is a son of the late Lewis J., who taught his boys the business he wanted to see them carry on in, and that such a son of such a father, even as his brother David, could be quite logically expected to cherish a wholly natural and admirable ambition to fulfill what he might very properly consider the family destiny.

Those are the principal theories. You pays your money and you takes your choice. If you'd care for a small mental wager, I'll give you the customary 8 to 5 that Myron comes through with some pictures.

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Don't be misled as to why so many companies are trying to develop new marquee names. It isn't because they're tired of the old ones. There's no shortage of box-office personalities, except leading men, and it isn't because top salaries have reached prohibitive levels. That story got a lot of circulation, but there's not much to it.

The trouble is that the really top bracket people can make about as much money out of two pictures a year as they can out of four or five, on account of the kangaroo tax take, and there's no point in risking their popularity more often than is necessary. They'd be glad enough, most of them, to give the Government what they might draw down for a third and fourth picture, because they're practically unanimous for Roosevelt and they regard the tax measure as his child, but they well know that if the third and fourth picture happened to flop they wouldn't have any pictures to make next year. They love to gamble, these fabulous folks, but not that much.

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If Hollywood people had to vote on the star most thoroughly entitled to the money he makes, Edgar Bergen would win by a landslide. The artists call him artist. They turn out like kids to every function he attends. They mobbed the preview of "A Letter of Introduction" and went delirious when he introduced Mortimer, the new dummy, which they recognized instantly as No. 2 in a probably inexhaustible sequence of brand new personalities Bergen can summon into being as, if and when his fan mail seems to indicate he may need them. The years have no terrors for Bergen. He is the wish-fulfillment of every star in Hollywood.

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If you've been keeping up to date on your newsreels you've had a pretty good look at Yosemite National Park lately. So did I. I saw the falls over President Roosevelt's right shoulder and they don't look real. Too perfect. So I'm going up and investigate them personally. That'll take about a fortnight.

William R. Weaver

U. A. Closes Ohio Deals

CLEVELAND, Aug. 1.—Bert Stearn, United Artist district manager, reports that his Cincinnati office has closed new 1938-'39 100 per cent product deals with the J. Real Neth and the McDonald Circuits of Columbus. Eleven houses are involved.

Vaughan Heads K.C. Unit

KANSAS CITY, Aug. 1.—The Theatre Owners Association of Kansas City, Kan., organized over a year ago, has elected Charles Vaughan of the Art as president to succeed George Baker. Mr. Baker becomes secretary, and Jack Truitt, vice-president.

"Texans" Hits Kansas City's Top, $10,000

KANSAS CITY, Aug. 1.—Heat, showers, and vacations failed to keep "The Texans" at the Newman [illegible] "Love Finds Andy Hardy" at Loew's Midland from doing a bangup job among first runs. "The Texans" took $10,000, $3,000 up, and was held. Paired with the latest Hardy release was "Storm in the Teacup," the two doing $14,000, $3,500 over the line, for big money.

Managers said it was too early to tell whether the closing of the Mainstreet is helping other first runs.

Total first run business was $34,500. Average is $29,500.

Estimated takings:

Week Ending July 27:

"I'LL GIVE A MILLION" (20th-Fox)
FOX TOWER—(2,200), 25c-40c, 7 days. Stage: Art Frank, Pritchard & Lord, the Reddingtons and Germaine Haskins & Joe Widgen, WDAF stars. **Gross:** $7,000. (Average, $7,000)

Week Ending July 28:

"LOVE FINDS ANDY HARDY"
(M-G-M)
"STORM IN A TEACUP" (U. A.)
MIDLAND—(4,000), 25c-40c, 7 days. **Gross:** $14,000. (Average, $11,500)

"THE TEXANS" (Para.)
NEWMAN—(1,900), 25c-40c, 7 days. **Gross:** $10,000. (Average, $7,000)

"ALWAYS GOODBYE"
UPTOWN—(2,000), 25c-40c, 7 days, 2nd K. C. week. **Gross:** $3,500. (Average, $4,000)

"Woman" Is Bright Spot in Oklahoma

OKLAHOMA CITY, Aug. 1.—"Woman Against Woman" was the only first run attraction to make a dent in the general lethargy here. It pulled a par $2,500 at the Tower.

"Prison Farm" and "Island in the Sky" went $100 over the line on a take of $800 at the Liberty in three days.

Total first run business was $15,700. Average is $17,200.

Estimated takings:

Week Ending July 27:

"CRIME SCHOOL" (F. N.)
CRITERION—(1,500), 25c-35c-40c, 7 days. **Gross:** $4,200. (Average, $5,200)

Week Ending July 28:

"SON OF THE SHEIK" (Art-Cinema)
"TORCHY BLANE IN PANAMA"
(F. N.)
LIBERTY—(1,200), 20c-25c, 4 days. **Gross:** $1,500. (Average, $1,800)

"PRISON FARM" (Para.)
"ISLAND IN THE SKY" (20th-Fox)
LIBERTY—(1,200), 20c-25c, 3 days. **Gross:** $800. (Average, $700)

"HAVING WONDERFUL TIME"
MIDWEST—(1,500), 25c-35c-40c, 7 days. **Gross:** $4,300. (Average, $4,500)

"THE WHOLE TOWN'S TALKING"
(Col.)
"NON-STOP NEW YORK" (G. B.)
STATE—(1,100), 20c-25c, 7 days. **Gross:** $2,400. (Average, $2,500)

"WOMAN AGAINST WOMAN"
(M-G-M)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $2,500. (Average, $2,500)

Schultz-Kaplan in Deal

CLEVELAND, Aug. 1.—Nate Schultz, Monogram franchise owner, has taken over a half interest in the Arion and Waldorf theatres, thereby becoming a partner of Meyer Kaplan, president of the Jerold Amusement Co.

ASK YOUR DEALER'S SALESMAN TO SHOW YOU THIS BOOK

AN ANALYSIS OF THE SURPRISINGLY LOW COST AND THE ECONOMIES AND ADDED PROFIT MADE POSSIBLE BY SIMPLIFIED HIGH INTENSITY PROJECTION

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BUT WHAT WILL IT COST?

DID YOU KNOW?

that projection light equipment represents only 2-1/3 percent of total theater investment —

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that modern high intensity projection costs only TWO THIN DIMES per show more than low intensity —

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Get this interesting analysis of the COST, ECONOMIES and PROFIT POSSIBILITIES of modern motion picture projection. Your dealer's salesman will leave a copy with you if you ask him.

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Banner LINES

HUMOR is a quality that has been sadly lacking when the networks, as is their wont from time to time, brag about the accomplishments of their special events departments. Yesterday CBS figuratively unloosed its corset strings and delivered a ukase to NBC which is as deliciously unrestrained and as Bronx-cheery as CBS writing talent could make it. Of course it was only intended for private perusal by the powers-that-be at NBC, but a copy of the dispatch has reached this desk.

Headed as coming from the "gee whiz ain't we great network," the CBS gag release was composed in answer to a general NBC release which boasted six exclusive "beat" broadcasts for that network's special events department. The CBS boys, reading what NBC was boasting about, characterized them as "so what?" broadcasts, and their answer resulted, to wit:

▼

"Six exclusive broadcasts, all of them quote firsts unquote, and each a litle jim-dandy, is the record of the WPA project of the Columbia Broadcasting System in the four days from July 26 to July 27 inclusive, and of course EXclusive.

"Dog sled, wireless and wig-wagging by Scoutmaster Paul White (not to be confused with A. A. (Grade A) Schecter) were used as the CBS network hastily flung together a block-to-block hookup to report to each patron of Joe's Bar and Grill what was going on in Patagonia (this was EXCLUSIVE), Walla Walla (this, too), Radio City (but definitely) . . .

▼

"CBS laid 4,007,234¼ miles of wire to say nothing of quite an egg for the annual tiddle-winks championships at the Patagonia Stadium. For eight years CBS kept its listeners informed as the tiddlewinks flew in gay confusion. (This was EXCLUSIVE). Joe Rerl, CBS office boy, was responsible for the CBS exclusive when the 7:17 train arrived on time at the Walla Walla station. Suspecting something like this might happen from the Wabash timetable he hastily tossed together three executives, 8,000,475 miles of wire and a pint of Old Overholt, and another exclusive was recorded.

▼

"The Radio City scandal was another scoop for CBS, 485 Madison Ave., New York, N. Y., common shares 26¼, preferred 28.. Suspecting that an NBC executive was NOT grateful to the sponsors of (and this is better than one—and exclusive as hell) Charley McCarthy, Columbia quickly laid a silver plated line from its office to a spot under the left eyebrow of Prometheus, where a cowering NBC executive, brass buttons shining, was discovered slobbering over a cup of Maxwell Coffee. It wasn't a pretty sight, but CBS was brave and carried on.

▼

"And little Chippewahahaha Valley. The joint was lousy with bullets as John Allen Wolf, John Allen King, John Allen Husing and John Allen Trout and three layoffs from Radio City told a waiting world, exclusively over CBS, the story of those whistling bullets. It was quite a story and was heard exclusively over CBS. The 'whistling bullets' were signed to a CBS contract. Mack Davis set the deal."

▼

There was more in a like vein, but enough has been lifted to indicate what the release was like. How those NBC eyes must have popped when the special messenger showed up at Radio City with a copy for each of the important officials there. And the hearts of those whose eyes popped must be thirsting for r-r-revenge.

—Jack Banner

Baseball Broadcast Fight Before Court

(Continued from page 1)

Vacuum and NBC, before Judge F. P. Schoonmaker in Federal Court here last week. The court is expected to hand down a decision in a few days.

KQV claimed they obtained their play-by-play information from vantage points outside Forbes Field and not from within the park. In behalf of the station, Elder W. Marshall said: "The question involved here is whether a person shall be restrained from seeing things while he is on his own property and not be permitted to tell about the things he witnesses. That is a right from which we cannot be deprived."

Attorneys for the plaintiffs charged that the station "unlawfully obtained information for baseball broadcasting in four ways, by Western Union subscribers, spectators in the park, authorized broadcasters in the park and spies on the outside."

WAPI to Celebrate Its 16th Birthday

Birmingham, Aug. 1.—WAPI, CBS station here, will observe its 16th anniversary with a special anniversary week series of celebrations and programs, Aug. 9-15. WAPI is supporting the aniversary project in extensive local campaigns via radio and newspaper campaigns. State and civic salutes will highlight the week, with testimonial programs by the governor-elect and numerous Birmingham business, political interests.

Bestor Is Denied Stay

N. Y. Supreme Court Justice Timothy A. Leary yesterday denied the application of Don Bestor, orchestra leader, for a temporary injunction against Consolidated Radio Artists, Inc., and Charles E. Green, its president, restraining them from claiming to be Mr. Bestor's sole booking agent for radio broadcasts. The decision was made on condition that the defendants consent to an immediate trial of the suit before a referee.

Mr. Bestor claims that a contract which he made on Feb. 5, 1937, with the defendants, giving them the exclusive agency, should be canceled because of an alleged breach on their part.

Dudley H. Fay Joins CBS

Dudley H. Fay yesterday joined the sales staff of CBS, to handle special sales assignments out of the New York office. Mr. Fay comes to CBS from Time, Inc.

A Bald Lie

Des Moines, Ia., Aug. 1.—Bill Brown, WHO sports editor, is a bit perturbed over an honor recently given him of being voted to honorary membership in the St. Cloud Baldheaded Club, chapter of the National Baldheaded Club, Inc. Bill is 27 years old and far from bald. Instead, he has a lot of fine blonde hair.

Three Standbys Are Renewed on NBC Net

Three commercially sponsored script standbys on NBC have been renewed, each for one year.

"Just Plain Bill," Monday through Friday on the Red, sponsored by the Kolynos Co.; "John's Other Wife," Monday through Friday on the Red sponsored by Affiliated Products Co. and "Mrs. Wiggs of the Cabbage Patch," Monday through Friday on the Red, sponsored by Midway Chemical Co., are the programs. The renewals for all will become effective Sept. 26. Blackett-Sample-Hummert, Inc., is the agency handling the three programs.

Monogram Signs Air Act

Des Moines, Ia. Aug. 1.—Monogram Pictures have signed "The Northwesterners" Iowa Network hillbilly unit, for another picture following their work in "Starlight Over Texas." The Northwesterners, now in Hollywood with Ranny Daly, program director of KSO-KRNT, will stay there a few weeks longer meanwhile broadcasting their Iowa Mutual Network show, "Tall Corn Time," from KHJ, Los Angeles.

KGFW Increases Power

Kearney, Neb., Aug. 1.—KGFW went on the air today with increased power, 250 watts, under a new manager, William Baker, and with entirely new equipment and new 160-foot antenna tower.

Mr. Baker succeeds Clark Standiford.

Wells Guest at Party

NBC is tendering a party today to Linton Wells, commentator of the RCA "Magic Key" program, who returned this morning from a four-month trip through South and Central America. Mr. Wells will report some of his observations to the press.

Hearst Official Ill

Oklahoma City, Aug. 1.—Neal Barrett, manager of KOMA, Oklahoma City, and vice-president of Hearst-Radio, Inc., has been in a Fort Worth, Tex., hospital with streptococus infection for the past 10 days.

Finch Facsimile Deal

The Sparks-Withington Co., of Jackson, Mich., manufacturers of Sparton Products, have taken out a facsimile license under the Finch patents.

New Production Manager

Oklahoma City, Aug. 1.—Marvin Krause, WKY staff announcer, has resigned to join KOCY's staff here as production manager, effective today.

Radio Personals

WILLIAM M. MILLER has r signed from the press section the Housing Authority to join NBC publicity staff . . . Quincy Porter, wh has written two works for the CB Composer's Commission, has named dean of the faculty of the England Conservatory . . . Marth Deane returned from a Maine vaca tion yesterday to resume her WO broadcasts . . .

+

Hollywood

Hanson "Buck" Hathaway, loca newspaper and publicity man, ha joined KMTR as publicity directo political commentator and continuit writer. . . . Conrad Nagel will becom the star of the half-hour progra sponsored by the Union Oil Co. whe "The Seventy-Six Revue" replace the "Passing Parade" on the NB Red Coast network Monday night David Broekman's orchestra, Jame Newill, soloist, also will be feature

Welch Grape Juice Co., sponsorin Irene Rich's program on NBC, ha taken up her option on the 15-minut Sunday programs, for another yea starting Aug. 14. . . . "Music Americ Loves" is being prepared by CBS fo possible sponsorship, and is bein waxed. David Broekman's orchestr and Charles Bulotti, Jr., as announcer will be on the disc. . . . The Phili Morris Co., makers of Paul Jone cigarettes, has contracted for 26 week sponsorship of "News with Kno Manning," on KNX until Jan. 27 1939, through the Biow agency. . . Florence Davidson and Carlton Kat KFWB secretaries, have had the ardor for sailing dampened. A stif breeze capsized their boat off Sant Monica, and for half hour they staye in the water until they were rescued

P & G Sponsors One Show on Three Web

Procter & Gamble is sponsoring the unusual setup of three broadcasts a day over three different networks, o the "Vic and Sade" show in the New York area, starting today. The program will be heard on transcription at 8:30 A.M. over WOR, at 11:15 A.M. over the NBC-Blue in a live broadcast, and at 1:15 P.M. over CBS i a repeat live broadcast. This is the only case at present of a show being heard three times each day withi the space of five hours in one locality.

New Radio Agency Here

Weill & Wilkins, Inc., a new radio agency, has been established here. Bernie Wilkins has held various positions here with stations, having been WMCA account executive, assistant sales director of WNEW, WHOM's managing director. Norman Weill has been an advertising counselor. Sid Schwartz is serving as publicity representative for the new organization.

Frescott Off Allen Show

Jane Martin and Norman Frescott are out of the summer Bristol-Myers NBC show which has replaced the Fred Allen series, and in their stead Harry Von Zell and Col. Stoopnagle will carry on until Allen's return to the air.

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Alert.
Intelligent
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to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

[illegible]L. 44. NO. 23 NEW YORK, WEDNESDAY, AUGUST 3, 1938 TEN CENTS

Approve GN Merger with Educational

Creditors' Move Brings Consummation Near

Hollywood, Aug. 2.—Creditors of Grand National Pictures, Inc., and Grand National Studios, Inc., today approved in principle the proposed deal under which Educational and Grand National will be merged and which the Educational board of directors has already approved in principle.

Loyd Wright, co-trustee of G.N., left tonight for New York to discuss further details of the tentative agreement with E. W. Hammons and other Educational officers and to draw up contracts for final consideration by creditors, G.N. stockholders and Federal Judge William James, under whom the 77B reorganization of G.N. is taking place.

Assuring creditors that he and Co-trustee Edward Alperson had never considered any deal whereby G.N.

(*Continued on page* 9)

RCA Six-Month Net Off to $2,524,756

RCA net profits for the first six months of 1938 amounted to $2,524,756.50, which compares with $4,647,385.64, the net for the same period last year. The report for the quarter ended June 30 shows a net profit of $1,086,955.54, as against the net profit of $2,404,328.84 for the same 1937 quarter.

Total gross income for the six-month period this year amounted to $45,254,304.69, as against $53,167,621.59, last year's total. Preferred dividends for the six months were $1,611,684.55. The six-month earnings per share on 13,881,016 shares of

(*Continued on page* 12)

Additional developments in radio yesterday on page 12.

Get Phila. Symphony

The Philadelphia Symphony Orchestra, Eugene Ormandy conducting, will do four broadcasts for Henry Ford, beginning Sept. 18. N. W. Ayer & Son handled the account.

Director Unit Files Bargaining Charges

Hollywood, Aug. 2.—In a surprise move, the Screen Directors Guild today filed before Dr. Towne Nylander, regional director of the National Labor Relations Board, charges of failure to bargain collectively against 10 studios. Dr. Nylander immediately cited the producers to appear Friday to answer the charges, this action taking precedence over the original N.L.R.B. action of the guild asking for certification as collective bargaining agency for directors, assistants and unit managers, hearing on which had been set for Aug. 22.

The studios cited are Loew's, Inc.; Selznick International, Warners, Paramount, Samuel Goldwyn, Universal, Wanger, Columbia, RKO and 20th Century-Fox.

It is understood that Dr. Nylander will sound out the producers on their stand concerning the directors' petition in view of the recent N.L.R.B. decision under which the industry is declared to be in interstate commerce and therefore under the jurisdiction of the Wagner Act.

Frank Capra, president of the guild, signed today's complaint. Twentieth Century-Fox is the only studio thus far to file an answer to the original petition of the guild. In its answer the studio declared the N.L.R.B. has no jurisdiction over the industry.

First Regional Ad Meet on at Detroit

The first of a series of 18 regional meetings to bring details of the industry's $1,000,000 national advertising campaign and better business drive to exhibitors in the field will be held today in Detroit. H. M. Richey, Detroit, independent exhibitor leader, and David Palfreyman of the M.P.P.D.A. have been chosen to conduct the meeting.

Gradwell L. Sears of Warners will leave today for Cleveland, where the second meeting will be held tomorrow. Mr. Sears will assist M. B. Horowitz, Cleveland independent

(*Continued on page* 9)

Canadians to Join Big U. S. Ad Drive

Toronto, Aug. 2.—The plan to organize a cooperative business-getting drive during the week of Sept. 19 under the general name of "Go-to-the-Movies Week" by a committee headed by N. A. Taylor, chairman of the Moving Picture Branch of the Toronto Board of Trade, is to be abandoned in favor of the campaign origi-

(*Continued on page* 9)

Conciliation In Contracts Is Rejected

Kent's Committee Turns Down Suggestion

The Kent committee drafting a trade practice program has rejected a proposal for a clause in exhibition contracts which would provide for the adjudication of exhibitor grievances by conciliation, it is learned on good authority.

At recent meetings of the working committee the idea was broached for a contractual provision by which, if the exhibitor so elected, complaints pertaining to trade practices in a territory would be submitted to the conciliation boards which are projected for individual areas.

The idea was, presumably, that submission of grievances would be entirely voluntary on the part of the exhibitor. Compulsory arbitration was held illegal some years ago.

Considerable difference of opinion and some opposition to the proposal arose in the committee, it is understood, and after long discussion the committee failed to agree that the idea had merit.

"Texans" Held After Rolling Up $41,000

The Paramount and Strand came through with smashing grosses in the week ending last night. Business is good generally at the major Broadway first runs.

"The Texans," with Gene Krupa and band on the stage, gave the Paramount $41,000. The attraction is being held, to be followed by "Give Me a Sailor" and Chick Webb and his orchestra.

"The Amazing Dr. Clitterhouse" netted the Strand $31,000 in a second week, after the first week's $44,000 The film will go a third stanza.

The Criterion will hold "Booloo" a second week, following it with "Army Girl."

Russell Hardy Will Quit Justice Dept.

Washington, Aug. 2. — Russell Hardy, special assistant to the Attorney General, will leave the Department of Justice this month to engage in the practice of law, it was announced today.

Mr. Hardy, who has been connected with the department for 24 years, was in charge of the trial of the film companies in the St. Louis suit.

Ascap to Ask For New Term Pacts Shortly

Five-Year Agreements to End Oct. 1, 1939

Ascap in the near future may request exhibitors to delegate national representatives to meet with officials of the music licensing society to discuss new long term contracts.

Indications are that the same procedure will be followed in effecting new contracts with radio broadcasters.

Current theatre and radio contracts with Ascap were made for a five-year term in 1934. They expire Oct. 1, 1939. At this stage it is, of course, too early to predict whether or not Ascap will ask for increases in the prevailing license fees. However, it is known that the society is not disposed to grant reductions. It is believed probable in some informed quarters that the prevailing rates may be maintained and contracts for 10 years or longer may be offered to Ascap's licensees.

Before long term contracts can be offered to licensees, however, Ascap itself must renew its contracts with

(*Continued on page* 9)

Michalove to Start On Survey Aug. 17

Dan Michalove, assistant to S. R. Kent, president of 20th Century-Fox, will sail Aug. 17 from Los Angeles on the *Monterey* to undertake a survey of the Hoyts Theatres properties in Australia for National Theatres. He will be accompanied by Irving Barry,

(*Continued on page* 9)

Honor Big Family

Mansfield, O., Aug. 2.—Prolific progeny among tillers of the soil was rewarded by Frank Dworski, manager, Warners' Madison, in his "Big Family" contest last week.

A rural couple was declared the winner when they presented their regiment of 11 children. The contingent was brought here in a miniature motorcade, presented candy and flowers, taken to dinner, paraded to the Madison to see "Love Finds Andy Hardy," and transported back to their country abode.

Cohen Returns After Italian Film Study

Emanuel Cohen returned to New York yesterday on the *Aquitania* after several months spent in the various European capitals during which he was reported to have made a survey of the feasibility of American participation in Italian film production for Floyd B. Odlum of Atlas Corp.

Mr. Odlum's investment company, through its interest in Italian investment and utilities organizations, has "frozen" credits in that country which he has considered utilizing for film production. Mr. Cohen is understood to have undertaken a study of the practicability of the plan on Mr. Odlum's behalf. As the latter went to Washington from New York yesterday, it is not believed that Mr. Cohen had an opportunity to discuss his findings with the Atlas head during the day.

Film Folk Sail Today

J. M. Warner, son of Jack L. Warner, will sail on the *Normandie* today for a vacation. Other passengers include Julien Duvivier, French producer, who made "Pepe le Moko" and assisted in the production of "Algiers," with Mrs. Duvivier; Simone Simon, who is returning to France after appearing in 20th Century-Fox films; Lee Tracy, who will play the lead in the London company of "Idiot's Delight"; Kitty Carlisle, actress; Jacques Thery, screen writer; Clifford Fischer, producer; Emilio Azcarraga, prominent in theatre and radio fields in Mexico City, and Capt. Jefferson Davis Cohn, financier.

Am. Seating Shows Loss

The American Seating Co. for the six months ending June 30 reported a net loss of $60,645. This figure compares with a net profit last year for the same period of $201,886. The company reported its current assets of June 30 amounted to $4,031,148 and liabilities $295,151. Inventories were $1,929,195 against $2,044,106.

O'Shea En Route Here

Hollywood, Aug. 2. — Daniel T. O'Shea, secretary of Selznick International, left by train tonight for a three-week business trip to New York.

Cool!

AIR-COOLED
SKYSLEEPERS

OVERNIGHT TO LOS ANGELES

Big, luxurious Flagship Skysleepers. No change of planes. Air-conditioned at airports —nature-cooled en route. The Southern All-Year route. Complimentary meals. To Los Angeles or San Francisco, $149.95. 10% saving on round-trip flights.

The MERCURY Lv. Newark..5:10 p.m.
The SOUTHERNER Lv. Newark..9:00 p.m.

FOR RESERVATIONS

Call your travel agent or VAnderbilt 3-2580. Ticket Offices: 45 Vanderbilt Avenue and Rockefeller Center, 18 W. 49th St.

AMERICAN AIRLINES Inc.

Purely Personal

Sam Burger, of M-G-M's foreign staff, will leave on the Friday morning plane from Florida for Puerto Rico. From there he will hop to Panama, thence to points south. He will cover the South American territory before returning.

•

Joseph A. McConville, Columbia foreign manager, is expected back from an extended European business trip Aug. 15 on the *Normandie.*

•

Eddie Cantor will be honored at a testimonial luncheon by Zionist groups at the Astor Hotel today for his work on behalf of refugee children.

•

"**Pat" Reis**, secretary to **Howard Dietz**, and **Milton Weiss** of M-G-M's press department, have returned from two-week vacations.

•

Ben Kalmenson, southern and western sales manager for Warners, left last night for a tour of the branches in his territory.

•

Carl Mos of the 20th Century-Fox trade paper advertising department, has returned from a vacation in New Hampshire.

•

John Murt, head of Warner theatre department's displays in the Philadelphia zone, is in New York for a vacation.

•

Louis Pollock, Universal eastern advertising and publicity manager, returned to New York yesterday from Chicago.

•

Stanton Griffis, chairman of the Paramount executive committee, will sail for Europe, Aug. 10, on the *Queen Mary.*

•

James Ivers of the *Motion Picture Herald* staff became the father of a baby girl over the weekend.

•

Harry Cohn, president of Columbia Pictures, has gone to Saratoga from New York to spend several weeks.

•

Al Wilkie, Paramount publicity manager, will return today from a vacation in Canada.

•

Joseph H. Moskowitz of 20th Century-Fox plans a trip to the coast about Sept. 1.

David Sarnoff, president of RCA, will sail today on the *Normandie* for a European survey. **Richard A. Ford**, RCA general counsel, is due to leave on the *President Harding,* also today.

•

Lou Irwin will leave Thursday for Chicago to catch the Friday opening of the Ritz Brothers, under his management. The comedians will appear at the Chicago Theatre.

•

Louis Nizer's speech at the presentation of the Einstein Medal to **James G. McDonald**, refugee relief leader, is printed in the *Jewish Forum.*

•

Mrs. Etta Klein, wife of **Edward A. Klein**, managing director of World-Wide Pictures, Ltd., arrived yesterday on the *Aquitania.*

•

Peggy Wood, actress widow of **John V. A. Weaver**, screen writer, will sail for London today on the *Aquitania.*

•

Abe Montague, Columbia general sales manager, left for Albany yesterday for a two-dav business conference.

•

. . . Oklahoma City

Cleo Moudy, secretary to **H. J. Griffith, Jr.**, secretary of the Griffith Amusement Co., is spending a two-week vacation in Los Angeles.

Clyde Young, Mangum, Okla., manager for Griffith has left on a two-week vacation.

Mary Bitting, Columbia cashier, who has been ill for several weeks is reported to be recovering.

Paul Ketchum, associated with **J. Eldon Peek**, in the Oklahoma Theatre Supply Co., has severed his connection with that firm.

•

. . . Pittsburgh

Jackie and **Mrs. Heller** are spending several days here visiting his family.

Tony Conforti's wife feeling all right again after having her tonsils removed.

Gene Autry was introduced to newspapermen here at a chuck dinner tossed by Warner Brothers.

Mary O'Connor, of the Universal office, is wearing a diamond on her engagement finger.

Independents, B&K, Keough Conferring

Chicago, Aug. 2. — Conferences were started here today between independent theatre leaders, officials of B. & K. and Austin Keough, head of the Paramount legal department, in an effort to settle clearance difficulties. It is indicated that the meetings may last several days.

Attend Schine Party

Local film executives are attending social functions of the Schine circuit's annual meeting at Gloversville. Among them are James R. Grainger, head of Republic. Carl Leserman, Warners' assistant general sales manager, and Roy Haines, eastern and Canadian sales chief. A golf tournament at Pine Brook Golf Club is scheduled for tomorrow.

Connecticut MPTO Holds Golf Tourney

New Haven, Aug. 2.—Meyer Bailey, Bert Jacocks and Max Hoffman were low gross winners in the third annual golf tournament of the Connecticut M.P.T.O. held today at the Racebrook Country Club. Low net victors were Jack Finley, Hy Fine, Herbert McIntyre, Leo Ricci and Morris Schulman. Ben Lourie, J. Casey and Max Tabackman finished in that order in the driving contest while the winners for putting were George Wilkinson, Art Smith, George Cowden and I. J. Hoffman.

Non-golfing prizes went to Leo Bonoff, Al Robbins and Jim Mahoney while Cy and Tim O'Toole were voted best dressed golfers.

Victors in the Allied low gross were Ralph Civitello, Charles Casanave, Jr., I. Rogovin and Harry Germaine.

Three Loew Foreign Men in Train Crash

Three of Loew's foreign visitors, in America on a coast-to-coast sightseeing trip, were badly shaken up in the crash of the Commodore Vanderbilt and the Mercury, but have recovered sufficiently to board the *Normandie* for home tomorrow.

The three—R. Gilbert, in charge of circuit selling in London for Loew's; A. J. Whetter, Liverpool office manager, and A. G. Neville, Dublin manager—had been to the coast and were returning to New York after a little Chicago sightseeing.

Two more contest winners, from Italian offices, are due in New York shortly. This will bring the total of foreign prize winners entertained in America by Loew's to 40.

"U" Board Will Meet

The Universal board of directors will hold its monthly meeting tomorrow. Only routine business is scheduled to be transacted, according to company officials. Nate J. Blumberg, president, will not be present. He is scheduled to return from a vacation in New England Monday.

K-A-O Sets Dividend

The board of directors of Keith-Albee-Orpheum Corp., at a meeting yesterday, declared a quarterly dividend out of capital surplus, of $1.75 a share on the seven per cent cumulative preferred stock, payable Oct. 1 to stockholders of record Sept. 15.

M-G-M Signs Sternberg

Hollywood, Aug. 2.—M-G-M has signed Joseph Von Sternberg to a long-term directorial contract.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Banner, Al Finestone, Thomas Fitzsimmons, Sherwin A. Kane, Irene Kuhn, Joseph Priore.

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NORMA SHEARER
CLARK GABLE
MYRNA LOY
WILLIAM POWELL
GRETA GARBO
ROBERT TAYLOR
JOAN CRAWFORD
NELSON EDDY
SPENCER TRACY
JEANETTE MacDONALD
ELEANOR POWELL
FREDDIE BARTHOLOMEW
WALLACE BEERY
LUISE RAINER
FERNAND GRAVET
MARGARET SULLIVAN
ROBERT DONAT
ROSALIND RUSSELL
LIONEL BARRYMORE
ROBERT MONTGOMERY
MARX BROS

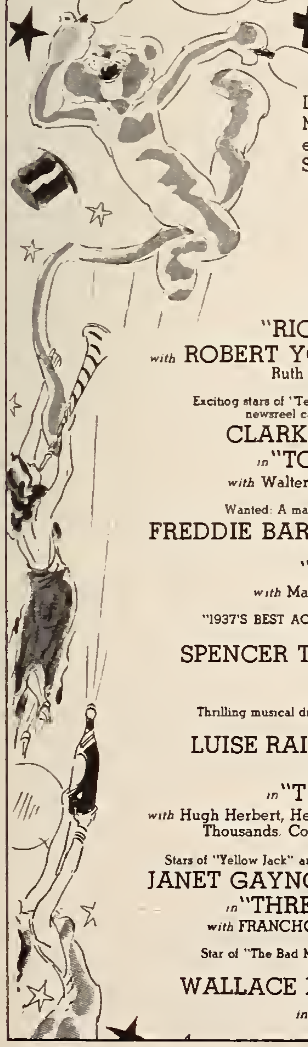
HAPPY NEW YEAR
Starts in August

Here are the Stars of Metro-Goldwyn-Mayer leading the Parade of Hits starting now, and coming in happy months ahead!

HARVEST!

Gather it in! "Love Finds Andy Hardy" starts the Parade of Hits!

4-PAGE HERALD—Just one of Leo's Harvest-time helps. At left is front cover. Below is double spread. Back page blank for your theatre message. Actual size is 13" x 9" Write M-G-M, 1540 B'way, N.Y.C., for free sample or for prices, stating quantity desired.



HAPPY DAYS ARE HERE AGAIN!

Leo, the roaring lion of Metro-Goldwyn-Mayer, proudly lists current and forthcoming entertainments. The Biggest Hits, the Greatest Star-Studded Movies since the screen began.

•

The Best Picture in which he has ever appeared
ROBERT TAYLOR
in "THE CROWD ROARS"
with Maureen O'Sullivan, Edward Arnold, Frank Morgan, William Gargan, Lionel Stander

•

How she landed a millionaire!
"RICH MAN—POOR GIRL"
with ROBERT YOUNG · LEW AYRES (Remember him in "Holiday"?)
Ruth Hussey, Guy Kibbee, Lana Turner

•

Exciting stars of "Test Pilot" in the romance of a dare-devil 'round-the-world newsreel cameraman. Love in action on land, sea and air.
CLARK GABLE · MYRNA LOY
in "TOO HOT TO HANDLE"
with Walter Pidgeon, Walter Connolly, Leo Carrillo

•

Wanted: A man for Mom! Handsome, single men—please apply!
FREDDIE BARTHOLOMEW · JUDY GARLAND
in Katherine Brush's
"LISTEN DARLING"
with Mary Astor, Walter Pidgeon, Alan Hale

•

"1937'S BEST ACTOR" in the bold drama of a beloved priest and a boy who was "Born to be Hung!"
SPENCER TRACY · MICKEY ROONEY
in "BOYS' TOWN"

•

Thrilling musical drama of the romantic life and loves of Johann Strauss, II the world's waltz king!
LUISE RAINER · FERNAND GRAVET
MILIZA KORJUS
in "THE GREAT WALTZ"
with Hugh Herbert, Herman Bing, Henry Hull, Lionel Atwill and a cast of Thousands. Combined Symphonic Orchestra of Hundreds

•

Stars of "Yellow Jack" and "A Star Is Born" in a gay romance of modern Manhattan
JANET GAYNOR · ROBERT MONTGOMERY
in "THREE LOVES HAS NANCY"
with FRANCHOT TONE, Guy Kibbee, Cora Witherspoon

•

Star of "The Bad Man of Brimstone" returns . . . with a grand new pal . . in thrilling, new melodrama!
WALLACE BEERY · MICKEY ROONEY
in "STABLEMATES"

Compare it only to their glorious "Rose Marie" and "Maytime"
JEANETTE MacDONALD
NELSON EDDY
in Victor Herbert's
"SWEETHEARTS"
Filmed in Technicolor
with Frank Morgan, Mischa Auer, Herman Bing, Ray Bolger, Reginald Gardiner, Florence Rice.
Giant Musical Ensemble!

•

All new! Romantic dude ranch adventures with America's beloved Judge Hardy family!
"OUT WEST WITH THE HARDYS"
with LEWIS STONE, MICKEY ROONEY, CECILIA PARKER, FAY HOLDEN

•

Importantly produced from the sensational novel by Dr. A. J. Cronin! Millions read the book! Tens of Millions will see the picture!
"THE CITADEL"
with ROBERT DONAT · ROSALIND RUSSELL
Cast of Thousands

•

Brilliant long-run stage romance for glamorous Joan!
JOAN CRAWFORD
in "THE SHINING HOUR"

•

Behind the scenes, revealing the life and love affairs of those who dream of stage careers
LUISE RAINER
in "DRAMATIC SCHOOL"

•

Mark Twain's Great American Classic of a boy and romantic Mississippi river days!
"HUCKLEBERRY FINN"
with MICKEY ROONEY
and an Impressive Cast of M-G-M Stars

•

"Tiny Tim" and "Scrooge" will live again! Charles Dickens' Masterpiece—dedicated to the hearts of the world!
LIONEL BARRYMORE
in Charles Dickens'
"A CHRISTMAS CAROL"
with a Magnificent Cast Now Being Auditioned and Selected

•

COMING GREAT PICTURES! WATCH FOR THEM! THEY'LL MAKE *ALL* OF 1938-1939 A HAPPY MOVIE NEW YEAR!

Look for importantly fine entertainments from M-G-M all through this winter and spring. Among the big, notable attractions to come . . . Spectacular dramatization of KENNETH ROBERTS' "NORTHWEST PASSAGE," in Technicolor, starring ROBERT TAYLOR, SPENCER TRACY and WALLACE BEERY . . . NORMA SHEARER and CLARK GABLE in the celebrated stage hit, "IDIOT'S DELIGHT" . . . The riotous MARX BROTHERS in "A DAY AT THE CIRCUS" . . . The famed "WIZARD OF OZ," in Technicolor, with a star-studded M-G-M cast . . . CLARK GABLE and MYRNA LOY in the thrills of "THE GREAT CANADIAN" . . . "THE WOMEN," the most daring New York stage hit in years . . . and MORE! MORE! MORE!

HAPPY
NEW
YEAR
Starts in August

"Test Pilot" Action Delayed to Sept. 20

Application for a temporary injunction against M-G-M Pictures, Inc., M-G-M Distributing Corp., Loew's, Inc., and Culver Export Co. by Dolores Lacy Collins, as administratrix of the estate of James H. Collins, was adjourned yesterday to Sept. 20 by mutual consent.

Under the terms of the consent M-G-M Pictures must furnish to the plaintiff before Sept. 20 what the defendants claim to be the original story, dialogue continuity, all copies of publicity and a copy of the exploitation book of "Test Pilot." Suit was brought for an injunction against the exhibition of the picture "Test Pilot," damages for $1,000,000 and an accounting of profits for the alleged plagiarism by the picture of the book of the same name written by Jimmy Collins.

Mulhollands Sue Keith

B. F. Keith Corp. was named defendant in a $10,000 damage suit filed yesterday in the N. Y. Supreme Court by Sarah and George Mulholland, owners of property adjoining Keith's Prospect Theatre at 329 Ninth St., Brooklyn.

The plaintiffs charge that they were compelled to move from their home because the condenser of the cooling system in the Prospect Theatre allegedly caused unusual noises and vibration while in operation. The defendants will apply today to Justice Ferdinand Pecora to dismiss the complaint claiming that a similar suit in Brooklyn by the same plaintiffs had been previously dismissed after trial.

Reserve Atlantic Ruling

N. Y. Supreme Court Justice Ferdinand Pecora yesterday reserved decision on the application of Atlantic Film Productions, Ltd., to vacate a warrant of attachment against Atlantic by George McLeod Baynes, the plaintiff, in his suit to recover $30,000 from Atlantic for alleged commissions due.

Ellis Leaves for N. Y.

Hollywood, Aug. 2.—Completing the taking of depositions here in the stockholder suit against executives of Loew's, Inc., charging illegal disbursements of money, Emil Ellis, New York attorney, left tonight by train for New York to complete the examinations. He took with him a voluminous file of records, charts and contract copies to use in the questioning of Nicholas J. Schenck, J. Robert Rubin and other of the company's executives in the east.

Kelly "U" Producer

Hollywood, Aug. 2.—Burt Kelly, veteran film producer and recently aide to Nat Levine when the latter was at M-G-M, today was signed to a one-picture deal with options as associated producer at Universal. His first assignment will be "West Side Miracle."

Shooting Around Lamour

Hollywood, Aug. 2.—Paramount, in producing "St. Louis Blues," will shoot around the sequences featuring Dorothy Lamour while the actress is in Good Samaritan Hospital recovering from an appendicitis operation performed last Sunday.

The Newsreel Parade

The war in China, Douglas Corrigan interviews, a baseball game in Hollywood with film players cutting up for charity and a varied assortment of other attention-holding events mark the current issues of the newsreels.

The reels and their contents follow:

Movietone News: Air raid in Hankow. King and Queen of England in France. N. Y. World's Fair takes shape. Corrigan talks about his "mistakes." Henry Ford celebrates his birthday. Lew Lehr comments on a roller-coaster wedding. Blind golfer plays Robert ("Believe It Or Not") Ripley. Film players baseball game on coast.

News of the Day: British royalty in Paris. Corrigan interview. War in China. "Hell" divers at Norfolk. Stratosphere flight over Burbank. Ponies on Chincoteague Island, Va. Henry Ford's birthday. Auto race at Langhorne, Pa. Baseball in Hollywood.

Paramount News: British rulers in Paris. Fire on Vancouver waterfront. City girls take up ranching. Henry Ford's birthday. Funeral of Queen Marie of Roumania. Baseball game in Hollywood. Air raid in Hankow. Corrigan talks with Ambassador Kennedy in London.

RKO Pathe News: Olympic swimmers in A.A.U. championship contests in Louisville. Funeral of Queen Marie. Narcotic squad destroys marihuana in Brooklyn. Father Divine takes over Krum Elbow estate. Czechoslovakian democrats celebrate 60th anniversary of existence. Sinclair Lewis makes debut as an actor in production of his "It Can't Happen Here" at Cohasset, Mass. Hollywood plays baseball for charity. Bombing of Wuhan, China.

Universal Newsreel: Howard Hughes in Chicago and Houston. British royal visit to Paris. Disappearance of Hawaii Clipper. Waterfront fire in Vancouver. Air raid in Hankow. Father Divine goes to Krum Elbow estate. Wedding on a roller coaster. Blind golfer plays Robert Ripley. Film actors play baseball in Hollywood for charity. Rodeo in Cheyenne.

Warners Will Open In London Oct. 11

Oct. 11 has been set as the date for the opening of the Warner Theatre in London, on the site of the old Daly's. It is Warners' first house on foreign soil.

Jack L. Warner and Mrs. Warner will attend the opening, as will Sam E. Morris, vice-president in charge of foreign activities. Herman Maier, Warners' chief construction engineer, will sail on his fourth trip to London Sept. 7 in connection with construction of the house.

The opening attraction will be "Adventures of Robin Hood." Prominent Britishers will be invited to the formal opening, which will be for the benefit of the Cancer Hospital. Will Pepper, for many years manager of the Regent in London, will take over his duties as manager of the Warner Sept. 5.

Robert Reiley Is Dead

Robert E. Reiley, owner and operator of the Capital in Riverhead, L. I., died Sunday at the Columbia Medical Center. He was 63. Mr. Reiley built the Capital 16 years ago and had operated it continuously. Prior to that he operated houses here. He is survived by Mrs. Reiley, eight brothers and a sister.

De Titta to Paris Soon

Washington, Aug. 2.—Arthur De Titta of Movietone News will leave here shortly for Paris where he will assume his new post. At a recent testimonial dinner Mr. De Titta received wires from President Roosevelt, Marvin McIntyre, Postmaster General Farley and Secretary of State Cordell Hull.

To Have Boston Outing

Boston, Aug. 2.—An exchange and theatre field day will be held by Greater Boston film men at Fieldson Park in Marshfield, August 16. Patrick F. Healey, state censor, heads the committee.

Kelley Returns to Desk

Washington, Aug. 2.—Andrew R. Kelley, drama editor of the *Washington Times*, has returned to his desk after a three-week vacation.

New Canada Games Ban Put Into Effect

Toronto, Aug. 2.—Effective today under the new provisions of the Criminal Code of Canada, all slot machines and all games of chance, such as Bingo, Bank Nights, Housie-Housie, etc., which have provided stiff opposition for theatres in recent years, are illegal, and police departments throughout the Dominion have been instructed to enforce the terms of the revised clauses of the code.

Teeth have been supplied to the criminal law by amendments adopted by the Parliament of Canada by designating as "a common gaming house" those premises where machines or games are played and stiff penalties, including both fine and prison terms, have been laid down for proprietors, operators and patrons on conviction in local police courts.

Further, municipal governments are in the position of having the privilege of cancelling, following conviction, the annual licenses of proprietors or operators for the sale of tobacco, soft drinks, refreshments or other commodities which are regulated by permit because the place of business or public hall has been proven to be a common gaming house.

Louis Hyman on Coast

Hollywood, Aug. 2.—Louis Hyman, in charge of distribution for Principal Productions, returned today from New York after setting a tentative deal for the distribution of "The Terror of Tiny Town" and other midget films. He would not disclose the company interested, saying that an announcement would be made next week.

To Reopen in Cincinnati

Cincinnati, Aug. 2.—The RKO Shubert, which played a stage show and picture policy last season, and went to straight films just before going dark some six weeks ago, will reopen Aug. 19. "Alexander's Ragtime Band" probably will be the initial picture.

M-G-M Buys Sayers Nove

Hollywood, Aug. 2.—M-G-M has acquired the film rights to Dorothy M. Sayers' mystery novel, "Busman's Holiday."

Short Subject

March of Time, No. 13

(RKO)

"Man at the Wheel," the first subject in this issue, is an exposition of the highway traffic problem and presents exploitation possibilities for exhibitors in the way of tieups with civic groups, city and state officials, etc. With the nation becoming tra[illegible]-safety conscious, this dramatization [illegible] the hazards of the road is sure to have wide appeal. The enforcement, educational and engineering phases of the problem are dealt with interestingly. Authenticity is evident.

The second topic graphically describes the growing threat to Britain's Gibraltar from the increasing menace of the Fascist ring centered in Tangier. Though in officially neutral territory, agents of Mussolini and Franco have succeeded in gaining the upper hand politically and Tangier looms as a foreboding threat to Britain's dominance of the Mediterranean. The action and narration are absorbing. Running time, 18 mins. "G."

Columbia Signs Two Circuit Franchises

Two-year franchise deals were closed by Columbia yesterday with the Feiber & Shea and Milgrim & Schwartz circuits. The deal with the former is for the company's entire schedule for both years in 29 theatres of the circuit. The other is for the complete schedule for 13 theatres.

The negotiations were handled by Louis Weinberg, circuit sales head for Columbia, and E. C. Grainger and Richard Kearney for Feiber & Shea, and H. E. Weiner, Philadelphia branch manager for Columbia, and C. M. Felt and R. Schwartz for Milgrim & Schwartz.

Home Office Takes Stand on Licensing

By AUBREY FLANAGAN

London, Aug. 2.—A significant lead on the possible future attitude of the Home Office in the overbuilding situation is given in a letter from the Home Office to the Wiltshire County Council asking guidance on the Barnstable decision.

Under the 1909 Act, the Home Office warns, it has power to refuse licenses on the grounds of public safety or undesirability of licensees and on no other grounds.

The deduction from this is that licenses cannot be refused on the ground that there has been overbuilding.

Quebec Renews Fight On Admitting Youths

Montreal, Aug. 2.—War on theatre owners who admit children under 16 years of age to their shows has been declared anew by the provincial attorney general's department. Summons were served today on four operators.

Since the law was passed several years ago following the Laurier Theatre fire when more than 70 children lost their lives, children under 16, whether accompanied by parents or not, have been barred from picture shows except on rare occasions.

BIGGEST YET OF 20TH'S BIG SUMMER HITS!

Shirley

TEMPLE

in

LITTLE MISS BROADWAY

SOCKEROO 2nd week at ROXY, N. Y. after biggest business of summer in 1st week! Smash in SEATTLE! Bonanza in DENVER! Powerhouse in PROVIDENCE! Sensational in LOS ANGELES! Year's richest in RICHMOND! Beat everything but "In Old Chicago" and "Happy Landing" in BRIDGEPORT! A town-topping honey everywhere!

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

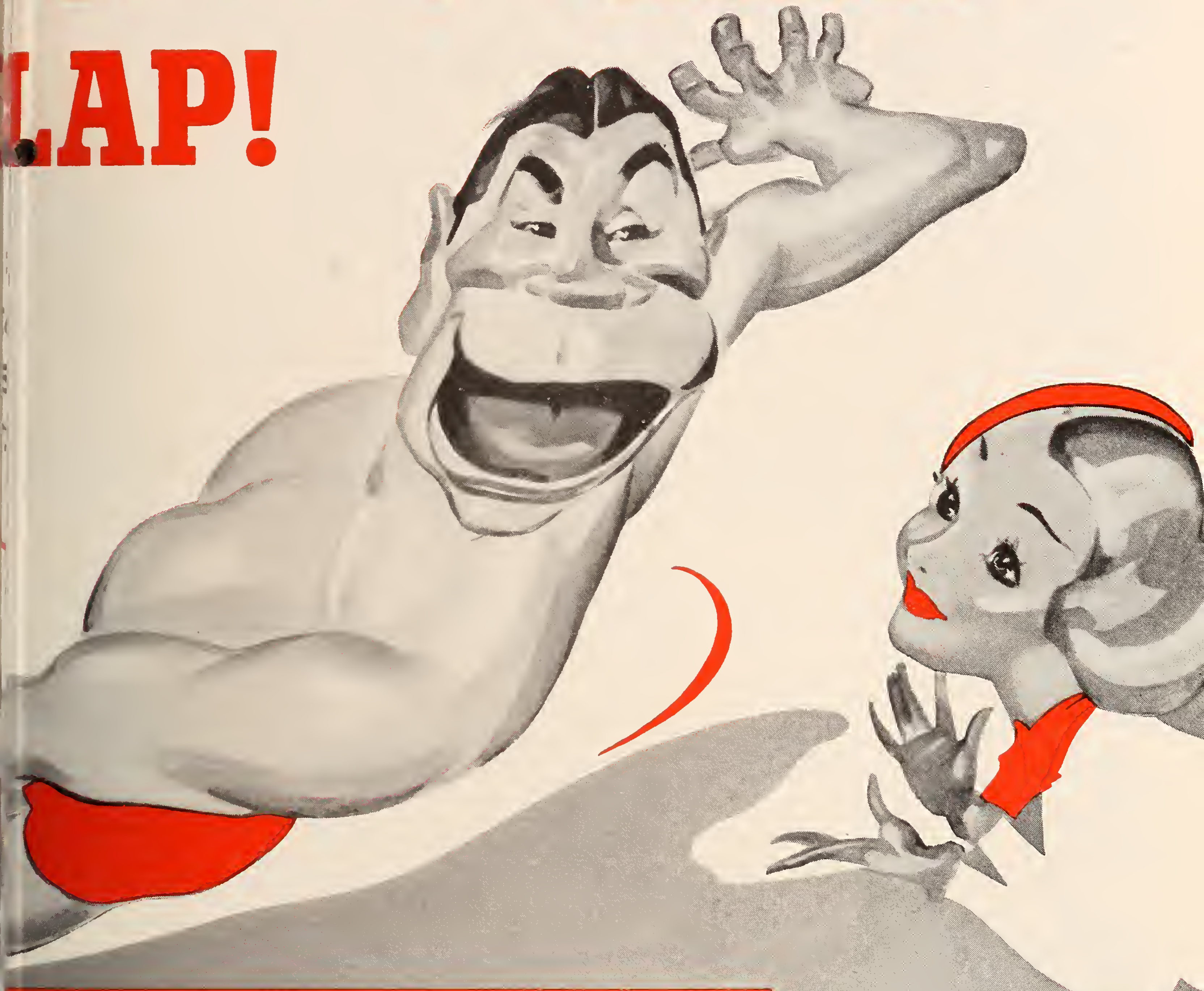
JOE TOSSES A BOX
IN YOUR

It's colossal! It's stupendous! In fact, it's the funniest and most timely idea yet for a Joe Brown show!

Imagine Public Funnyman No. 1 as a superman of the gridiron . . . and the modern Hercules of the wrestling ring! Tearing down the field for a hundred laugh gain . . . and throwing ferocious Man Mountain Dean for a total loss!

OFFICE CHAMP

LAP!



DAVID L. LOEW *presents*

JOE E. BROWN

VS.

THE GLADIATOR

SUPPORTING CARD

MAN MOUNTAIN DEAN • JUNE TRAVIS • DICKIE MOORE

LUCIEN LITTLEFIELD • ROBERT KENT

From the novel by Philip Wylie

Screen play by Charlie Melson and Arthur Sheekman

Directed by Edward Sedgwick

A COLUMBIA PICTURE

...JOE'S A FOOT-BAWL HERO NOW!

Coming to you right smack on the eve of the football season!

MOTION PICTURE DAILY'S HANDY BOOKING CHART

[Dates Are Based Upon National Release Schedules and Are Subject to Change. This Chart Is Revised Weekly. Letters in Parentheses After the Titles Denote the Following: (A) Adult, (G) General, (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action]

	COLUMBIA	M-G-M	MONOGRAM	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIVERSAL	WARNERS	G. B.
July 8		Fast Company (G) (C) *Melvyn Douglas* *Florence Rice* (839)	Man's Country (O) *Jack Randall*	Pride of the West (G) (O) *Boyd* (3854)		Crime Ring *Allan Lane* (836) Little Women (871)	Panamint's Bad Man (O) We're Going To Be Rich (C) *Gracie Fields*			My Bill (G) (D) *Kay Francis* *John Litel* (215)	Evergreen (G) (M) (reissue) *Jessie Matthews* (Aug. 1)
July 15	Pioneer Trail (O) *Jack Luden* *Joan Barclay*	Shopworn Angel (G) (D) *Sullavan* *Stewart* (835)			Army Girl (G) (D) *Madge Evans* *Preston Foster*		Passport Husband (G) (C) *Pauline Moore* *Stuart Erwin* (854)		Prison Break (G) (D) *Glenda Farrell* *MacLane*	Cowboy from Brooklyn (G) (M) *Pat O'Brien* *Dick Powell*	Crime Over London *Margot Grahame* *Paul Cavanaugh* (Aug. 15) (8007)
July 22	Reformatory (G) (D) *Jack Holt* *Charlotte Wynters*	Love Finds Andy Hardy (G) (C) *Rooney-Garland* (841)		Booloo (G) (O) *Colin Tapley* Tropic Holiday (G) (C) (3744)		Sky Giant *Richard Dix* (835)	I'll Give a Million *Warner Baxter* *Marjorie Weaver* (855)	Algiers (A) (D) *Boyer* *Gurie* *Lamarr*	Little Tough Guy (A) (D) *"Dead End" Kids*	Penrod's Double Trouble *Billy & Bobby Mauch* (276)	
July 29	South of Arizona (O) *Starrett* *Meredith*	The Chaser (G) (D) *Denis O'Keefe* *Lewis Stone* (842)		Professor Beware (G) (C) *Harold Lloyd* *Phyllis Welch*	Come On, Leathernecks *R. Cromwell* *Marsha Hunt*	Mother Carey's Chickens *Ruby Keeler* *Anne Shirley* (833)	Little Miss Broadway (G) (D) *Shirley Temple* (856)		Letter of Introduction (G) (D) *Leeds* *Bergen*	Amazing Dr. Clitterhouse (G) (D) *Robinson* (262)	Strange Boarders *Renee Saint-Cyr* *Tom Walls* (Aug. 15)
Aug. 5		Crowd Roars (G) (D) *Taylor* *O'Sullivan* (840)	Barefoot Boy *Jackie Moran* *Claire Windsor*	Bulldog Drummond in Africa (G) (D) *John Howard* *Heather Angel*	Heroes of the Hills (D) Three Mesquiteers (7118)	I'm from the City (C) *Joe Penner* (834)	Gateway *Don Ameche* *Arleen Whelan* *Gilbert Roland* (901)			Mr. Chump (C) *John Davis* *Lola Lane* (227)	The Wheel Spins *Lockwood* *Michael Redgrave* (Sept. 2)
Aug. 12	The Gladiator (C) *Joe E. Brown* *June Travis*	Rich Man, Poor Girl *Robert Young* *Ruth Hussey*		The Texans *Joan Bennett* *Randolph Scott* (G) (O)	Man from Music Mountain (O) *Autry*	Painted Desert (O) *O'Brien* (883)	Keep Smiling (G) (C) *Jane Withers* *Gloria Stuart* (902)		The Missing Guest (D) *Paul Kelly*	Racket Busters (D) *Brent* *Bogart* (205)	**G. N.**
Aug. 19	Convicted (D) *Quigley* *Hayworth*	Block-Heads (C) *Laurel & Hardy*		Give Me a Sailor (G) (C) *Martha Raye* Orphan Annie, Detective	Durango Valley Raiders (O) *Bob Steele* (7128)	Smashing the Rackets (D) *Chester Morris* (832)	Alexander's Ragtime Band (G) (M) *Power* (903)		That Certain Age *Deanna Durbin* *Jackie Cooper* *Irene Rick* (918)	Four's A Crowd (G) (C) *Errol Flynn* *deHavilland* (213)	Rollin' Plains (O) (226) (July 8)
Aug. 26	I Am the Law *Robinson* The Lady Objects *Gloria Stuart* *Lanny Ross*	Too Hot to Handle *Clark Gable* *Myrna Loy*	Circus Comes to Town *Marjorie Main* *Anne Nagel*	Spawn of the North *Raft* *Fonda* *Lamour*	Desperate Adventure (G) (D) *Navarro* Tenth Avenue Kid	Breaking the Ice *Bobby Breen* *Dolores Costello* (845)	Speed to Burn *Michael Whalen* *Lynn Bari* (G) (C) (904)	There Goes My Heart *Fredric March* *Virginia Bruce* *Nancy Carroll*		Daughters Courageous *Lane Sisters* *Jeffrey Lynn* (359)	High Command (D) (227) (July 15)
Sept. 2	Phantom Gold (O) *Jack Luden* *Beth Marion*	Boys Town *Spencer Tracy* *Mickey Rooney*	Last Frontier (O) *Jack Randall*	Sing You Sinners *Bing Crosby* *MacMurray*	Everything Happens to Us *James Gleason* *Lucille Gleason* *Russell Gleason*	Carefree (M) *Astaire* *Rogers*	My Lucky Star *Sonja Henie* *Richard Greene* (905)		Freshman Year *Dixie Dunbar* *Ernest Truex*	Boy Meets Girl (A) (C) *Cagney* *Pat O'Brien* (303)	Renfrew on White Trail (228) (July 22)
Sept. 9	Wings of Doom *Charles Farrell* Colorado Trail (O) *Starrett*	Stablemates *Wallace Beery* *Mickey Rooney*		In Old Mexico (O) *William Boyd*		Affairs of Annabel (C) *Joe Penner* *Lucille Ball*	Safety in Numbers *Jones Family* (906)		Youth Takes a Fling *Joel McCrea* *Andrea Le*		Utah Trail (O) *Tex Ritter* (229) (Aug. 12)

Approve GN Merger with Educational

(Continued from page 1)

d be taken over completely by utside group, Mr. Wright, adressing the meeting, said that Educaonal, under the proposal being condered, would put up $400,000 in cash nd its total assets amounting to aproximately $2,000,000 gross residuals om the 20th Century-Fox distribuon of shorts to form the new cororation.

Stock in the new firm, he said, ould be issued in proportion to Eduational and G.N. stockholders and he new organization would assume ll obligations of G.N. except trustees' es.

Creditors Provided For

Creditors under the proposed deal ould have the option of taking prerred stock for liquidation of debts r writing off debts for approximately wo-thirds of the figure for cash. The wo-thirds figure, Mr. Wright said, as a conservative estimate.

A feature of the Educational rerganization would be the forming of nother corporation with minimum apitalization of $1,000,000 to finance dded pictures for G.N. distribution utside of the 26 from Fine Arts.

The value of the trustees' estate at resent is declared by Mr. Alperson o be approximately $600,000 residuals n old pictures in distribution. Mr. Wright also disclosed that a Philadelphia law firm had written him askng information on G.N. for possible nvestors whose identities were not disclosed. He will talk to these repreentatives during his New York stay, e declared.

Title First in Series

Hollywood, Aug. 2. — "Murder Plane" has been set as the title for he first of the Warner Secret Service pictures.

Wall Street

Board Holds to Small Gains

	Open	High	Low	Close	Net Change
Cons.	1½	1½	1½	1½	.....
Cons. pfd.	7⅞	7⅞	7⅞	7⅞	+ ⅜
E. K.	177	177⅝	177	177½	+ ½
G. T. E....	14¾	14¾	14⅜	14⅜	— ⅜
Loew	48⅜	49¼	48⅜	48¾	+ ⅛
Loew pfd...	106	106	105¼	105¼	+1¾
Para	10½	10¾	10½	10⅝	— ⅛
Para. 1.....	90	90	90	90	— ½
Para. 2.....	10⅝	10¾	10⅝	10¾	+ ¼
Pathe	9⅛	9⅞	9	9½	+ ⅜
RKO	2⅞	2⅞	2⅞	2⅞	.....
20th Fox ..	24¼	25¼	24½	25	+ ½
20th pfd. ..	33½	33¾	33½	33¾	+ ¾
Univ. pfd..	39	39	39	39	— ½
W. B.	6⅜	6⅝	6⅜	6⅝	+ ¼
W. B. pfd.	35	36½	35	36½	+ ½

Curb Trend Improves

	Open	High	Low	Close	Net Change
Col.	14½	14½	14½	14½	+1¼
G. N.	9/16	⅝	½	½	— ⅛
Sentry	5/16	5/16	5/16	5/16	.....
Monogram	2⅝	2⅝	2⅝	2⅝	— ⅛
Tech.	24¾	25¾	24¾	25½	+ ½
Trans-Lux	2⅜	2⅜	2⅜	2⅜	+ ⅛

Warner Bonds Rise a Point

	High	Low	Close	Net Change
Loew 3½s '46....	99¾	99¾	99¾	— ¼
W. B. 6s '39.....	78	77	78	+1

(Quotations at close of Aug. 2)

First Regional Ad Meet on at Detroit

(Continued from page 1)

leader, in conducting the meeting there. He will continue to Chicago, where the third regional meeting, at which Edwin Silverman, independent circuit operator, will preside, is scheduled for Friday. Independent exhibitors are asked to contribute to the campaign fund on the basis of 10 cents per seat.

A purchasing committee for the campaign, consisting of Agnes Mengel, chairman, of Paramount; Jerry Loeb of Warners and Ida Garretson of United Artists, was named yesterday by George J. Schaefer, director of the campaign.

Canadians to Join Big U. S. Ad Drive

(Continued from page 1)

nating in the United States under the direction of the Joint Committee for Motion Picture's Greatest Year of which George J. Schaefer is chairman.

The reason for the switch in arrangements, which is yet to be officially sanctioned by the Canadian committee, is obviously that a united campaign coordinating with that in the States would have advantages in the use of extensive advertising material under preperation, while announcements in publications having circulation in Canada, together with appropriate radio programs, would be applicable to the Dominion without change.

The proposal now under consideration here would bring about the advancement of the campaign opening to Sept. 1, or more than two weeks prior to the hitherto scheduled Canadian date. Moreover, the campaign would not be confined to the one week, although there has been comment locally that the drive should not cover a lengthy period for the sake of making it pointedly effective.

The Canadian committee has been in touch with Chairman Schaefer for the purpose of working out a cooperative advertising arrangement.

Set Coast Drive Bureau Unit

Hollywood, Aug. 2.—Gabe Yorke, chairman of the Hollywood committee for cooperation in the industry's national advertising and business building drive, today stated that George Thomas, Joe Shea and Bob Burkhardt have been engaged to head the clearing bureau for the studios' participation. Offices have been opened at 6331 Hollywood Boulevard.

Webber Hopeful Over Conciliation Boards

Kansas City, Aug. 2.—"The Government's suit against the major companies should not prevent the industry from establishing conciliation boards, or delay the move," says E. E. Webber, Jr., president of the I.T.O. of Kansas City.

"Conciliation boards will be a good thing for the industry generally," he believes. "They won't solve all the problems, but they will go a long way toward it by establishing friendly relations between the exhibition and distribution branches. The industry should be able to take care of at least part of its own troubles."

Michalove to Start On Survey Aug. 17

(Continued from page 1)

an assistant to Spyros Skouras. Their return is scheduled for early in January.

Mr. Michalove's trip results from a request by Hoyts for an additional investment of $1,000,000 by the National Theatres interests. The Australian group, in which National has substantial holdings, operates 120 theatres. It is Australia's dominant circuit.

On Mr. Michalove's recommendation will depend the extent of National Theatres' further capital investment in the Australian holdings. Hoyts' large expenditures for theatre reconstruction has prevented it from paying dividends, and the requested capital would permit completion of the renovation program as well as ease the circuit's present financial situation, it is understood.

Mr. Michalove will decide the type of improvements to be made. This is the first time that such a study has been undertaken by National Theatres.

He will also study the theatre situation in its relation to distribution, and it is possible that National Theatres' participation in the operaton of Hoyts may be separated from the 20th Century-Fox distribution organization in Australia.

Loew's Going After Some New Customers

A campaign to convert non-filmgoers is being conducted by the Loew circuit, as a challenge to a recent magazine estimate that there are 50,000,000 persons in the United States who never or seldom attend film theatres.

Newspaper tieups on the campaign have to date been made in Cleveland, Houston, Washington and on Long Island. Readers are asked by the film critics to write in and explain why they are infrequent filmgoers or abstainers. The letters are published, and local Loew managers attempt to convert the non-filmgoers by inviting them to see a current attraction.

While the idea is aimed to promote interest in the screen generally, Loew theatres are tying it in with current films. Oscar A. Doob, Loew's advertising head, devised it.

McGowan Secretary Of Director Guild

Hollywood, Aug. 2.—The Screen Directors Guild has signed as executive secretary J. P. McGowan, oldest Hollywood director in point of service. He replaces F. Herrick Herrick, resigned. Mr. McGowan started directing in New York in 1910 and moved to the coast in 1912.

Canada Gets 16mm Shows

Toronto, Aug. 2.—Superior Road Attractions, a subsidiary of Superior Films, Ltd., an independent film exchange of which H. G. Price is general manager, has entered the 16 mm. field with the placing in commission of a two-ton motor van to tour the towns and hamlets which are not served by theatres. A series of one-night stands has been lined up for the Province of Ontario to be followed by the exploitation of the Middle West Provinces.

Ascap to Ask For New Term Pacts Shortly

(Continued from page 1)

publishers, composers and authors who are members of the society, as these organizational pacts also expire at the end of 1939.

The proposal of the society to deal with an exhibitor's—and, probably, a broadcasters' — negotiating committee prior to drafting new long term contracts for licensees, is believed to be the result of Ascap's 1934 experience in arbitrarily announcing a new schedule of license fees which, exhibitors claimed at the time, represented an increase in the music tax of from 300 to 1,000 per cent. The society's action brought about a coalition of all national and local exhibitor forces, Allied States, M.P.T.O.A., regional and unattached exhibitor organizations, affiliated and independent circuits, to combat the proposed increases.

Change Per Seat Charge

The fee up to that time had been a flat 10 cents per seat. The proposed new rate was equivalent to the highest night-time admission charged by the theatre, in some instances as high as $1 per seat. The exhibitors formed a national emergency committee, laid plans for raising a war chest to combat Ascap in the courts and retained George Z. Medalie, New York attorney. At this juncture, the Government filed its still untried anti-trust suit against Ascap, the exhibitors dropped their litigation plans and a compromise establishing the present music tax fees was reached.

The present rates are five cents per seat for houses under 800 seats, performing three days or less per week; 10 cents per seat for houses performing over three days weekly; 15 cents per seat for houses from 801 to 1,599 seats, and 20 cents per seat for houses over 1,600 seats.

Dionnes Not to Quit Films, Says Manager

Toronto, Aug. 2.—F. K. Munro, business manager of The Dionne Quintuplet Guardianship, has officially denied published reports that the quintuplets were to appear in no more films and that they were not to be featured any longer in commercial advertisements of commodities. This puts at rest the rumors engendered by newspaper stories that the Dionne babies would retire from the screen.

"Our advertising contracts are continuing uninterrupted and I am making every endeavor to get it across to the public that the children are not going into seclusion," declared Mr. Munro, spokesman for the Guardianship. "There is not the slightest suggestion that the children will be withdrawn from publicity schemes; they are such public figures."

Vance Gets Cincy House

Cincinnati, Aug. 2.—Willis Vance, operating the Eden, suburban, has negotiated a new long term lease on the house, which has just been acquired by another owner.

America Meets the American Farmer

Seven Times a Week on CBS

"THE FARMER TAKES THE MIKE" Sundays, 4 to 4:30 P.M.*

"R. F. D. No. 1" Monday through Friday 12:15 to 12:30 P.M.*

"FOUR-CORNERS THEATRE" Tuesdays, 8 to 8:30 P.M.*

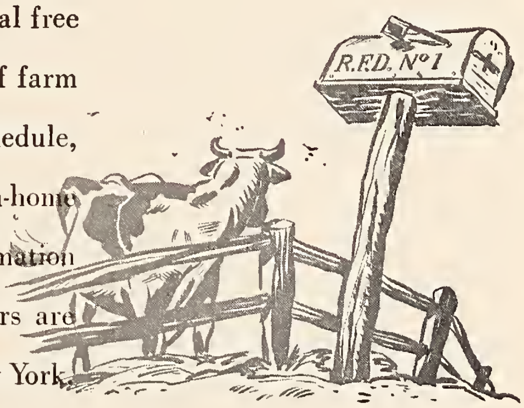
*Eastern Daylight Saving Time

For years, everybody has talked *to* and *about* the American farmer. But the farmer, himself, has never had the time or the place to talk back to the rest of the nation. Beginning last month, the farmer gets both time and place on the facilities of the Columbia Broadcasting System. CBS announces the inauguration of three new programs, by and for the farmer, yet informative and entertaining to city and country listener alike. These programs—which bring to America the voice and culture of the American farmer—make radio broadcasting more truly representative of the *entire* nation radio serves.

The Columbia Broadcasting System

"The Farmer Takes the Mike" The corn farmer, the wheat farmer, the cotton and tobacco farmer, cattle rancher and dairy man, truck farmer and duck farmer—from every rural section of the United States, every type of rural American will be "cast" in THE FARMER TAKES THE MIKE. This new program was given its initial broadcast July 17, to take the air regularly thereafter on Sundays, 4 to 4:30 P.M. Farm owners, farm wives, farm tenants, and farm children gather round the CBS microphone to tell the nation about their fun, their worries, their jobs and their ambitions. The schedule, which opened in Iowa's corn belt, is arranged to cover a different rural locality each week.

"R.F.D. No. 1" On July 4, Irene Beasley opened a new farm-home series on CBS from "R.F.D. No. 1" New York City, the only official rural free delivery box in Manhattan. Her listeners—Columbia's vast audience of farm women—have already become familiar with the program's daily schedule, Monday through Friday, 12:15 to 12:30 P.M. Miss Beasley's own farm-home background largely determines the selection of entertainment and information which are included in the daily programs. In addition, rural listeners are invited to the microphone to speak to the nation, whenever they visit New York.



"Four-Corners Theatre" Up went the curtain July 19 on the first of a weekly series of rural dramas, presented by CBS at 8 o'clock Tuesday evenings, in the FOUR-CORNERS THEATRE. First on the playbill was "Aaron Slick of Punkin Crick," an epic which has played to more people in more performances than the most popular Broadway play on record! This third new CBS farm program offers the best from a large collection of rural and small-town drama—plays of native American life, which millions both east and west of the Hudson have never before had opportunity to hear and enjoy.

Web Billings Rise Despite Summer Lull

Network billings for July show NBC with a gross volume of $2,958,710 for the combined Red and Blue chains; CBS, $1,367,357, and Mutual, $167,108.

NBC's July billings were 9.3 per cent over the $2,707,450 total for July 1937. On the other hand, the anticipated June-July drop from the June, 1938 total of $3,200,569 was 7.6 per cent, against a 9.9 per cent drop last year. NBC's total revenue for the first seven months of 1938 were $23,982,384, compared to $22,655,557 for the first seven months of 1937, an increase of 5.9 per cent.

July Billings Off

CBS billings for July of 1938, $1,367,359, were off 31.2 per cent compared to the July, 1937 total. Actually, however, this July represents the second best such month in the network's history. CBS billings for the first seven months of this year are $16,948,652, a gain of 0.9 per cent compared to the cumulative total for the similar period last year.

Mutual's billings show the highest percentage of gain, the July total of this year being $167,108, up 19.1 per cent compared to the July billings of last year of $1,101,457. Mutual's seven-month total for 1938 is $1,509,287, which compares to $1,267,127, last year's cumulative total.

New Arcabe Program Is Signed for WJZ

Arcabe, Inc., makers of a hand lotion have signed Brick Holton and Al and Lee Reiser for a new program to be titled "Your Escort," starting over WJZ Oct. 12. The program will be broadcast twice weekly, Wednesdays and Fridays. The contract, for 26 weeks, is through the White-Lowell agency.

KGGM Will Join CBS

KGGM, Albuquerque, N. M., will join the CBS network as a member of the CBS Mountain Group on Sept. 1. Network rates for the station, available individually with the CBS Mountain or Pacific Coast groups, will be: night, $125 per hour, $75 per half-hour, $50 per quarter-hour. Day rates will be $63, $38, $25.

NBC Lawyer Opens Office

Philip J. Hennessey, Jr., NBC staff attorney in Washington, has resigned to enter private practice of law in that city, specializing in radio. Mr. Hennessey will represent NBC-owned and operated stations, as well as the networks, on a retainer basis.

WLW Pair Visits Here

Owen Vinson, WLW program director, and Mrs. Vinson are vacationing in New York. Mrs. Vinson is the author of "Mad Hatterfields" and "Midstream," WLW-Mutual dramatic serials, which her husband directs.

Examiner Hearings Assigned by F.C.C.

WASHINGTON, Aug. 2.—The Federal Communications Commission has tentatively assigned broadcasting applications for hearings before examiners, as follows:

Sept. 6: Applications of WGTM, Wilson, N. C., for change of frequency from 1,310 to 1,420 kilocycles, extension of time from day to unlimited, and increase of day power from 100 to 250 watts; and WSFA, Montgomery, Ala., for increase of night power from 500 to 1,000 watts.

Oct. 4: Applications of KSAL, Salina, Kan., for change of frequency from 1,500 to 1,120 kilocycles and increase of power from 100 watts night, 250 watts day, to 500 watts night, 1,000 watts day; and KSEI, Pocatello, Idaho, for change of frequency from 900 to 600 kilocycles and increase of night power from 250 to 1,000 watts; and Voice of Longview for a 1,340-kilocycle, 1,000-watt station at Longview, Tex.

Victoria, Tex., Plea Filed

Oct. 5: Applications of Radio Enterprises, Inc., for a 1,310-kilocycle station at Victoria, Tex, with 100 watts night, 250 watts day; and Coastal Broadcasting Co. for a 1,420-kilocycle station at Brunswick, Ga., with 100 watts night, 250 watts day.

Oct. 11: Applications of Orville W. Lyerla for a 1,310-kilocycle station at Herrin, Ill. with 100 watts night, 250 watts day; and WJBL, Decatur, Ill., for change of frequency from 1,200 to 1,310 kilocycles, extension of time from sharing to unlimited, and increase of day power from 100 to 250 watts; WEBQ, Harrisburg, Ill., for change of frequency from 1,210 to 1,310 kilocycles and extension of time from sharing to unlimited; and KFVS, Cape Girardeau, Mo., for extension of time from specified hours to unlimited.

WMCA Settles with Announcers' Union

WASHINGTON, Aug. 2.—The Labor Board today announced that the charges of unfair labor practices against the Knickerbocker Broadcasting Corp., WMCA of New York, had been settled by agreement between the company, the board and the American Guild of Radio Announcers and Producers.

In accordance with the agreement, the board issued a consent order directing WMCA to cease discouraging membership in the guild or any other labor organization, offer reinstatement with back pay to three employes and, upon request, bargain collectively with the guild.

Show Adds 3 Stations

"The Green Hornet" Mutual script show dealing with racket exposes, has added three stations on the Pacific coast hookup, KHJ, KFXM and KGB and KFRC in San Francisco is expected to tie in shortly. The period is sponsored by the Jell-Well Dessert Co.

Butterfield on WHN

Erskine Butterfield, formerly with Noble Sissle's orchestra, now has his own program on WHN, Tuesdays, Wednesdays and Thursdays at 5:15 P.M.

RCA Six-Month Net Off to $2,524,756

(*Continued from page* 1)

common stock were .066, compared to last year's earnings of .219.

Total gross income for the quarter amounted to $22,623,736.42, as against last year's quarter gross of $28,058,272.17. Preferred dividends for the quarter amounted to $805,591.94. Earnings per share on 13,881,016 shares of common stock amounted to .020 for the quarter, as against .115, quarter earnings last year.

Oklahoma Radio Men In General Shakeup

OKLAHOMA CITY, Aug. 2. — Ben Bezoff, WKY newscaster, has succeeded Drake Bingham as news editor. Bingham has resigned. Jack Swineford, announcer, has been transferred to the news staff.

Louis M. Hartman, formerly of WMBH, Joplin, Mo., has joined the continuity staff of KOCY. Russ Lamb, formerly of WTCN, Minneapolis, has joined the announcing staff of KOCY. Ed Flynn, formerly with the E. Katz Agency, Detroit, is a new KOCY sales representative.

Midwest Loss Continues

CINCINNATI, Aug. 2.—The Midwest Radio Corp., manufacturers of receiving sets, now undergoing reorganization under Section 77B of the Bankruptcy Act., reports a loss of $18,468.36 for June, bringing the total operating loss for six months to $127,738.81.

The report filed in the U. S. District Court, gave assets of the company as $481,896.80 and liabilities as $424,769.19.

Crosley Reports Loss

CINCINNATI, Aug. 2.—The Crosley Radio Corp. has reported net loss of $1,508 for the six months ended June 30, compared with net profit of $219,316 for the corresponding period of 1937.

Sales for the current half year were $6,659,336, against $10,943,596 for the same six months last year. Total current assets were $4,812,742 and current liabilities, $759,647.

Later Closing for WNYC

WNYC, New York's municipal station, has received F.C.C. permission to remain on the air until 10 P.M. instead of 9:15 P.M. during August, thereby enabling the station to continue broadcasting the Goldman band concerts and other musical programs from Lewisohn Stadium.

Is Promoted by Philco

PHILADELPHIA, Aug. 2.—John F. Gilligan, manager of the specialty division of Philco Radio & Television Corp. has been placed in charge of the Farm Radio and Phonograph-with-Philco departments.

Pet Milk Returns Oct. 1

Pet Milk Co. will return to CBS with a new series Oct. 1. A new program, with talent not yet selected, it will be heard Saturdays at 9:30 P. M. The Gardner Co. of St. Louis placed the business.

▸ *Radio Personals* ◂

JOHN E. McMILLIN, radio director of the Compton agency, will return to his desk Monday after a three-week vacation in New Hampshire . . . Returning today is Florence Sperl, in charge of talent at the Compton agency, after 10 days in Chicago . . . Phil Cohan, producer of the Paul Whiteman programs, this week married Mary Helen Foster . . . Guy Lombardo will oppear as a guest Sunday afternoon on "Summer Session," CBS program which features Barry Wood, Nan Wynn and Lyn Murray's orchestra . . .

✚

St. Louis

Bob Sampson, formerly with KMOX, has moved over to KWK as sales promotion manager; Mart T. Martin, Jr., has been made publicity agent of WEW; Merle S. Jones, general manager of KMOX, Gene Kemper, advertising and publicity director of KWK, and Ray Dady, studio supervisor of KWK, are on vacation; Richard Sharp, formerly with the Wesley Nash advertising agency, has joined KMOX continuity staff, succeeding Richard Scheidker; Herb McCready, formerly with KMOX, replaces Alex Buchan as chief sports announcer on WEW, and Lorraine Grimm, KMOX singer and Ray Sweeney, continuity writer for the same station, have been married.

Wells Takes Shot at Short Wave Program

Linton Wells, newspaperman and radio commentator, who has just returned from a 30,000-mile, four-month trip through South and Central America in behalf of RCA, yesterday informed listeners at a luncheon in his honor in the Rainbow Grill of chaotic conditions of radio in the Latin Americas, and cited violations of international radio procedure. He also scored the type of programs now being shortwaved to those countries by the American chains, stating that the American programs were losing out to those of the Fascists and Nazis because Germany and Italy are broadcasting programs of a type calculated to appeal to South Americans, whereas our broadcasters were not.

Mr. Wells, describing what transpired while he was in Buenos Aires June 25 to listen to President Roosevelt's talk of that day, said: "The preliminary announcement came through clearly and we were ready to listen to the President, when suddenly a German station boomed in with a program of a piano recital, drowning out the President's talk."

Mr. Wells indicated that the interference of the German station, coming in on the same wave as RCA's, was in violation of all international radio conventions.

He said that radio operations in many of the Latin American countries are in a bedlam, due to an over-abundance of stations in operation.

Chase Joins Brinckerhoff

Hal Chase, Jr., formerly with WOR, has joined the sales staff of E. V. Brinckerhoff & Co., electrical transcriptions.

DO NOT REMOVE

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 44. NO. 24 NEW YORK, THURSDAY, AUGUST 4, 1938 TEN CENTS

Ascap Not to Ask Increase In Music Tax

E. C. Mills Says Members Consider Scale "Fair"

Ascap will ask for no change in the prevailing music taxes paid by theatres when the society's five-year guaranty against a change in the theatre levy expires next year, E. C. Mills, chairman of the Ascap administrative committee, said yesterday.

Mr. Mills said that the sentiment within Ascap is that the existing theatre license fees are "fair" and that no increase in the present schedule should be sought. He also said, however, that Ascap also felt that no decrease in the schedule was warranted either.

The society's five-year guaranty against a license fee change was given in October, 1934, to the national exhibitor emergency committee of which Walter Vincent was chairman. Members of the committee included Sam Dembow, Jr., L. E. Thompson, Ed Kuykendall, Harry Pimstein, Milton C. Weisman, Leopold Friedman, Leon Netter, Sidney Justin and Edward G. Levy. The guaranty by Ascap followed the compromise on the 1934

(*Continued on page* 3)

Goldwyn to Share Company's Profit With His Workers

HOLLYWOOD, Aug. 3.—Samuel Goldwyn today announced his decision to reorganize his production company and institute a profit sharing system among his employes.

The first to be signed on the new basis is Robert Riskin, producer-writer, who becomes executive assistant to Mr. Goldwyn and will share in all profits of Goldwyn productions. Mr.

(*Continued on page* 4)

Griffis Disposes of His Para. Preferred

WASHINGTON, Aug. 3.—Disposition by Stanton Griffis, New York director of Paramount Pictures, of 1,000 shares of the company's first preferred stock, wiping out his holdings in that class, was the largest of three operations reported to the Securities and Exchange Commission by film company officers and directors for June, it was disclosed

(*Continued on page* 4)

Giannini Says Go

"The studios will have to get behind the industry's big promotion drive with good box-office product, or the campaign will not achieve its maximum results," says Dr. A. H. Giannini, formerly president of United Artists. Four essentials to the success of a film, in Dr. Giannini's opinion, are: novelty, quality, unusualness and cost.

Cleveland and Toronto Drive Centers Today

Cleveland and Toronto exhibitors will be given details of the industry's cooperative national advertising campaign and prize contest for patrons at meetings being held in both cities today.

Gradwell L. Sears of Warners left yesterday for Cleveland where he will assist M. B. Horowitz, independent exhibitor leader, in conducting the meeting there. The Toronto meeting will be conducted by J. J. Fitzgibbons of Famous Players Canadian at the King Edward Hotel this noon. Regional meetings throughout the Do-

(*Continued on page* 10)

H. M. Richey Heads Campaign in Detroit

DETROIT, Aug. 3.—H. M. Richey today was unanimously elected chairman for the Detroit district in the industry's national advertising and business building campaign. The election took place at the Hotel Statler, where 65 independent theatre owners representing over 200 houses braved

(*Continued on page* 10)

Justice Dept. Denies Suits To Aid Probe

Admits Requests for Law Changes May Result

By BERTRAM F. LINZ

WASHINGTON, Aug. 3.—Department of Justice officials today denied that current anti-trust cases, including the film suit, are "trial balloons," but readily admitted that they will show definitely whether the present monopoly laws are adequate.

Reports that the cases were designed to provide a demonstration for the Administration monopoly committee of just what is needed in the way of anti-trust law reform were refuted at the Department, where it was pointed out that the investigations leading to the suits were initiated long before the Monopoly investigation was proposed.

There was no hesitancy in admitting that if the cases fail the matter will be taken to Congress with an appeal for changes in the monopoly laws, and, in fact, that intention was voiced last

(*Continued on page* 4)

Music Firm Files $1,500,000 Action

Sam and Harry Fox, doing business as Sam Fox Publishing Co., filed a $1,500,000 action in N. Y. Supreme Court yesterday against Loew's, Inc.; Robbins Music Corp., Inc.; Jack Robbins, Twentieth Century-Fox Film Corp. and Movietone Music Corp. The suit charges breach of contract and conspiracy and asks $1,000,000 from Loew's and Robbins Music Corp. for alleged "conspiracy," and $500,000 from 20th Century-Fox and Movie-

(*Continued on page* 4)

'Alexander's Ragtime Band' A Hit as Air Show Material

By JACK BANNER

Last night tidings of great moment were carried into the homes of the estimated 30 million families owning radio sets in the United States. Last night 30 million microphones spilled out the message that 20th Century-Fox was ready to introduce its latest pretentious product, "Alexander's Ragtime Band."

This chronicle of the events of last evening's 75-minute broadcast, which was dedicated to telling the entire nation about Darryl Zanuck's

(*Continued on page* 11)

Additional Radio Developments on Page 11

Predict Trust Case Replies In September

Lawyers to Ask Time for Study of Long Brief

The first answers of defendants to the bill of complaint in the Government's anti-trust suit against the organized industry will not be filed until after Labor Day, according to opinion prevailing in home office legal quarters.

The first defendants were served with subpoenas by the U. S. Marshal's office here 10 days ago and their answers will be due Aug. 15. Attorneys for these defendants, however, said yesterday that their study of the Government's complaint had not been completed and, obviously, their answers could not be completed in the time remaining. They said they would ask the court for an additional 20 days from Aug. 15 in which to file answers, thus setting back the filing of the first answers until after Labor Day.

Meanwhile, the Government completed service on virtually all New York corporate and individual defendants during the past few days. Of the 167 defendants named in the anti-trust suit, fewer than 30 remain to be

(*Continued on page* 4)

Universal Seeks Bennett, Fields And Roland Young

Universal may close deals within the next few days with Constance Bennett, Roland Young and W. C. Fields for new pictures to be added to the company's current production schedule, J. Cheever Cowdin, Universal board chairman, disclosed yesterday.

Mr. Cowdin said that if current negotiations with Miss Bennett and Young are concluded this week as

(*Continued on page* 4)

"Algiers" 3-Week Total Is $251,000

A gross of $251,000 was garnered by "Algiers" in its three-week run at the Music Hall, which ended last night. The management considers this excellent business, considering the hot weather, which sent New Yorkers to the country over the weekends. The

(*Continued on page* 4)

Kingsberg and Thau Leave on Normandie

Malcolm Kingsberg, vice-president and a board member of K-A-O; Benjamin Thau, M-G-M production executive, and Simone Simon were among the passengers who sailed on the *Normandie* yesterday.

Mr. Kingsberg, an associate of M. J. Meehan, said his trip was for business and pleasure in Paris, although the business had nothing to do with K-A-O. He plans to return Aug. 22 on the *Paris*.

Mr. Thau will supervise M-G-M's production plans in England, which call for five films in the next year. He plans to return in several weeks.

Miss Simon said her three-year contract with 20th Century-Fox had terminated and during the period she made six films for the company. Her immediate plans are a picture for Paris Film titled "The Human Beast," to be directed by Jean Renoir, in which she will appear opposite Jean Gabin. She said she may also make a picture in England.

Julien Duvivier, French director, also sailed. He recently completed work on M-G-M's "The Great Waltz."

Brown and Dobie Sail

J. M. Brown, Warners' general sales manager for the United Kingdom, and D. C. Dobie, head of First National Pictures in London, are due here Monday on their first trip to America. After conferring with Sam E. Morris, vice-president in charge of foreign activities, and Joseph S. Hummel, general foreign sales manager, they will visit the Burbank studios and leave for London Aug. 24.

Monterrey, Mexico Strike Shuts Houses

By JAMES LOCKHART

Mexico City, Aug. 3.—All eight film theatres in Monterrey, most important industrial center of northeastern Mexico, are closed as a result of a workers' strike for higher wages, shorter hours and other benefits which exhibitors said they were unable to grant.

The Federal Department of Labor is attempting to effect a settlement.

Rose Says Paramount To Start Next Year

London, Aug. 3.—David Rose, in charge of Paramount's British production, confirmed today that the company would launch a program of triple quota pictures next year and might start earlier. The budgets and total number of films are undecided, he said. Decisions will be made after a 30-day survey, he indicated.

Mr. Rose was suffering from an injury to his hip sustained while playing deck tennis on the way across.

Dana Promoted by "U"

Albany, Aug. 3.—Peter T. Dana, former Universal branch manager here, and now head of the company's Buffalo branch, has been appointed a district manager by W. A. Scully, Universal general sales manager. Mr. Dana's new assignment and his successor in the Buffalo exchange will be named by Mr. Scully in a day or two. Mr. Dana probably will be assigned to the central states territory with headquarters in Kansas City.

◂ Purely Personal ▸

Walter Reade with his wife and daughter, **Suzanne**, will return today on the *Conte di Savoia*. Other passengers are **Dr. Herbert T. Kalmus**, head of Technicolor and **Gladys Swarthout** and her husband, **Frank Chapman**.

•

J. J. Ferretti, chief engineer for U. S. Air Conditioning International, Inc., postcards word from Cairo, Egypt, that he will be away on business for several months.

•

E. M. Hartley, manager of the sound department of National Theatre Supply Co., has left for a month's trip through New England and the Middle West.

•

George Schutz, editor of *Better Theatres*, vacationing in Shawano, Wis., reports that he caught a couple of five-pound bass and it's not a fish story.

•

Herman G. Weinberg has completed editing and titling "Flight Into Darkness" which will be released in the fall by **Frank Kassler**.

•

Gerard Swope, president of General Electric, will arrive today on the *Manhattan*, which is also bringing **Douglas Gorce Corrigan**.

•

Wilbur Peterson, owner of the Peterson, Somerville, Mass., is on his annual visit to the Hollywood studios.

•

Steve Fisher's current *Cosmopolitan* story, "Shore Leave," has been purchased by Monogram.

•

William B. Dover, studio personnel manager for 20th Century-Fox, is at the Waldorf-Astoria.

Ben Jacobson, assistant to Al Altman, eastern talent director for M-G-M, will leave for the coast Friday for a three-week vacation and studio conferences.

•

Paul Buchanan of the Walt Disney organization will get in on the *Manhattan* today. He has been arranging for foreign versions of "Snow White and the Seven Dwarfs."

•

Willard S. McKay, film attorney, left for Gloversville yesterday to attend the Schine circuit managers' meeting and golf tournament.

•

Americo Aboaf, Paramount manager in Italy, will arrive today on the *Conte di Savoia* for conferences with **John Hicks, Jr.**

•

Florence Browning, secretary to **J. Robert Rubin** at M-G-M, will return Monday from a vacation.

•

Brian Aherne will sail from England Aug. 15 and will complete his journey to the coast in his own plane.

•

William A. Scully, Universal general sales manager, is in Albany on a brief business trip.

•

Morrie Abrams, M-G-M exploitation man in Minneapolis, has returned after a vacation here.

•

Dorothy Haas of the Fanchon & Marco office has returned from a coast vacation.

•

John Levitt, head of Regent Films, Montreal, will return to Canada today.

•

Sam Spring, film attorney, is vacationing this week.

Freedman Silent on Grand National Move

Herman B. Freedman, who recently said that eastern financial interests with whom he is affiliated have a plan to reorganize Grand National, has returned from coast conferences with Edward Alperson and Loyd Wright, co-trustees.

Mr. Freedman yesterday was noncommital on developments and would not comment on what effect creditors' approval in principle of a Grand National-Educational merger will have on his own plan.

When in New York recently Mr. Freedman said that his group was ready to make $600,000 in cash available to Grand National in event it was given control. He plans to leave for the coast Sunday.

U. A. Board Meets Today

A meeting of the United Artists board of directors will be held at the home office today. Among those expected to attend the session are James Mulvey, Dennis O'Brien, Edward C. Raftery and Charles Schwartz, directors; Maurice Silverstone, chairman of the executive committee; George J. Schaefer, vice-president, and Emanuel Silverstone, representative for Alexander Korda. Company officials yesterday said that only routine business was scheduled to be transacted.

Walter Reade to Try Big Time Vaudeville

An experiment with big time vaudeville will be started by the Walter Reade circuit at its Paramount, Asbury Park, Saturday. Should it prove successful the first week, it will be extended another four weeks, completing the season at the shore resort.

The bill will consist of six acts, headed by Belle Baker and Henny Youngman, in addition to single bills. The shows will run a full week. Prices will be hiked from 55 cents to 77 cents top, with a 55-cent tariff in the balcony.

The second show lined up includes Jimmy Durante, the Three Stooges, Frances Langford and Jon Hall. When suitable acts are not available, band units will fill in, with Ozzie Nelson and Fred Waring tentatively booked. Rudy Vallee recently played the house. Walter Reade, Jr., is handling the shows.

Complete Picon Picture

Sphinx Film Corp. has just completed "Mamele," a feature starring Molly Picon. It was produced at Warsaw, Poland. It will open in New York early in October. A second feature has been started by the company. It is called "A Brievele Der Mamen," with Misha and Lucy German starred.

Hawkins, White Win Dismissal of Suit

N. Y. Supreme Court Justice Edward J. McGoldrick yesterday granted the application of Maxwell Hawkins and Norman C. White, defendants in a $100,000 libel suit brought by Walter O'Keefe, to dismiss O'Keefe's complaint on the ground that it was insufficient in law. The suit was an outgrowth of a previous one brought by Mr. Hawkins and Mr. White against O'Keefe, Nelson S. Hesse and William McCaffrey, his literary agents, and RKO Radio Pictures, Inc, charging the defendants with having plagiarized a story by Mr. Hawkins in O'Keefe's story, "The Rolling Stones," which was purchased by RKO. This suit had been dismissed and O'Keefe's action charged that suit with having libeled him.

Keith Ruling Reserved

N. Y. Supreme Court Justice Ferdinand Pecora yesterday reserved decision on the application of B. F. Keith Corp. to dismiss a $10,000 damage suit brought against it by Sarah and George Mulholland, adjoining property owners of Keith's Prospect Theatre in Brooklyn. The plaintiffs have claimed that they were compelled to move from their home because of noises caused by the cooling system in the theatre.

Loew's to Pay an Extra

Loew's, Inc., yesterday declared an extra year-end dividend of $1 on the common stock, payable Aug. 25 to stockholders of record Aug. 15. On June 30 the company paid a dividend of 50 cents on the common. On March 31 a similar amount was disbursed. On June 30, last year, the company paid $1.50 extra.

MOTION PICTURE
DAILY
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What Key City Critics Say . . .

Following are excerpts from the reviews of new films by film critics of key cities:

"The Amazing Dr. Clitterhouse"

Los Angeles Evening Herald— . . . Fast-moving crook melodrama . . . an abundance of good acting . . . superior and different picture.

Los Angeles Times— . . . Trick mental melodrama . . . enthralling every foot of the way. Edward G. Robinson makes Clitterhouse a 1938 Jekyll-Hyde.

Boston Globe—Sure to create a new type of mystery film and is equally certain to remain unsurpassed . . . entertainment of the almost flawless variety . . . story holds interest long after one has left the theatre.

Boston Evening Transcript—The sort of film that cannot disappoint the most mixed audiences. It has action, which all enjoy. . . . There are both the fantastic and the comical.

"Love Finds Andy Hardy"

Chicago Tribune—This latest film in the "Judge Hardy's Children" series is a humdinger. . . . Dialogue is effectively written and here and there you are handed a surprise—which sort of thing always scores high in a movie's hit parade.

Boston Globe—These Judge Hardy pictures have blossomed into class A films. . . . The production has been given an elaborate and expensive background. . . . Miss Garland shows she is an excellent actress as well as a singer.

Boston Evening Transcript—Master Rooney is in fine fettle. . . . One of the best adolescent comedies Hollywood has produced. . . . It ranks with Booth Tarkington's Penrod stories.

"Little Miss Broadway"

Los Angeles Examiner — Shirley Temple is back in another captivating filmusical that permits the wonder child once again to dance, sing and coquette her way into every heart.

Los Angeles Evening Herald—In her new picture Shirley Temple keeps the kind of company that brings her screen talents out best. . . . There are plenty of excitable hilarity and sentimental scenes typical of the Shirley Temple plots.

Los Angeles Times—An unpretentious comedy with music. . . . Irving Cummings keeps the direction on a "human" plane.

"The Crowd Roars"

Los Angeles Examiner—Robert Taylor gave the preview audience the surprise of its life. The audience voiced appreciation of the tale by long continued applause. . . . Taylor never seen to better advantage.

Los Angeles Times—A hard driving melodrama. . . . Boosts Taylor along the more heroic and vigorous course. . . . Will justify itself very successfully with audiences.

Los Angeles Evening Herald—A knockout fight film. "The Crowd Roars" should make any audience roar with approval.

Lloyd's Staff Film Rarity; Sticks for Years and Years

By IRENE KUHN

It's an axiom that nobody takes a funny man seriously except himself. Harold Lloyd, who's made a fortune being funny, smashes that axiom, for everybody takes the comedian seriously except himself.

There's a reason for it. Steadfast in a restless world loaded with insecurity stands Lloyd and his picture-making corporation in which nobody who gets a staff job ever loses it, and where he's never made a feature picture which has grossed under a million and a half.

Eight of Lloyd's close associates—he doesn't like calling them employes—have been with him a total of 136 years. This includes even his cook whom he has had for a decade. His publicity man, Joe Reddy, has been on the job 18 years; his general manager, William R. Fraser, 17, and his production manager, John L. Murphy, 17. Creed Neeper, his New York manager, has been with Lloyd since 1924; Jack McVeigh, his auditor, 12; Frank Hampton, who runs his house, 15, his attorneys, 15, and his secretary, Joe Brooks, 18.

"Human," Says Reddy

Joe Reddy, who goes back to Pathe days when Harold Lloyd was making one-reelers, says it's a matter of a man's acting human which has put Lloyd where he is as a prime example of personal and professional success.

"He's a plain man who's never lost his head, always kept his balance, and is as shy about publicity today as when he started in the business. He wears no jewelry. Up until a few years ago he had only dark suits in his wardrobe and wore only white shirts and black ties.

"The reason the people who work for him don't have job worries is because he believes it's poor economy to keep changing. So he's careful at the beginning when he's hiring and when he's sure he's got a man with both ability and loyalty that man has a job for life. He's been wrong a couple of times but he doesn't brood about it.

Lloyd is the last independent-star-producer except Chaplin. He's as full of drive and energy as in 1919 when he first saw his name in lights on Broadway, in two theatres at once, in the two-reeler named, appropriately enough, "Bumping Into Broadway."

He's off on something new now between his own pictures. He's negotiating with William C. Fields to make pictures he'll direct and produce in which Fields will star. Here again is an old friendship; here again Lloyd believes—and Fields agrees—that a partnership of interests will do them both good. The deal isn't closed yet, but chances are it will be before long, and the Fields brand of humor will go to town under Lloyd's direction.

Passport Trouble

The *Normandie* was agog before sailing yesterday over Simone Simon's lost passport. To an immigration officer, she explained, with adequate French gestures: "Honest, mister, I don't know where is my passport. I gave a man to bring my tennis racket and five baggages, and the passport it must be in one of the baggages. I don't want to sneak out of this country. If I don't find my passport when I get over there, they will send me back, and I don't want to come back here."

The official took her word—or words — for it and asked her to sign a paper.

Hollywood Preview

"I'm from the City"

(RKO)

HOLLYWOOD, Aug. 3.—This Joe Penner starring picture has its amusing moments, moments which may have greater audience value when, if the film is returned to the cutting rooms, some of the unnecessary stuff is removed. The piece is built on a good entertainment idea, one that is rife in exploitation possibilities. It's well acted with Penner, Richard Lane, Lorraine Kruger, Paul Guilfoyle, Lafe McKee, Katherine Sheldon and Ethan Laidlaw checking in commendable performances. There's nothing the matter with Ben Holmes' direction when it concerns itself with gag comedy and action.

As in the case of Dick Powell in "Cowboy from Brooklyn," Penner is mortally afraid of animals, particularly horses, until he is hypnotized. With the aid of a petrified acorn, Lane, who makes himself the comic's manager, can do just that, and, with the wave of a hand, Joe becomes a sensational circus bareback rider.

Out west two ranchers are accustomed to holder a cross-country race. Miss Sheldon hears about Penner and teams up with Lane to have him ride for her against McKee, rival rancher. Romantic conflict between Penner and the other rider, Guilfoyle, has its innings during which some pretty funny stuff is developed, and Penner, like all screen cowboys, takes to crooning. Just before the race, however, Lane loses his acorn and can't hypnotize his stooge. But the show must go on and the race follows, in which a pig and duck get mixed up. Joe wins it after much mad excitement and, of course, the girl's affections are his prize. Running time, 70 minutes. "G."

GUS McCARTHY

Ascap Not to Ask Increase In Music Tax

(*Continued from page 1*)

music tax increase which established the present music fees.

Asked whether exhibitor committees would be free to petition a decrease in the tax next year, Mr. Mills replied that he would listen carefully to what they might have to say and, if they could show him that they were using less music than formerly or that it was of less importance to their programs, he would give "careful consideration" to their request for a lower license fee.

Mr. Mills denied a current report that Ascap would offer long term contracts, of 10 years or more, to exhibitors and broadcasters when the agreements expire at the end of 1939. He intimated that such contracts would be regarded by Ascap as of greater value than the present ones and higher fees probably would be asked for them, in any event.

He pointed out that Ascap's current contracts with exhibitors incorporate many of the benefits of long term deals now, in that they renew themselves automatically every year unless cancelled by either party.

Ohio Buying Group Claims 33 Theatres

CLEVELAND, Aug. 3. — Cooperative Theatres of Ohio, buying group recently organized by Milton A. Mooney, former local branch manager, says he has closed contracts to handle 1938-'39 buying for 33 northern Ohio theatres.

He names them as follows: Akron—Allen, Dayton, Liberty, Majestic, Nixon, Southern, Spicer and Tivoli; Bedford—Bedford; Carrollton—Virginia; Delphos—Capitol and Star; Lisbon—Lincoln; Lorain—Dreamland and Elvira; Maple Heights—Maple Heights; Maysville—Avalon and Strand; Millerburg—Opera House; Minerva—Roxy; Cleveland—Avalon, Beach Cliff, Corlett, Ezella, Garfield, Jennings, LaSalle, Lorain-Fulton, Lyceum, Madison, New Victory, Parma and Regent.

Col. Sets Four Deals

Deals for Columbia's complete new season product were closed with three eastern circuits yesterday by Sam Galanty, mideast division manager. The deals were made with J. Louis Rome for his 12 Baltimore theatres; Frank Durkee, for 15 houses in Baltimore and Annapolis, and Marcus Notes for four theatres in Washington.

Offer Lease at Montreal

TORONTO, Aug. 3.—Famous Players Canadian Corp. has made an offer to lease Loew's Theatre, Montreal, from the owning company, Mansfield Theatres, Ltd., so that the big house, recently closed, can be re-opened around Labor Day.

Retitle "Circus Comes"

HOLLYWOOD, Aug. 3.—"Under the Big Top" is the new title of Monogram's "Circus Comes to Town."

Justice Dept. Denies Suits To Aid Probe

(*Continued from page* 1)

month in the formal statement announcing initiation of the motion picture suit. However, it was pointed out, it is quite probable that the film case will not be finally decided until after the monopoly committee has completed its work, so that the case could not well be used as a guide to the Congressional-Executive group.

Pommer Closes Deal On Sale of 2 Films

Erich Pommer, head of Mayflower Pictures in England, has consummated a deal with a major company for American distribution of "Vessel of Wrath" and "St. Martin's Lane," both starring Charles Laughton.

Mr. Pommer, who returned yesterday from the coast, said he would divulge the identity of the company before sailing next Wednesday on the *Queen Mary*. He denied reports that he and Myron Selznick had formed a production unit and said he has no Hollywood production plans.

New House Opens Today

RKO's new metropolitan spot, the 23rd Street Theatre, formerly known as the Grand Opera House, which was recently rebuilt, modernized and equipped with a cooling unit, will be opened to the public today. The house seats 1,782. The initial film bill is "Having Wonderful Time" and "Air Giant."

L. P. Yandell Returning

Lunsford P. Yandell, executive treasurer of RCA and a member of the RKO board, will return today on the *Manhattan*, having completed his leave of absence from RCA to serve as a special assistant to Ambassador Joseph P. Kennedy in London.

Wall Street

"U." Has Best Board Rise

	Open	High	Low	Close	Net Change
Col.	13¾	13¾	13⅝	13⅝	— ⅛
Cons. pfd..	8	8⅜	8	8	+ ⅛
E. K.	177½	177½	177	177¼	— ¼
E. K. pfd..	171	171	168	168	—3
G. T. E. ..	14½	14½	14⅜	14⅜	.....
Loew	48⅞	49¼	47½	47½	—1¼
Loew pfd..	105½	105½	105½	105½	+ ¼
Para.	10⅝	10⅝	10¼	10¼	— ⅜
Para. 1 ...	90	90	90	90	.....
Para. 2 ...	10⅝	10⅝	10½	10½	— ¼
Pathe	9¼	9⅜	9⅛	9¼	— ¼
R. K. O. ..	2⅞	2⅞	2⅞	2⅞	.....
20th Fox ..	25	25⅛	24⅞	24⅞	— ⅛
Univ. pfd..	44½	45	44¼	45	+6
W. B.	6⅝	6¾	6½	6⅝	.....
W. B. pfd.	36½	37	36½	37	+ ½

Curb Shows Fractional Increase

	Open	High	Low	Close	Net Change
G. N.	11/16	¾	⅝	11/16	+ 1/16
Mono.	2⅝	2⅝	2⅝	2⅝	+ ⅛
Tech.	25½	25⅞	24¾	24¾	+ ¼
Univ. Corp.	2⅞	2⅞	2⅞	2⅞	+ ⅛

Warner Bonds Hold Gain

	High	Low	Close	Net Change
Para. B'way '55..	63	63	63	.....
W. B. 6s '39....	79¾	79	79¾	+ ¾

(Quotations at close of Aug. 3.)

Universal Seeks Bennett, Fields And Roland Young

(*Continued from page* 1)

expected, work will be started on "Service De Luxe," the vehicle selected for the two, in about two weeks. The negotiations with Mr. Fields also may be concluded within a day or two, he said, and will include rights to the Fields story, "You Can't Cheat an Honest Man," which will star the comedian.

Additional productions of this calibre will be added to Universal's new season schedule as opportunity affords, according to the company head.

Music Firm Files $1,500,000 Action

(*Continued from page* 1)

tone Music Corp. for failure to carry out a contract.

The plaintiffs also seek an injunction to restrain the defendants from carrying out a subsequent contract allegedly made with the Robbins Music Corp. whereby the latter would exploit the 20th Century-Fox musical compositions. The plaintiffs also seek to void the dissolution of Movietone Music Corp. and ask that the court fix damages for their alleged losses between 1935 and 1937 by reason of the conspiracy and any subsequent losses that might arise in the future during the life of the music copyrights.

The suit alleges that in 1931 the plaintiffs arranged with 20th Century-Fox to exploit its musical business for a period of 20 years. In August, 1935, the plaintiffs claim, Loew's and Robbins induced 20th Century-Fox to breach the contract and to sign with Robbins. The plaintiffs ask for an accounting of all moneys made through the contract by Robbins since 1935.

Yesterday an application was filed by the plaintiffs for an order which will be heard on Aug. 15 before Justice Edgar J. Lauer for an examination before trial of Sidney R. Kent, president of 20th Century-Fox; W. C. Michel, vice-president; Edwin P. Kilroe, also a vice-president; Joseph Schenck, Darryl Zanuck, William Goetz, executive vice-president, and William Dover, also an executive vice-president.

"Algiers" 3-Week Total Is $251,000

(*Continued from page* 1)

final week's gross was $66,000. The opening week did $96,000 and the second $89,000.

The Capitol took $20,000 in the second week of "Love Finds Andy Hardy." The first week's gross was $30,000.

"Crime Over London" slumped at the Rialto at $5,000 in five days. Another disappointment was "Treasure Island," M-G-M reissue, which was pulled at the Globe after four days at $3,000. The film was described as unsuited to the house.

Goldwyn to Share Company's Profit With His Workers

(*Continued from page* 1)

Riskin formerly was associated with Columbia.

Mr. Goldwyn said other similar deals are to be signed shortly and production activities will be increased.

"The making of pictures is such a personal activity that it is only right that the creators share in the profits," he added.

The producer has long held views that creative talent should share in the profits of production.

Griffis Disposes of His Para. Preferred

(*Continued from page* 1)

today by the semi-monthly summary of the commission.

The only other transactions reported were the acquisition of 200 Universal Corp. common voting trust certificates by Daniel M. Sheaffer, Philadelphia director, who at the close of the month held 13,000 certificates direct and 26,500 through Standard Capital Co. and also through the Standard Co., 111,283 voting trust certificate warrants; and acquisition by Loew's, Inc., of another 42 shares of Loew's Boston Theatres common stock, bringing its holdings to 99,605 shares.

The SEC summary also showed reports filed by men becoming officers of directors of film companies, as follows: William F. Whitman, New York, held 25 shares of Keith-Albee-Orpheum preferred stock when made an officer April 19; and Cliff Work, Universal City, Cal., held, through Universal Corp., 228,927 shares of common, 100 shares of first preferred and 20,000 shares of second preferred stock of Universal Pictures when made an officer June 13.

Betting, Dog Race Measures Seem Dead

ALBANY, Aug. 3.—Shortly after announcement by friends of Senator John J. Dunnigan that the pari-mutuel bill would not be pressed for passage in the Constitutional Convention, word leaked out that efforts to legalize dog racing would not be brought to the floor.

Assemblyman Nicholas A. Rossi says he has abandoned his intention of moving to discharge the Bill of Rights Committee from consideration of his measure, which would amend the constitution to permit both horse and dog racing.

Regal Films Gives Up French Product Deal

TORONTO, Aug. 3.—Regal Films, Ltd., headed by N. L. Nathanson, has entered into an agreement with France Film of Montreal whereby Regal will discontinue the importation and distribution of French films. Regal has ceded to France Film all its rights and options in French product for Canada.

France Film purchases its product direct, maintaining an office in Paris under the name of La Compagnie Cinematographique Canadienne.

Predict Trust Case Replies In September

(*Continued from page* 1)

served, it was learned. These are either California residents or person who are out of the city on vacations or business. A few of those named as defendants are no longer identified with the companies named in the complaint and will contest their service, it was said.

Federal Judge John W. Clancy yesterday signed an order authorizing the Government to join RKO and Irving Trust Co., as trustee of RKO, as defendants in the anti-trust suit. The approval of the Federal court was necessary inasmuch as RKO and Irving Trust are under the jurisdiction of the court in reorganization proceedings. The Government's petition was pleaded by Lamar Hardy, U. S. attorney, who stated that the alleged violations of the anti-trust laws were committed by RKO both before and after Sept. 7, 1934, the beginning of the company's reorganization proceedings.

Irving, RKO to Accept Service

Irving Trust and RKO as a corporate defendant will accept service in the proceeding immediately as a result of the signing of the court order. Individual defendants in RKO were served earlier.

As the legal machinery in the proceeding begins to function it is apparent that the industry's largest array of legal talent brought together in a single proceeding to date will engage in the cumbersome court battle. The house counsel of all major company defendants, personal attorneys for individual defendants and special outside counsel for corporate defendants will be enlisted. In addition, an outstanding law firm may be retained to coordinate and direct the defense.

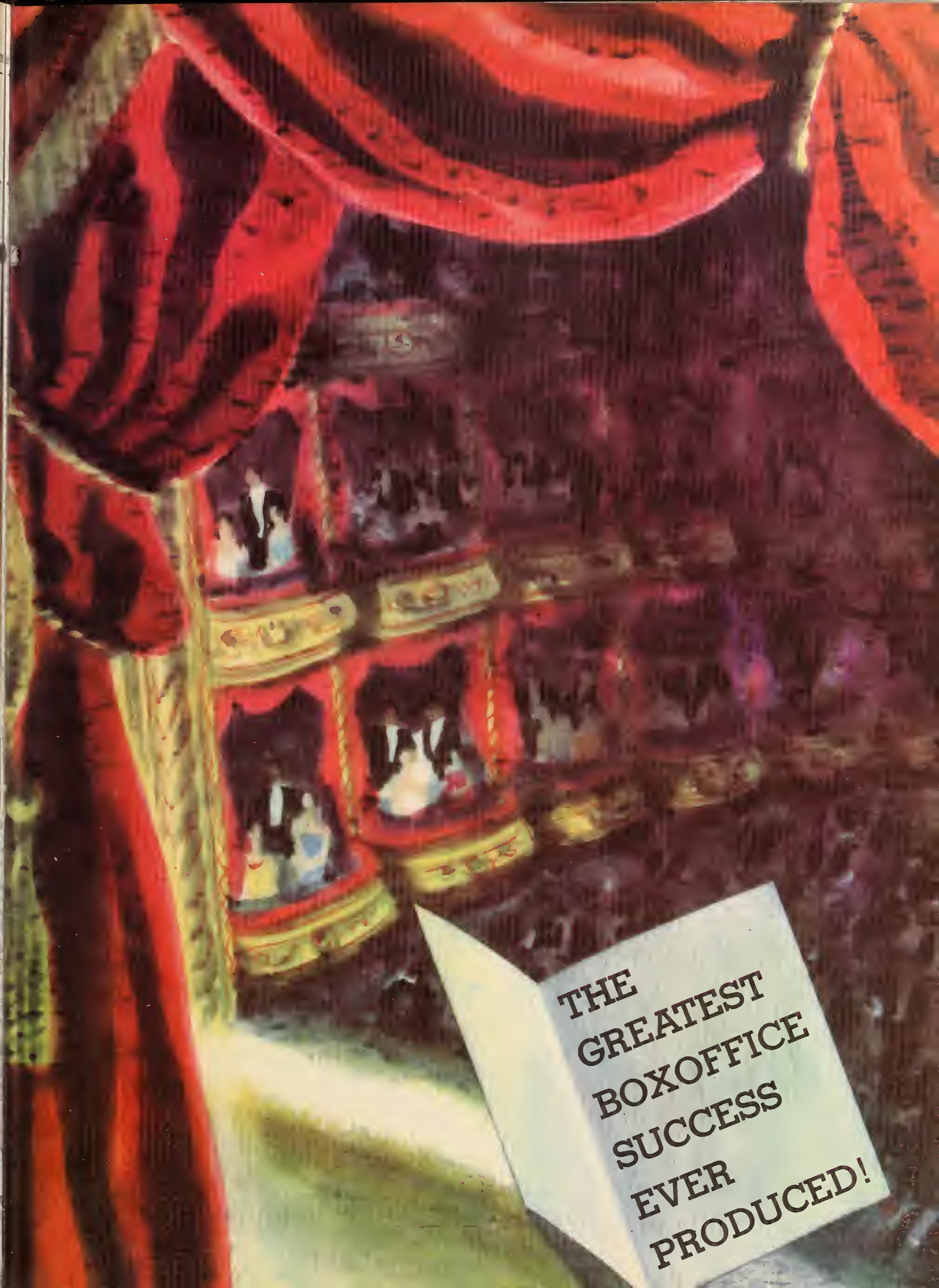
Attorney List Impressive

Paramount will be represented by its special counsel, Simpson, Thatcher & Bartlett, in addition to the company legal staff headed by Austin Keough and Louis Phillips. United Artists will be represented by O'Brien, Driscoll & Raftery; Columbia by Schwartz & Frohlich; 20th Century-Fox by Dwight, Harris, Koegel & Caskey, in addition to the company legal staff headed by Felix Jenkins; Loew's, probably by John W. Davis in addition to the legal staff headed by J. Robert Rubin, Leopold Friedman and Isidor Frey; RKO by Donovan, Leisure, Newton & Lumbard, counsel for Irving Trust Co., and the company staff headed by William Mallard, Gordon Youngman and William Whitman, with, perhaps, Cravath, de Gersdorff, Swaine & Wood as special counsel; Universal by Charles D. Prutzman and the office staff headed by Adolph Schimel; Warners by special counsel to be designated and the home office legal staff headed by Robert Perkins.

Willard S. McKay, Samuel Spring and Saul E. Rogers may be among other industry attorneys who will represent individual defendants.

Seattle Races in Evening

SEATTLE, Aug. 3.—"Twilight" horse racing, started this week, is another form of competition for theatres.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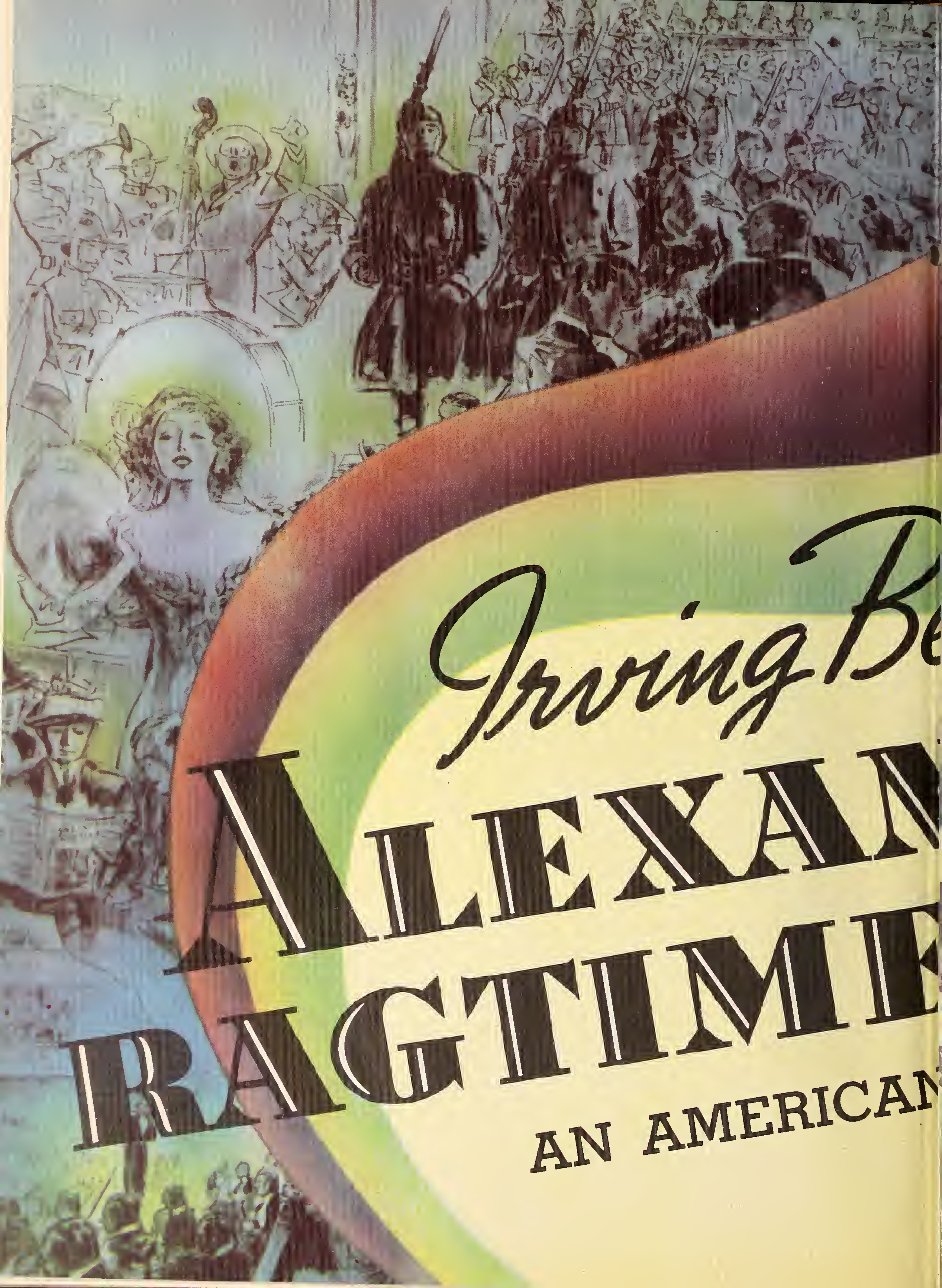

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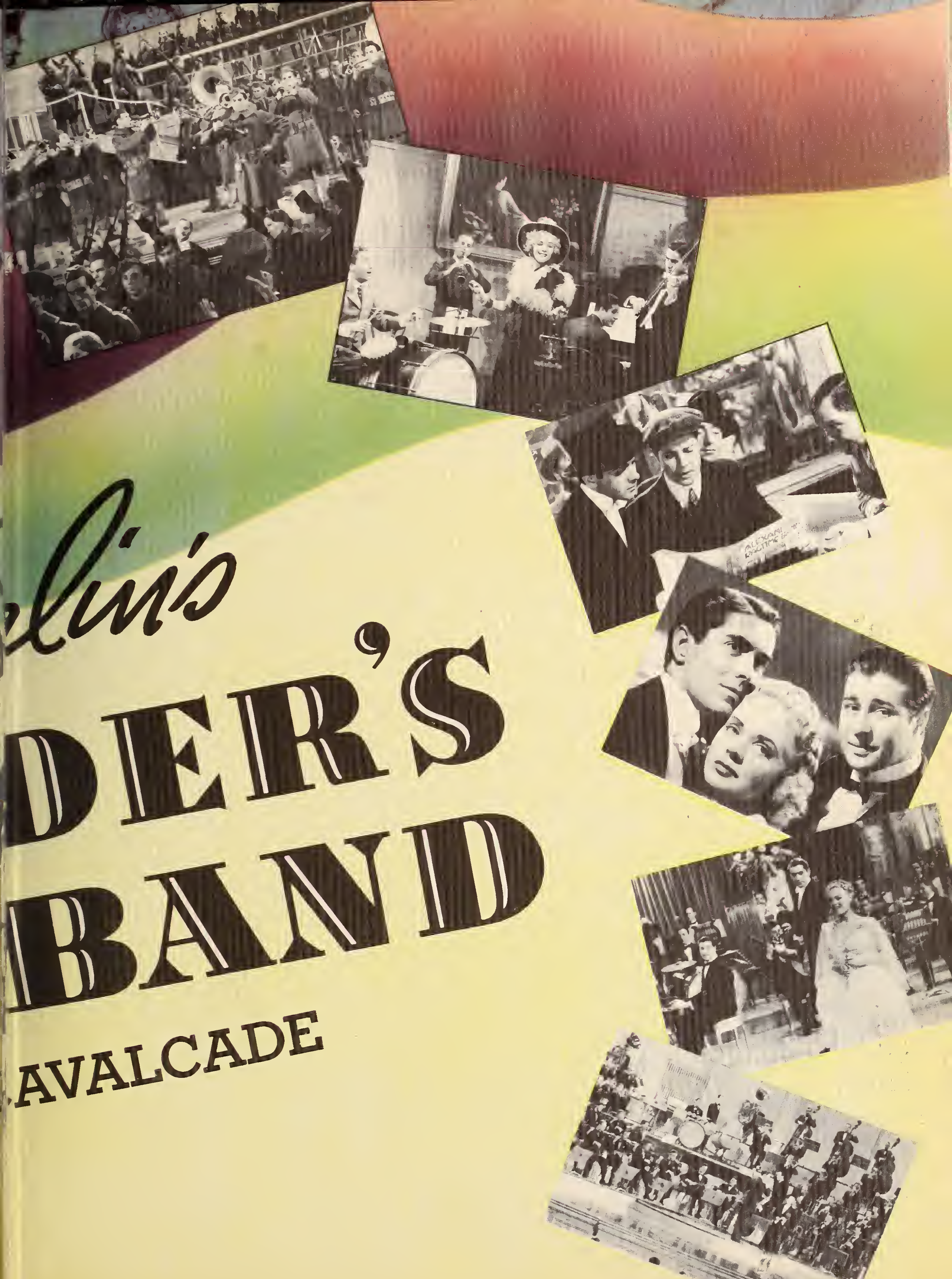
RAGTIME

AN AMERICAN



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ALEXANDER'S RAGTIME BAND

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JOHN CARRADINE · PAUL HURST
WALLY VERNON · RUTH TERRY
DOUGLAS FOWLEY · EDDIE COLLINS
CHICK CHANDLER

Directed by Henry King

Associate Producer Harry Joe Brown. Screen play by Kathryn Scola and Lamar Trotti. Adaptation by Richard Sherman. Dances staged by Seymour Felix.

Featuring a pageant of Irving Berlin melodies including 26 favorites of yesteryear and 2 smash hits of tomorrow, "NOW IT CAN BE TOLD" and "MY WALKING STICK"

Darryl F. Zanuck, in Charge of Production

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

"Amazing" Big In Two Houses On the Coast

Los Angeles, Aug. 3.—"The Amazing Dr. Clitterhouse," on a dual with "Mr. Chump," set the pace in a pickup here by getting $19,500 at Warners' Hollywood and $19,000 at Warners' Downtown. The former was $5,500 over par and the latter was up by $7,000.

"Having Wonderful Time," with "Wives Under Suspicion," also was in the money. The Hillstreet $10,000 take was up by $3,500 and the Pantages take of $11,000 was $4,000 to the good.

"Algiers" held up to $6,585 in its third week at the Star. This was $3,335 above normal.

Total first run business was $111,823. Average is $100,950.

Estimated takings for the week ending Aug. 3:

"MARIE ANTOINETTE" (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, 7 days, 4th week. **Gross:** $6,200. (Average, $10,000)

"LITTLE MISS BROADWAY" (20th-Fox)
"THE CHASER" (M-G-M)
CHINESE—(2,500), 30c-75c, 7 days. **Gross:** $9,607. (Average, $12,500)

"MOONLIGHT SONATA"
(Pall Mall-U. A.)
ESQUIRE—(900), 40c-55c, 7 days, 6th week. **Gross:** $950. (Average, $2,500)

"ALGIERS" (U. A.)
4 STAR—(900), 40c-55c, 7 days, 3rd week. GROSS: $6,585. (Average, $3,250)

"COUNTRY BRIDE"
GRAND—(750), 35c-40c, 7 days. **Gross:** $800. (Average, $1,200)

"HAVING WONDERFUL TIME" (RKO)
"WIVES UNDER SUSPICION" (Univ.)
HILLSTREET—(2,700), 30c-65c, 7 days. **Gross:** $10,000. (Average, $6,500)

"LITTLE MISS BROADWAY"
(20th-Fox)
"THE CHASER" (M-G-M)
LOEW'S STATE—(2,500), 30c-75c, 7 days.. **Gross:** $10,681. (Average, $14,000)

"HAVING WONDERFUL TIME" (RKO)
"WIVES UNDER SUSPICION" (Univ.)
PANTAGES—(3,000), 30c-65c, 7 days. **Gross:** $11,000. (Average, $7,000)

"PROFESSOR BEWARE" (Para.)
PARAMOUNT—(3,595), 30c-65c, 7 days. Stage: F. & M. revue, Kenny Gardner, Rube Wolf and his orchestra. **Gross:** $17,500. (Average, $18,000)

"THE AMAZING DR. CLITTERHOUSE" (F. N.)
"MR. CHUMP" (W. B.)
WARNER BROS. (HOLLYWOOD) — (3,000), 30c-65c, 7 days. **Gross:** $19,500. (Average, $14,000)

"THE AMAZING DR. CLITTERHOUSE" (F. N.)
"MR. CHUMP" (W. B.)
WARNER BROS. (Downtown)—(3,400), 30c-65c, 7 days. **Gross:** $19,000. (Average, $12,000)

Jack Steinberg to Wed

Youngstown, Aug. 3.—Jack H. Steinberg, associated with his father, Harry Steinberg, in the operation of the Home Theatre here and the Harbor at Ashtabula Harbor, will be married on Sunday to Flora Stein of Youngstown. An open church ceremony will be followed by a reception at the Anshe Emoth Temple.

Leary Returning to Job

Albany, Aug. 3.—A. Gerald Leary, Universal branch manager, will return to his desk soon after an emergency appendicitis operation, performed early in July. Mr. Leary has been recuperating at Otsego Lake, outside of Cooperstown. In his absence, Max Cohen, of the New York office, has been in charge.

"Cowboy" Is $6,800 Draw at Milwaukee

Milwaukee, Aug. 3. — "Cowboy from Brooklyn" and "My Bill" connected for $6,800 at the Warner, just $1,800 above average, the only other combination to make the grade was "Little Miss Broadway" and "Romance of the Limberlost" at Fox's Wisconsin, which grossed $8,500, just $500 to the good.

Total first run business was $28,100. Average is $26,500.

Estimated takings for the week ending July 28:

"TROPIC HOLIDAY" (Para.)
"PRISON FARM" (Para.)
PALACE—(2,400), 35c-50c, 7 days. **Gross:** $5,000. (Average, $5,000)

"CALL OF THE YUKON" (Republic)
RIVERSIDE—(2,300), 25c-30c, 7 days. Stage: Vaudeville. **Gross:** $4,500. (Average, $5,000)

"SHOPWORN ANGEL" (M-G-M)
"FAST COMPANY" (M-G-M)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $3,300. (Average, $4,500)

"COWBOY FROM BROOKLYN" (W. B.)
"MY BILL" (F. N.)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $6,800. (Average, $5,000)

"LITTLE MISS BROADWAY" (20th-Fox)
"ROMANCE OF THE LIMBERLOST"
(Monogram)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $8,500. (Average, $8,000)

Martha Raye Packs 'em in At Cleveland

Cleveland, Aug. 3.—Martha Raye in person, heading the first stage show presented here since the first week in June, brought 'em in to the Palace from all four points of the compass. She did more business than Guy Lombardo, Olsen & Johnson, Fred Waring, Tommy Dorsey or any recent stage show except Mae West. The take for the week was $28,000 where average, with a stage attraction, is $15,000. The film was "You and Me."

"Love Finds Andy Hardy," playing a second week downtown at Loew's Stillman after a week at Loew's State, boosted the take $1,500 over par to $5,000.

Total first run business was $55,900. Average is $42,500.

Estimated taking for the week ending July 29:

"SKY GIANT" (RKO)
ALLEN—(3,000), 30c-35c-42c, 7 days. **Gross:** $3,900. (Average, $4,000)

"LITTLE MISS BROADWAY" (20th-Fox)
WARNERS' HIPPODROME — (3,800), 30c-35c-42c, 7 days. **Gross:** $10,000. (Average, $10,000)

"YOU AND ME" (Para.)
RKO PALACE—(3,100), 30c-42c-60c, 7 days. Stage: Martha Raye and 5 acts of vaudeville. **Gross:** $28,000. (Average, $15,000)

"BLOCKADE" (U. A.)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. **Gross:** $9,000. (Average, $10,000)

"LOVE FINDS ANDY HARDY"
(M-G-M)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days, 2nd week. **Gross:** $5,000. (Average, $3,500)

Kendor Options "Milan"

Kendor Productions has taken an option on "Milan in May," a stage play. Gladys Swarthout may play the lead. The film version will be produced at the Film Art studios in the Bronx.

"Hardy" Is $8,000 Top, Indianapolis

Indianapolis, Aug. 3.—"Love Finds Andy Hardy," on a dual with "Dark Journey" at Loew's, did the business here in an uneventful, average summer week. The take was $8,000, over normal by $1,000. They were held.

Also $1,000 over the line was business at the Lyric, where "Cowboy from Brooklyn" on the screen and "Jamboree of Joy" on the stage pulled $9,000.

Total first run business was $22,700. Average is $22,500.

Estimated takings for the week ending July 29:

"THE BIRTH OF A BABY" (Special)
APOLLO—(1,100), 25c-40c, 7 days, 4th week. **Gross:** $1,200. (Average, $3,000)

"LITTLE MISS BROADWAY" (20th-Fox)
"WE'RE GOING TO BE RICH"
(20th-Fox)
CIRCLE—(2,800), 25c-40c, 7 days. **Gross:** $4,500. (Average, $4,500)

"LOVE FINDS ANDY HARDY"
(M-G-M)
"DARK JOURNEY" (U. A.)
LOEW'S—(2,800), 25c-40c, 7 days. **Gross:** $8,000. (Average, $7,000)

"COWBOY FROM BROOKLYN"
(W. B.)
LYRIC—(2,000), 25c-40c, 7 days. Stage: "Jamboree of Joy," with Johnny Woods, Ada Brown, Gil Lamb, 12 Adorables. **Gross:** $9,000. (Average, $8,000)

"Algiers" Hit In Frisco on $13,500 Gross

San Francisco, Aug. 3.—"Algiers" was a hit at the United Artists, nearly doubling the normal business for the house with $13,500. This was $6,500 over par.

Summer weather affected other houses, but "Reformatory" at the Golden Gate took $14,500 and "The Texans" and "My Bill" drew $15,500 at the Fox.

Total first run business was $75,750. Average is $82,800.

Estimated takings:

Week Ending July 26:

"REFORMATORY" (Col.)
GOLDEN GATE—(2,850), 35c-40c-55c, 7 days. Stage: Vaudeville. **Gross:** $14,500. (Average, $15,000).

"ALGIERS" (U. A.
UNITED ARTISTS—(1,200), 15c-35c-40c-55c-65c, 7 days. **Gross:** $13,500. (Average, $7,000)

Week Ending July 27:

"PORT OF SEVEN SEAS" (M-G-M)
"WE'RE GOING TO BE RICH" (20th-Fox)
PARAMOUNT — (2,740), 15c-35c-40c-55c-75c, 7 days, 2nd week. **Gross:** $9,500. (Average, $13,000)

"THE TEXANS" (Para.)
"MY BILL" (W. B.)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. **Gross:** $15,500. (Average, $17,000)

"BIRTH OF A BABY" (G. N.)
"SONS OF THE PLAINS" (W. B.)
ORPHEUM — (2,440), 15c-35c-40c-55c, 7 days, 2nd week. **Gross:** $7,000. (Average, $8,500)

"COWBOY FROM BROOKLYN" (W. B.)
"WOMAN AGAINST WOMAN" (M-G-M)
ST. FRANCIS — (1,400), 15c-35c-40c-55c-75c, 7 days, 2nd week (moved over from Fox). **Gross:** $4,500. (Average, $7,000)

Week Ending July 28:

"PROFESSOR BEWARE" (Para.)
"PENROD'S DOUBLE TROUBLE"
(W. B.)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days. **Gross:** $10,500. (Average, $13,000)

Week Ending July 29:

"STORM IN A TEACUP" (Korda)
CLAY—(400), 15c-35c-40c, 7 days, 2nd week. **Gross:** $750. (Average, $1,300)

"Seven Seas," Show $22,000 At Pittsburgh

Pittsburgh, Aug. 3. — "Port of Seven Seas" at the Stanley with Frances Langford in person and Maurice Spitalny's KDKA orchestra gave the house $22,000, its best gross in several months.

"The Amazing Dr. Clitterhouse" turned in a first-rate $13,500 at the Penn.

Total first run business was $47,750. Average is $45,000.

Estimated takings for the week ending July 28:

"I'LL GIVE A MILLION" (20th-Fox)
ALVIN—(2,000), 25c-50c, 7 days. **Gross:** $4,750. (Average, $6,500)

"ALWAYS GOODBYE" (20th-Fox)
FULTON—(1,750), 25c-40c, 7 days, 2nd week. **Gross:** $3,800. (Average, $4,500)

"AMAZING MR. CLITTERHOUSE"
(F. N.)
PENN—(3,300), 25c-50c, 7 days. **Gross:** $13,500. (Average, $11,000)

"PORT OF SEVEN SEAS" (M-G-M)
STANLEY—(3,600), 25c-60c, 7 days. Stage: Frances Langford, Maurice Spitalny's KDKA orchestra, Pansy, the Horse, Eddie White. **Gross:** $22,000. (Average, $18,000)

"WOMAN AGAINST WOMAN"
(M-G-M)
"BULLDOG DRUMMOND'S PERIL"
(Para.)
WARNER—(2,000), 25c-40c, 7 days. **Gross:** $3,700. (Average, $5,000)

"Paris" Is Best in Dull Montreal Week

Montreal, Aug. 3.—"The Rage of Paris" caught on very nicely despite heat and rain at the Palace where it was the sole attraction, registering a gross of $8,500 as against average of $11,000 to lead the film parade.

"White Banners," figuring on a double bill, brought $5,000 to the Princess where all-year par is $7,000, while "Port of Seven Seas," on a dual, secured $6,500 at the Capitol compared with $9,500 average.

Total first run business was $22,000. Average is $32,500.

Estimated takings for the week ending July 30:

"PORT OF SEVEN SEAS" (M-G-M)
"LADIES IN DISTRESS" (Col.)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $6,500. (Average, $9,500)

"THE GIRL WAS YOUNG" (British)
"GLAMOROUS NIGHT" (British)
ORPHEUM—(919), 25c-35c-50c, 7 days. **Gross:** $2,000. (Average, $5,000)

"THE RAGE OF PARIS" (Univ.)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. **Gross:** $8,500. (Average, $11,000)

"WHITE BANNERS" (W. B.)
"LITTLE MISS THOROUGHBRED"
(W. B.)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. **Gross:** $5,000. (Average, $7,000)

Oppose New Haven Cut

New Haven, Aug. 3.—Operators' and stagehands' unions have refused to accept 10 per cent summer cuts in wages asked by circuits in this territory. The three-year contracts negotiated last September will remain in effect.

To Test Italian Films

New London, Aug. 3.—The Empire and Strand Theatres, Norwich, are to try midnight shows of Italian pictures.

"Birth" Gets Seattle Top Second Week

Seattle, Aug. 3.—"The Birth of a Baby" led the town again in its second week with a take of $6,000 at the Liberty. This was $1,000 over normal. It was held again.

"Always Goodbye" and "Passport Husband" went slightly over the line with $7,150 at the Fifth Avenue and the bill was moved to the Music Box. "Cowboy From Brooklyn" and "Accidents Will Happen" took $6,800 at the Orpheum and were moved to the Blue Mouse.

Total first run business was $36,250. Average is $36,500.

Estimated takings for the week ending July 26:

"LORD JEFF" (M-G-M)
"YOU AND ME" (Para.)
BLUE MOUSE—(950), 30c-40c-55c, 7 days, 2nd week, extended run from Orpheum. **Gross:** $3,200. (Average, $4,000)

"ALWAYS GOODBYE" (20th-Fox)
"PASSPORT HUSBAND" (20th-Fox)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. **Gross:** $7,150. (Average, $7,000)

"THE BIRTH OF A BABY" (S. R.)
LIBERTY—(1,800), 20c-30c-40c-55c, 7 days, 2nd week. **Gross:** $6,000. (Average, $5,000)

"SHOPWORN ANGEL" (M-G-M)
"FAST COMPANY" (M-G-M)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Paramount. **Gross:** $3.350. (Average, $4,000)

"COWBOY FROM BROOKLYN" (W. B.)
"ACCIDENTS WILL HAPPEN" (W. B.)
ORPHEUM—(2,450), 30c-40c, 7 days. **Gross:** $6.800. (Average, $6.000)

"ROMANCE OF THE LIMBERLOST" (Monogram)
"COUNTY HOSPITAL" (M-G-M)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by Deszo Ritter. **Gross:** $3,900. (Average, $4,500)

"I'LL GIVE A MILLION" (20th-Fox)
"THE DEVIL'S PARTY" (Univ.)
PARAMOUNT—(3,050), 30c-40c, 7 days. **Gross:** $5.850. (Average, $6,000)

"Crime School" is Omaha Dual Head

Omaha, Aug. 3.—"Crime School" and "Romance of the Limberlost" were best by far for the week, pulling a smash $6,500 in seven days at the Brandeis to top weekly average by $2,500.

"Cowboy from Brooklyn" and "Woman Against Woman" did a satisfactory $8,500 in seven days at the Orpheum, beating weekly par by $1,300.

Total first run business was $20,500. Average is $16,700.

Estimated takings:

Week Ending July 27:

"CRIME SCHOOL" (F. N.)
"ROMANCE OF THE LIMBERLOST" (Monogram)
BRANDEIS—(1,200). 25c-35c-40c, 7 days. **Gross:** $6.500. (Average, $4,000)

"BLOCKADE" (U. A.)
"WIVES UNDER SUSPICION" (Univ.)
OMAHA—(2,200), 25c-40c, 7 days. **Gross:** $5,500. (Average, $5,500)

Week Ending July 28:

"COWBOY FROM BROOKLYN" (W. B.)
"WOMAN AGAINST WOMAN" (M-G-M)
ORPHEUM—(3,000), 25c-40c, 7 days. **Gross:** $8,500. (Average, $7,200)

Revive "Modern Times"

Charlie Chaplin's "Modern Times" has been booked into the Globe following the run of "Highway Patrol."

Out Hollywood Way

Hollywood, Aug. 3.—Dolly Haas has been signed by Ernest Lubitsch to star in his first picture, "The Shop Around the Corner," in which the producer-director will be associated with Myron Selznick. Samson Raphaelson is adapting the Nicholas Laszlo play.

Joan Brooks has been signed for the feminine lead of "Songs and Saddles," first of the eight Gene Austin vehicles Road Show Pictures, Inc., will produce . . . Robert Young replaces Allan Jones in M-G-M's "Honolulu" lead, due to a rewriting of the role . . . Warners are preparing "Tough Angels," story of airliner hostesses, by Jerry Wald and Richard Macaulay. Ann Sheridan, Anita Louise, Jane Bryan, John Payne, John Garfield and Ronald Reagan are in the cast.

Wilbur M. Peterson, operator of the Orpheum at Somerville, Mass., is here for a visit . . . Pat O'Brien, Joan Blondell and Bobby Jordan are set for the top roles in "Unfit to Print," Warner newspaper story . . . Next in the "Hopalong Cassidy" series will be "Songs of the Pioneers," according to Harry Sherman. Norman Houston is doing the screenplay . . . Dorothy Lamour and Fred MacMurray will be co-starred in Paramount's "Mantrap," story of the Canadian Northwest to be made in color . . . Charles Ruggles and Mary Boland have been signed by Paramount to team in a feature comedy, with options for an additional three.

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Casting—Warner assignments: Irving Bacon to "Angels with Dirty Faces," Lawrence Grant to "Devil's Island," Dick Purcell to "Torchy Gets Her Man," Minna Gombell to "Curtain Call," Gale Page to the feminine lead of "Crime Is a Racket," and Mayo Metho and John Ridgeley to "The Sisters" . . . M-G-M Charles Grapewin to "Three Loves Has Nancy," Hal Cook, Irving Bacon and Barbara Pepper to "Sweethearts," and Margaret Hamilton to "Stablemates" . . . Universal: Florence Roberts to "The Comet," and Isabel Jeans to "Youth Takes a Fling" . . . Darmour-Columbia: Beverly Roberts, Noah Beery, Jr., Helen Jerome Eddy and Barbara Pepper to "Not for Glory" . . . Columbia: Kenneth Howell replaces William Henry in "Girls' School," with Heather Thatcher, Ann Doran and Beatrice Blinn joining the cast . . . RKO: Sally Eilers draws the top role in "Sing, Sister." Tim Holt, Rita Hayworth to "The Ranger Code," and Peggy Shannon to "Mr. Doodle Kicks Off."

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Writers—Dorothy Parker and Alan Campbell have been signed to write the script for "Trade Winds" . . . Samuel Goldwyn has signed Irmgard von Cube to write an original for Sigrid Gurie . . . Malcolm Stuart Boylan is working on Paramount's "The Lady's from Kentucky" . . . Universal assignments: Val Burton and Elliott Gibbons on the script of "Flying Cadets," Lee Loeb to "Swing that Cheer," Tom Lennon to "West Side Miracle," and Harold Buckley on his original, "Thunder Bugs," midget auto story . . . Warner assignments: Eddie Anderson and Charles Perry on the script of the second Nancy Drew story of the series, Abem Finkel on "Beethoven," Lawrence Kimble on "Women in the Wind," Kay Francis vehicle, Mark Hellinger and Niven Busch on "Memphis Belle," Bette Davis vehicle, Norman Reilly Raine and Wally Klein on "Oklahoma Kid," to co-star James Cagney and Pat O'Brien.

Report 52 Opened in Canada in 6 Months

Toronto, Aug. 3.—During the first six months of 1938 in Canada, 52 theatres were opened, seven closed their doors and 54 changed hands, according to the half-yearly report prepared by the Film Board of Trade here. The 52 openings from Jan. 1 to June 30 included 45 entirely new theatres.

Asks Change in Name

Des Moines, Aug. 3.—Harry M. Weinberg, general manager for Central States Theatre Corp., has filed a petition in District Court for a change of his last name to Warren. His petition states that Warren is an old family name of Mrs. Weinberg. He also asks that Warren be made the legal surname of Mrs. Weinberg and their two minor children.

Plans Another Drive-In

Boston, Aug. 3.—Philip Smith is planning a second drive-in theatre in Detroit. Smith, who operates a chain in New England, recently opened automobile theatres in the Michigan city and in Cleveland. The new Detroit house will be ready for next spring, it is planned.

Chile Saw 144 U. S. Films in Six Months

By A. WEISSMANN

Santiago de Chile, July 25.—During the first six months of this year, a total of 144 American films has been exhibited in Chile. Warners contributed 22; RKO, 22; 20th Century-Fox, 19; Universal, 15; Paramount, 16; M-G-M, 14; Columbia, 13; United Artists, 12; independents, six.

During the period, 16 Argentine and 20 Mexican films were shown, as well as 23 in French, while only nine English and nine German were imported.

Slessor Joins Warners

London, Aug. 3.—Philip Slessor, former newspaperman, has been named publicity director for Warners' British studio at Teddington. Until recently he was connected with BBC and Gaumont British. Jerry Jackson, executive producer, made the appointment.

To Build at Cincinnati

Cincinnati, Aug. 3. — Avon Amusement Enterprises, recently organized here by Maurice Chase of the Chase Pictures Corp., and others, has leased a site for construction of a 600-seat neighborhood house, on which work is scheduled to start Aug. 15.

Cleveland and Toronto Drive Centers Today

(*Continued from page 1*)

minion will be scheduled by Mr. Fitzgibbons following the Toronto meeting.

Mr. Sears will assist Edwin Silverman, independent circuit operator, in conducting a meeting at the Stevens Hotel, Chicago, tomorrow for the exhibitors of that city, Indianapolis and Milwaukee. Other key city meetings will be held next week.

The campaign committee yesterday refined the slogan for the drive into "Motion Pictures Are Your Best Entertainment." Prior to that the word "movies" was used in the slogan.

Morton G. Thalheimer, Richmond, independent circuit operator, was added to the list of exhibitor contributors to the campaign fund yesterday. Exhibitors are asked to contribute at the rate of 10 cents per seat for a total of $250,000 from independent theatre sources. More than $75,000 has been pledged by independents on this basis to date. Affiliated circuits are pledged to contribtue a minimum of $250,000 and producers-distributors, $500,000.

Beulah Livingstone Joins

Beulah Livingstone, motion picture publicist, has been added to the campaign staff headed by Paul Gulick. She has been granted a five-month leave of absence by Artcinema Assocites for the purpose. Miss Livingstone formerly was associated with Mr. Gulick in the Universal publicity department, served as publicity director for Joseph M. Schenck, was with First National on the coast and with Paramount in London. She will be assigned to writing feature and syndicate stories for the drive and will serve on the magazine committee headed by Al Wilkie.

H. M. Richey Heads Campaign in Detroit

(*Continued from page 1*)

the sweltering heat now current to demonstrate their cooperation in the drive. Several wires were received from those unable to attend.

Mr. Richey will start an immediate and systematic canvass of all independents not present for signed pledges of support. He will designate other committees to work with him.

Jossey Out of Republic

Cleveland, Aug. 3.—With the signing of a new five-year franchise deal with Republic, Nat L. Lefton, became the sole Republic franchise owner in Ohio, having bought out the interest formerly controlled by J. S. Jossey. Mr. Jossey is now confining his activities to selling Bank Night.

Milstein After Circuit

A deal to take over a small circuit in Los Angeles is being consummated by J. J. Milstein, formerly Republic vice-president in charge of sales. He expects to leave for the coast the end of next week. After leaving Republic he organized Warwick Pictures, which produced "The Fight for Peace."

Banner LINES

THE promotional output devoted to boosting Jimmy Fidler occasionally has stressed that it requires the aid of dozens of persons for "one-man Jimmy" to prepare his column and broadcasts. Perhaps Mr. Fidler has the aid of too many persons.

The other day his column in the *Mirror* had Evelyn Keyes in a Hollywood studio . . . "and in trying to bring out the true loveliness of her face the director kept ordering more and more lights until the sound stage glowed like the inside of a blast furnace," he wrote. The same day Mr. Fidler was reporting Miss Keyes in a scorching Hollywood studio, Screen Commentator Sam Taylor was interviewing the actress in the air-cooled studios of WHN in New York.

▼

A recent broadcast of "Big Sister," sponsored on CBS by Lever Bros., featured an emotional scene between lovers. The climax was reached when the Boy offered the Girl his most hallowed possession, a bracelet which formerly belonged to his mother. "Priceless, priceless," murmured the Girl, gazing at the bracelet. Here the action faded out and Fred Utell, the announcer, broke in with a statement that "Big Sister" had a message to deliver to the audience.

The message: For 15c—in cash, not stamps—and a box top, the listeners might have a copy of the "precious" bracelet. Canadian listeners must pay five cents more, she specified.

As Skolsky might put it: But don't get me wrong, I love radio.

▼

Not many people look a gift horse in the mouth, but some do, as Stan Shaw, who conducts the all-night "Milkman's Matinee" on WNEW, has learned. To celebrate an anniversary of the program, Mr. Shaw yesterday tendered a party, attended by the radio press and radio entertainers. Among the various commodities sold on the "Milkman's Matinee" is a certain brand of cigarette. Inviting one of the attendants over to the mike, Mr. Shaw asked him to sample a cigarette and tell the air audience what he thought of the smoke.

The ingrate took a puff at the weed and calmly told the listeners that it tasted just like dried macaroni.

—JACK BANNER

RCA Stock to McGrady

WASHINGTON, Aug. 3.—Edward F. McGrady, former Assistant Secretary of Labor, held 100 shares of RCA common stock when he became a director in that organization June 25, it was disclosed today in a semi-monthly summary of the Securities and Exchange Commission.

Eugene Ormandy Signed

It is Eugene Ormandy who has been signed to conduct four broadcasts for the Ford Motor Co., not the Philadelphia Orchestra itself. Yesterday's issue of MOTION PICTURE DAILY stated that the Philadelphia Orchestra had been signed for the Ford broadcasts, which was an error.

'Alexander's Ragtime Band' A Hit as Air Show Material

(*Continued from page 1*)

new picture should, if it were to follow the usual bent in describing a theatrical opus, concern itself first with the aura of tinsel which goes with such an event; it should tell of the hordes of fans who crowded about CBS Playhouse No. 1 on West 45th Street who came to view and participate in the broadcast; it should quickly and reverently introduce those celebrities by name. It should concern itself with a number of other accepted matters in treatises such as this—but the thought expressed in the very first sentence refuses to wait upon such inconsequentialities. The all-important factor is that thirty million Americans listened to a motion picture sales message. Moreover, the program was broadcast on sustaining time, which means that, save for some production expenses, it did not cost 20th Century-Fox any money.

Carried by 116 Stations

The broadcast, aired over the entire CBS network — 116 stations — from 9:30 to 10:45 P.M., was unquestionably the most elaborate radio promotion in behalf of a motion picture ever aired. It culminated weeks of advance effort, during which time the airwaves vibrated with frequent admonitions to listeners to set their dials for the broadcast of "Alexander's Ragtime Band," and with frequent renditions of songs from the picture. The radio effort cannot but help having a decidedly salutary effect on the boxoffice when the picture is nationally introduced, beginning with tomorrow's opening at the Roxy in New York.

Details of the broadcast were in the hands of Charles E. McCarthy, 20th Century-Fox's advertising and publicity director.

Industry attendants spotted in the audience last night included Darryl Zanuck, Herman Wobber, C. C. and Joseph Moskowitz, Joseph Bernhard, William Sussman, William Geiger, Leon Netter, Sidney Kent, Ralph Cohn, Jesse Lasky, John O'Connor, Joe Vogel, Spyros Skouras, S. Barret McCormick, Sam Harris, Max Gordon, Truman Talley, Major Albert Warner, W. C. Michel, Merlin Aylesworth, William Kupper and Herman Place.

Zanuck and Berlin Heard

Appearing in the broadcast from New York were Mr. Zanuck, Irving Berlin, Walter Winchell, John Steele, Al Jolson, Eddie Cantor, Tyrone Power, Sophie Tucker, Ben Bernie, Lew Lehr, Al Goodman and orchestra, the Brox Sisters, Connie Boswell, Ethel Merman, Ted Husing, Paul Whiteman and Louella Parsons. From Chicago Rudy Vallee's band was cut in; from Hollywood Alice Faye was heard, accompanied by Tommy Dorsey's orchestra.

Miss Parsons, in an interview with Mr. Zanuck, drew from him the details of the making of the motion picture. The idea for the picture, Mr. Zanuck said, came to him more than two years ago while lunching with Mr. Berlin, to whose career the picture is devoted.

Asides observed at the broadcast: Irving Berlin, his thin face showing the effects of the tribute to him, kissing Mr. Zanuck; Walter Winchell, Sophie Tucker and Al Jolson, almost burning his nose against Ben Bernie's cigar, following the end of the broadcast. Miss Parsons, also after the broadcast, leaning over the footlights to whisper to a friend in the front row: "I was terrible, but wasn't Mr. Zanuck marvelous?"

The broadcast, originally scheduled to last 60 minutes, ran over another 15 into the time of the Household Finance Corp. program. Ted Husing announced that the Household Finance management had notified 20th Century-Fox that it would not charge the picture company for the time, that it could be considered that company's contribution to Irving Berlin, and the announcement drew a burst of applause from the audience.

KVOO to Celebrate

A special broadcast hailing the full-time affiliation of KVOO, Tulsa, Okla., with NBC, will be broadcast Aug. 9, from 9 to 10 P.M. Lenox R. Lohr, president of NBC, will participate in the show.

Two Seek Approval For New Stations

WASHINGTON, Aug. 3.—Authority to construct two new broadcasting stations has been asked of the Federal Communications Commission.

Applications filed with the commission included requests of John F. Colan for permission to build a 1,310-kilocycle, 100-watt daytime station at Steubenville, O., and of the Bowling Green Broadcasting Co. to build a station at Bowling Green, Ky., to operate on the same frequency with 100 watts night, 250 watts day.

The commission announced that authority had been granted to WGRM, Grenada, Miss., and WKAT, Miami Beach, Fla., to increase their day power from 100 to 250 watts.

A number of examiners' reports were received by the commission, including one in which Examiner George H. Hill recommended the granting of the application of KATE, Albert Lea, Minn., to increase hours of operation from day to unlimited with 100 watts power night, 250 watts day.

Other reports recommended dismissal or denial of applications of Anne Jay Levine for a 1,370-kilocycle station at Palm Springs, Cal.; State Broadcasting Corp. for a 1,370-kilocycle station at Gretna, La.; Kammeraad-Smith Broadcasting Co. for a 1,200-kilocycle station at Holland, Mich., and WKEU, Griffin, Ga., for change of frequency from 1,500 to 1,310 kilocycles, extension of hours from day to unlimited and increase of day power from 100 to 250 watts.

WNEW Adds Business

Two new WNEW contracts are Canadian Fur Trappers, participating in "Make Believe Ballroom," six quarter hours a week; and Jordan's Women's Apparel Shops.

Radio Personals

AL CAPP, creator of the United Features cartoon strip, "Li'l Abner," arrived here from the coast yesterday to confer with Tom Cochran, writer, regarding scripts for a radio program based on the strip.

+

San Francisco

KPO organist Paul Carson will be transferred to the Hollywood studios in September. His place will be taken by Edna Fischer, staff pianist. . . . Hal Gibney, KPO announcer, subbed for Benny Walker as "em cee" on "Magazine of the Air," daily KPO and Red network coast feature, during Walker's three-week vacation. . . . Dick Aurandt, KSFO's new organist, is being featured in "Nickelodeon Nightmare," recalling early day film tunes. . . . Ed McCallum, former KYA manager, has returned from Hollywood to open a local radio agency.

New Tulsa Station Opens in September

TULSA, Okla., Aug. 3.—Tulsa's third radio station—a 250-watt transmitter expected to cover a 25-mile radius—will go on the air early in September, when KOCW, named in honor of the "Oil Capital of the World," starts broadcasting on a frequency of 1,310 kilocycles.

O'Keefe Wins a Point

On application of Walter O'Keefe, plaintiff in a $48,750 damage suit, N. Y. Supreme Court Justice Peter Schmuck yesterday ordered the examination before trial on Aug. 11 of Chester LaRoche, as president of Young & Rubicam, Inc., and of an officer of the Packard Motor Car Co., defendants in the suit. At the same time Justice Schmuck denied the request of the defendants to strike out O'Keefe's reply to the defendants' answer.

O'Keefe is suing on a contract made in November, 1937, whereby he was allegedly hired to broadcast for 22 weeks beginning Jan. 1, 1938. He claims that he was unlawfully discharged on March 1, and has asked the court to fix $48,750 as his damages.

Buy Into Taylor Series

Alkine Laboratories, Inc., starting Oct. 3, will buy participation in San Taylor's Hollywood gossip stint on WHN. The contract is for 26 weeks, and was placed by the Kiesewetter agency.

Ed McConnell Signed

Acme White Lead Co. has signed Smilin' Ed McConnell to appear in a program of his own over the NBC-Blue, Tuesdays and Thursdays for 39 weeks, starting Sept. 27. Henri Hurst & McDonald handled the account.

State to Sponsor Series

The Pennsylvania State Publicity Commission has signed for participation in the "Travel Man" series over WNEW, five times weekly for four weeks. Walker & Downing is the agency.

HELD OVER ALL OVER!

3rd Week in New York!
(and biggest gross of the season!)

Held Over in Philly!

Held Over in Portland!

Held Over in Clevelan

Held Over in Frisco!

Held Over in Los Angeles!

Held Over in Rochester!

Held Over in Syracuse!

Held Over in Boston!

DON'T FORGET IT WHEN YOU GET IT!

EXTRA TIME FOR EXTRA PROFIT!

TIME IS MONEY FOR YOU!

EDW. G.
ROBINSON
in
"The Amazing Dr. Clitterhouse"

with
CLAIRE TREVOR **HUMPHREY BOGART** ALLEN JENKINS
DONALD CRISP • GALE PAGE • AN ANATOLE LITVAK PRODUCTION
Screen Play by John Wexley and John Huston • From the Play by Barre Lyndon • A First National Picture

ACTION from Warner Br

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Alert.
Intelligent
and
Indispensable
to the Motion
Picture
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MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

44. NO. 25 NEW YORK, FRIDAY, AUGUST 5, 1938 TEN CENTS

Tax on Lower Price Tickets In the Offing

Treasury Looking About For More Revenue

WASHINGTON, Aug. 4.—Reduction ext year of the admission tax exemp-on loomed as a possibility today as reasury officials disclosed that they ould seek extension of all existing uisance taxes.

Asked to clarify conflicting reports f the Treasury's intentions, Acting ecretary of the Treasury McGill in-icated that the Administration could ot see its way clear to permit any of he existing levies to expire.

The nuisance taxes will expire June 0 next, unless extended by act of ongress. Mr. McGill indicated that ome of the levies were being studied ith a view to increases in rates, ointing out that the anticipated $4,-00,000,000 deficit made it necessary o collect all the taxes possible.

While Treasury officials refused to iscuss the tax situation in detail, t is known that suggestions have been nade that a reduction in the admis-ions tax exemption might bring a onsiderable revenue. During the war eriod a tax was applied to all ad-nissions in excess of 10 cents.

Atlas-RCA-RKO Deal Awaits Trade Pickup

Renewed negotiations by Atlas Corp. for the purchase of RCA's remaining RKO securities depend on an improvement in the film business, it was intimated by Lunsford P. Yandell, executive treasurer of RCA and a member of the RKO board, on his arrival last night on the *Manhattan*.

Atlas Corp.'s option to acquire the securities lapsed July 31. To a direct

(*Continued on page* 8)

Patent Office Makes Study of Monopoly

WASHINGTON, Aug. 4.—Officials of the Patent Office have initiated a study of the thousands of patents held by large companies in various industries to determine the extent to which monopoly has been furthered by patent concentration, it was learned today.

In order that there may be no delay in compiling the information,

(*Continued on page* 6)

Radio News—P. 9

Independents To Sue B & K, Distributors

Clearance, Duals Talks Are Abandoned

CHICAGO, Aug. 4.—All attempts to eliminate double features or change the clearance schedule to five weeks between Loop openings and the first week of release having failed, independent theatre men of Chicago, through their attorney, Joseph Rosenberg, tonight announced they will file suits under the anti-trust laws against B. & K. and major film companies, for injunctions and damages, and will likewise call to the attention of the Department of Justice and Federal Court instances of alleged violation by B. & K. of an injunction (consent) decree entered by Judge Woodward in 1932 in an equity suit brought by the Government against the same defendants, which violations allegedly constitute contempt of Federal Court.

This action comes after weeks of negotiations between independent film companies and B. & K. Mr. Rosenberg wrote the distributors on June 18

(*Continued on page* 8)

Skouras and Party Going to K.C. Meet

Headed by Spyros Skouras, a National Theatres contingent will leave Sunday for Kansas City to attend the first of two regional meetings of the circuit in Kansas City next Tuesday and Wednesday. The second meeting will be in Los Angeles Aug. 15-17.

Herman Wobber, 20th Century-Fox general manager of distribution, and Spyros and Charles Skouras will be

(*Continued on page* 8)

TRADE PRACTICE TALKS SUSPENDED

Anti-Trust Suit Makes Study by Lawyers Necessary, Says S. R. Kent—Will Decide After Labor Day

The industry may be forced to abandon its efforts toward development of a plan of self-regulation of trade practices as a result of the Government's anti-trust suit, Sidney R. Kent, chairman of the distributors' negotiating committee, said yesterday. In any event, Mr. Kent said, a self-regulatory program can not be placed before exhibitors until after Labor Day, when a legal study of the situation will have been completed.

Mr. Kent's statement follows:

"I have been in the city for the past few days meeting members of the committee appointed to develop a program for a solution of trade problems within the industry.

"I am informed substantial progress has been made, but it now seems definite that meetings with exhibitors cannot be held until after Labor Day. The problems facing the various companies which now can only be met after consultation with their counsel because of the Government's suit are so important that they must be studied carefully before anything is done.

"Right after Labor Day, and after counsel have given their opinion, it can be said definitely what the position in regard to meetings with exhibitors will be, or it can be said whether conditions, because of the pendency of the Government's suit, make it impossible to meet the exhibitors at all."

Mr. Kent plans to return to his vacation home at Rangely, Me., tonight.

Ad Campaign Gets Pledges Of Canadians

TORONTO, Aug. 4.—A large representation of eastern Canada exhibitors pledged their cooperation for the "Motion Pictures' Greatest Year" campaign at a luncheon meeting at the King Edward Hotel here today. About 80 circuit and independent theatre officials and distribution executives attended the meeting, which was conducted by N. A. Taylor, president of the motion picture section of the Toronto Board of Trade.

After hearing details of the campaign plans from J. J. Fitzgibbons, managing director of Famous Players Canadian Corp., and H. A. Masters, Canadian general manager for United Artists, the meeting voted to adopt the identical plan originated by the campaign committee headed by George J. Schaefer, general manager of United Artists. H. Freedman, president of

(*Continued on page* 6)

U.A. Still After "Gone with Wind"

A deal for United Artists' distribution of "Gone with the Wind" is being discussed concurrently with the company's negotiations for a renewal of the Selznick International distribution contract, it was reported yesterday.

Maurice Silverstone, chairman of the United Artists executive committee, said, when asked about the re-

(*Continued on page* 6)

Corrigan Welcome to Echo In Broadway Houses Today

By AL FINESTONE

Exhibitors tonight will begin receiving footage on the frenzied reception to Douglas Corrigan, films that should draw plenty of customers, if the coverage of the newsreels yesterday and the preparations for today are indications.

The intrepid, youthful Irish-American was the subject of elaborate newsreel shooting as the *Manhattan* steamed up the bay yesterday. Not an "angle" was missed. Today the films of the city's tumultuous welcome will be combined with yesterday's coverage for stories varying with the newsreels from 175 to 400 feet and will be delivered to Broadway houses early in the evening, unless plans go awry. Simultaneous release has been agreed upon,

(*Continued on page* 8)

Pearl White Passes After Long Illness

PARIS, Aug. 4.—Pearl White died here today in the American Hospital. She was 49 and had been ill for several weeks of a liver ailment.

Miss White built up an international reputation for her characterizations in silent serial films. She was best known for her performances in "The Perils

(*Continued on page* 8)

◂ Purely Personal ▸

WALTER WANGER, now in the midst of "Trade Winds," has been forced to decline the invitation to represent the film industry at the World Youth Congress to be held at Vassar College Aug. 16-23.

●

Thomas Moore and **Jack Mercer**, animator and dialogue director, respectively, of Max Fleischer Studios, will speak over WNYC at 6:30 P.M. on Monday under the auspices of the National Board of Review.

●

Harry M. Warner left for Saratoga shortly after arriving from the coast. He is expected back here in 10 days or two weeks. **Albert Warner** is due Monday from the spa.

●

Salo Rosenberger, construction superintendent for Loew's, returned on the *Conte di Savoia* yesterday after supervising the construction of the Metro Cinema in Bombay.

●

Americo Aboaf, Paramount general manager in Italy, who arrived yesterday for conferences with **John W. Hicks, Jr.**, will return in about two weeks.

●

Hugh Herbert, Warner comedian, will arrive Tuesday, and on Thursday will attend the Music Hall opening of "Four's a Crowd."

●

Herman G. Weinberg has left for a southern business trip after closing a deal with **Oskar Fischinger** for 10 abstract musical shorts.

●

W. Ray Johnston, Monogram president, plans to leave for the coast by train today to spend several weeks at the company's studio.

●

Harry Smith, RKO Pathe Sportoscope cameraman, has left for the coast to film a subject on swimming and diving.

●

Edward Small, United Artists producer, left yesterday for the coast following conferences here with U. A. executives.

●

Lynn Farnol, United Artists director of advertising and publicity, will return tomorrow by plane from Hollywood.

●

Morris Ebenstein, Warner home office attorney, will arrive at the company's studio today for a one week stay.

●

Emanuel Cohen will leave for Maine today for a vacation of several weeks.

●

Paul Kelly, actor, boarded an American Airlines plane last night for Hollywood.

●

Winfield Sheehan is at the Pierre.

Colton, Newman Marry

Glendale, Cal., Aug. 4.—Scott Colton, film player, and Azadia Newman of Washington, an artist, were married in Phoenix yesterday.

Opera House, Face Lifted, Given Gala RKO Opening

By IRENE KUHN

With bright lights beating down on a Chelsea neighborhood crowd of 3,000 which five police sergeants and fifty patrolmen kept in order, RKO last night rededicated the oldest and most romantic theatre in New York, the old Grand Opera House at 23rd St. and 8th Ave., 70 years young.

In its new dress—for Charles Lamb, architect, has remodeled the entire theatre—the historic old place which knew fabulous Jim Fisk, Jr., and Jay Gould, which cradled all the early song and dance shows of George M. Cohan—makes a bid for bigger and better box office in an old family neighborhood, coming into its own once more.

All RKO turned out. John O'Connor, general manager, beamed and greeted theatre men and executives from other companies and their wives.

At 6 p.m. a line of fans waited at the box office, Mr. O'Connor said, to see Ginger Rogers in "Having Wonderful Time," "Sky Giant" and several popular stars who came down to give a show. Commissioner Paul Moss, representing Mayor LaGuardia, dedicated the theatre after Martin Starr's introduction.

Capacity Audience

Before that, milling through the lobby admiring the simplicity of line and the harmonious and rich blending of color, were film men and their wives and neighborhood patrons who filled the house to its 1,800-seat capacity when the show got under way at 9 p.m.

Huge baskets of flowers sent by well wishers were stripped of cards early by wide-eyed souvenir-hunting kids. One, Sam Frudakis, 274 Ninth Ave., proudly exhibited Ticket 00002 to Mr. O'Connor and Fred Meyers.

"I bin here since 11 o'clock," he said. "I wisht I could have got ticket number 1 but that's for the box office. Mr. Embe says he's framing it."

Mr. and Mrs. Jim Brennan came in from Trenton for the opening. It was their 24th wedding anniversary. Mr. Brennan is Washington district manager for RKO and has been with the company 20 years.

Clarence Wallen, who opened the famous old Proctor's on 23rd St. years ago, sat on a divan before screen time and reminisced with the former owners of the opera house, Abe Flaum and Leo Harrison.

Mr. Leon Goldberg chatted with Mr. and Mrs. Al Dawson of Forest Hills; Joe DiLorenzo of New Rochelle and "Dynamite" Louis Goldberg, RKO junior circuit manager, exchanged trade notes and congratulations with other company officials. Larry Gribe, of RKO's 86th St. and 58th St. theatres, looked a shade envious of the spanking new attire of the old opera house. Charley Oelrich of Mt. Vernon smiled at the flashlights popping to catch Leon Goldberg of RKO.

Compliment Architect

Irving Wormser of Columbia, Joe Felder of Monogram, Jack Bowen of M-G-M studied the interior interestedly and complimented Mr. Lamb. Marvin Schenck explained that his boss, C. C. Moskowitz of Loew's had to be out of town. Larry Beattes from Loew's was on hand, however. The golf tournament at Gloversville claimed many who would otherwise have been at the opening.

Major and Mrs. Leslie Thompson chose balcony seats after greeting Jack Pegler and other friends and complimenting Russ Embe, RKO division manager, Mr. O'Connor and Mr. Lamb.

The crowd saw a double feature in the new theatre, Gene Krupa, king of swing; Mary Small, Jimmy Scribner, Jerry Cooper and Roy Smeck, all from the airwaves.

And the street crowd that saw the fortunate first nighters in waited for them to come out. The lights went out on the opera house last night before the streets were cleared of a shirt-sleeved premiere that augurs prosperity for RKO's new 23rd St. theatre.

RKO Re-signs Marcus

Hollywood, Aug. 4.—Lee Marcus, in charge of production of RKO's low budget pictures for the past year and a half, today was given a new three-year contract by the studio. The contract of Robert Sisk, producer, was renewed by the studio today also.

James Patterson Hurt

Lebanon, O., Aug. 4.—James Patterson, 20, son of J. C. Patterson, local exhibitor, suffered severe shock and was painfully injured when an airplane which he was to pilot on an exhibition flight here struck a tree at the takeoff.

To Build in Oklahoma

Oklahoma City, Aug. 4. — City Planning Commissioners have cleared the way for the erection of a 700-seat $50,000 theatre at Northwest 23rd St. and Villa Ave. by rezoning the neighborhood in spite of opposition. Completion is scheduled for Oct. 1.

Consolidated Has Profit

Consolidated Film Industries, Inc., and subsidiaries for the six months ending June 30 reports a net profit of $317,442, equal to 79 cents each on 400,000 shares of no par value, $2 stock. This compares with $378,417, or 95 cents a share, for the corresponding period last year. For the quarter ending in June the net profit was $159,761, equal to 40 cents a share, against $157,681 or 39 cents a share in the preceding quarter, and $148,713 or 37 cents a preferred share, in the second quarter a year ago.

"Drums" Preview Aug. 10

United Artists will preview Alexander Korda's "Drums" at the Hollywood Theatre here next Wednesday at 8:30 P. M. Among those who have been invited to attend are Norma Shearer, Tyrone Power, Dr. A. H. Giannini, Eddie Cantor, Al Jolson, Louis B. Mayer, Sidney R. Kent, Darryl Zanuck, Neil F. Agnew, Harry Warner, Harry Cohn, John Hay Whitney, J. Cheever Cowdin and Douglas Corrigan.

"Robin Hood" Heads Herald "Champions"

"The Adventures of Robin Hood" is leader in the list of Box-Office Champions published today in *Motion Picture Herald*. It is followed by "Crime School" and "Holiday" in second and third places, respectively.

"Josette," in fourth place, is trailed by "Kentucky Moonshine," fifth, and "Three Blind Mice," sixth. Seventh and eighth places are taken, re[illegible]tively, by "Three Comrades" and "Vivacious Lady."

Warner Zone Men Meet

Washington, Aug 4.—John J. Payette, Warner zone manager, held his annual meeting with managers at the Mayflower the other night. Among those who attended were: Robert Smeltzer, district manager, who discused the forthcoming product; Frank La Falce, advertising head; George A. Crouch, assistant zone manager; Guy Wonders, Maryland district manager, and Walter Pettus, in charge of projection and sound.

Columbia, Baehr Sign

Columbia has closed a two-year franchise deal with Baehr Bros., Minneapolis, it was stated yesterday by A. Montague, sales manager. The pact covers Columbia's entire list for 1938-'39 and 1939-'40 in the 11 Baehr houses.

Charles Logue Is Dead

Hollywood, Aug. 4.—Charles A. Logue, script writer and former newspaperman, died at his home here yesterday. He was 51. Mr. Logue entered films 10 years ago and had worked for Universal and Columbia.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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BOY, OH BOY, OH

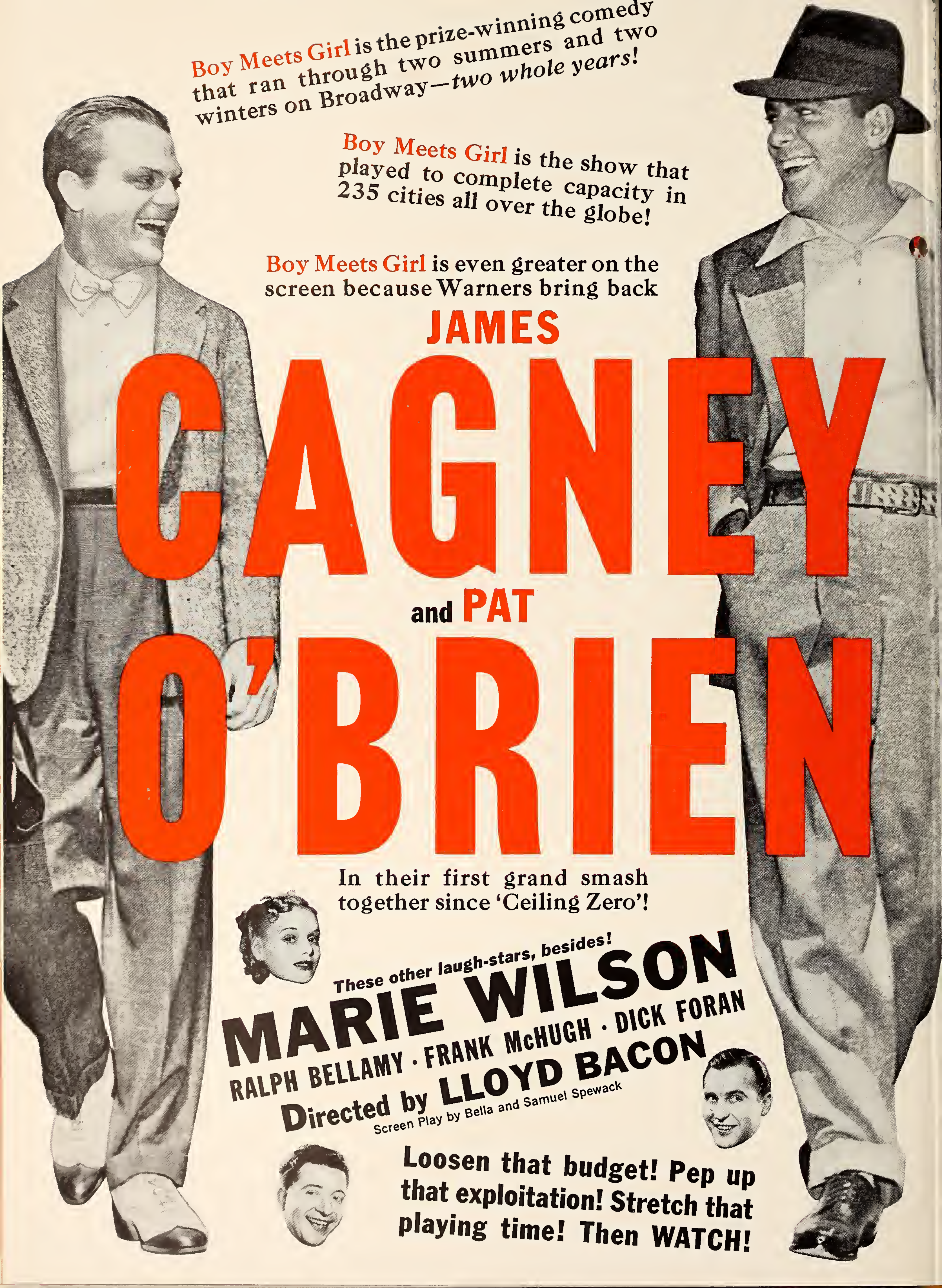
Bella and Samuel Spewack's

BOY MEETS GIRL

(Stage Play Produced by George Abbott)

IS WARNERS' NEXT!

A record-maker before it starts--READ!



Boy Meets Girl is the prize-winning comedy that ran through two summers and two winters on Broadway—*two whole years!*

Boy Meets Girl is the show that played to complete capacity in 235 cities all over the globe!

Boy Meets Girl is even greater on the screen because Warners bring back

JAMES CAGNEY

and PAT O'BRIEN

In their first grand smash together since 'Ceiling Zero'!

These other laugh-stars, besides!

MARIE WILSON

RALPH BELLAMY · FRANK McHUGH · DICK FORAN

Directed by LLOYD BACON

Screen Play by Bella and Samuel Spewack

Loosen that budget! Pep up that exploitation! Stretch that playing time! Then WATCH!

Short Subjects

"The Magician's Daughter"

(*M-G-M*)

The application of a number of camera tricks to this light musical story gives it refreshing and lively values. There is effective music also and the better sort of boy-meets-girl acting. Frank Albertson, a photographer, is assigned to get debunking pictures of a clever vaudeville act. He cannot go through with it once having met the performer's daughter. There follows a number of clever situations with the magician's family and the two-reeler concludes with all the camera's tricks in the photographer's bag brought into play. First rate entertainment. Running time, 18 mins. "G."

"Strange Glory"

(*M-G-M*)

This "Historical Mystery" concerns itself with the problem of the woman who conceived the Tennessee plan during the Civil War and how, long after, she sought to gain recognition for her work toward ending the war from a dubious government body. It is good story material but not up quite to the other "mysteries." Running time, 11 mins. "G."

"Anaesthesia"

(*M-G-M*)

The various aspects of the discovery and application of the anaesthetic in medicine are treated in good Pete Smith style here. He skips lightly from the serious to the jocular and intersperses his enlightenment with laughs. The production has good atmosphere shots and is easy to take. Running time, 10 mins. "G."

"A Criminal Is Born"

(*M-G-M*)

The problem of juvenile delinquency and the influence of parental neglect on adolescents is treated in this "Crime Does Not Pay" number. As is usual in this series the story is realistically treated and directed with force. The treatment of the thrill content is tempered with moralizing. Running time, 21 mins. "G."

Mexican Product Is Gaining, Says Deane

Product made in Mexico is going over with audiences below the Rio Grande by leaps and bounds, according to Al Deane, Paramount foreign publicity manager. And with the improved product has come an advance in showmanship, as proved by the fact that six Mexican-made pictures are opening simultaneously with the release of "Tropic Holiday" in Mexico.

Standard Starts School

Oklahoma City, Aug. 4.—Standard Theatres has started a school for employes with Tuesday morning sessions, according to W. B. Shuttee, general manager. Speakers will be Mr. Shuttee, L. J. Finske, district manager; Jimmy Burge, exploitation manager; E. A. Patchen, advertising manager, and David Goodman, manager of the Midwest. The classes will cover house maintenance, personnel, exploitation and allied subjects.

Hollywood Previews

"In Old Mexico"

(*Sherman-Paramount*)

Hollywood, Aug. 4.—For those to whom the "Hopalong Cassidy" films are interesting as well as those who appreciate the entertainment values of a well mounted outdoor action adventure picture "In Old Mexico" should prove attractive screen merchandise. All the elements common to westerns have been retained, but this one includes more romantic love interest and suspense is developed more through a battle of wits than by physical conflict.

This time a mysterious message takes William Boyd across the border. As a Mexican friend is killed, he suspects that his own life is in danger. Although George Hayes and Russell Hayden wish to plunge into action at once, Boyd prefers to play a waiting game. Brought into romantic association with Jane Clayton, sister of the slain man, wily Boyd, knowing things he will not reveal to his pals or the girl, becomes involved in a cat-and-mouse game with Betty Aman. Eventually suspecting that Miss Aman is in league with the killer, he permits her to lead him into a trap which brings him face to face with Paul Sutton. But when things look most perilous for him, wounded Hayes rides to Trevor Bardette's ranch to rally help. Meanwhile Hayden and Miss Clayton have gotten into a precarious situation, but the arrival of the cowboys beats off the threat to their safety and Boyd personally accounts for Sutton.

As usual Boyd, Hayden and Hayes turn in realistic and convincing performances. In the person of Miss Clayton, producer Harry Sherman seems to have discovered a promising new screen personality. The balance of the compact cast contribute workmanlike performances.

Based on a Clarence Mulford story, the screen play was prepared by Harrison Jacobs and the production was directed by Edward D. Venturini.

Running time, 60 minutes. "G."

"Gateway"

(*20th Century-Fox*)

Hollywood, Aug. 4.—As this picture concerns itself with a series of more or less related episodes, its entertainment value rests more upon the appeal of interesting characterizations and situations than upon story strength. Two locales are used, a transatlantic liner and the immigrant detention station at Ellis Island where the principal action and most of the romance, comedy, melodrama and their substantiating qualities take place.

Aboard ship Don Ameche leads Arleen Whelan into an innocent but thrilling temptation which culminates in a scandal that threatens to bar the immigrant girl from the United States. The girl, along with a much divorced women suspected of moral turpitude, a political refugee, a radical, a gangster, a peasant family and Ameche, who contrives to have himself included, are detained for examination. As incidents portraying the heartbreak, joy and tragedy of those who either permitted or denied entry into the country ensue, during which Gregory Ratoff, Binnie Barnes, Gilbert Roland, Maurice Moscovich, Fritz Leiber and Eddy Conrad appear to the film's advantage, Ameche dedicates himself to securing permission for Miss Whelan to land. Trying to clear the girl he now loves and save her from marriage to a worthless cad, he messes things up. But in preventing the escape of a gang of deportees lead by John Carradine, he wins the gratitude of Commissioner Harry Carey and the sympathy of the girl who in marrying him automatically becomes an American and entitled to all the country's legal liberties and privileges.

The story is by Walter Reixh. Lamar Trotti adapted it and Alfred Werker directed.

Running time, 70 minutes. "G."

McCarthy

Charter Four New Firms

Albany, Aug. 4.—Four new amusement firms have been chartered here. They are:

Amerital Film Importing & Distributing Co., by Pietro Ricci, Guido Beverini and Elsie Bertozzi; French Cinema Center, Inc., with Paul Arnaud, George Tilford and Arnold Lewis as directors; Jaysebe Theatres, Inc., by Mark Frackman, Herbert A. Kaiden and Ruth Mittleman; Film-Mart, Inc., by Jack and Emanuel Heller and Rosalyn Fischer.

Rename "Wheel Spins"

London, Aug. 4. — "The Lady Vanishes" is the new title of Alfred Hitchcock's picture hitherto called "The Wheel Spins." The picture will be released in the United States by G. B.

Gregg Toland Re-Signed

Hollywood, Aug. 4.—Gregg Toland, who has been a cameraman for Samuel Goldwyn for 10 years, has just been given a new five-year contract.

Variety Club

Omaha

Omaha, Aug. 4. — Variety Club canvasmen will meet Aug. 8 to complete plans for several fall and winter social affairs. The meeting has been called by Chief Barker Walter M. Green.

The canvasmen are: Harry J. Shumow, D. V. McLucas, R. S. Ballantyne, W. J. Foley, Hymie Novitsky, Ike Rubin, Ted Mendenhall, Glenn Rogers and Roy Palmquist.

Washington

Washington, Aug. 4.—J. B. Fitzgerald, Washingtin attorney and former secretary of the local NRA code board, has been elected a member of the board of governors of Variety Club, filling the vacancy created by the transfer to Paris of Arthur De Titta. Mr. Fitzgerald's term will expire next December.

At the same meeting of the board Hardie Meakin, manager of the RKO-Keith Theatre, was elected secretary and treasurer, post vacated by Mr. De Titta.

The local tent is conducting a drive to secure an individual unit baby incubator for Sibley Hospital. Rudolph Berger is in charge.

The club was host early this week to Chester Hale, dance director, who is here to direct the local talent revue staged by Loew's at the Capitol under the title "Going Native."

Quick Action Seen On Educational-GN

The merger of Educational and Grand National may be completed within 30 to 45 days if no unforeseen delays are encountered, one of the principals in the negotiations said yesterday.

Loyd Wright, co-trustee of Grand National, will arrive in New York from the coast this morning to settle details of the proposed merger with Earle W. Hammons, Educational president, and to put the latter company's offer into legal form for submission to Grand National creditors and the Federal court in Los Anegles for formal approval. This work is expected to require the better part of a week. When completed, Mr. Wright will resubmit the proposal to Grand National creditors for final approval at a meeting to be called immediately following his return to the coast. Thereafter, the proposal will be presented to the Federal court for hearing and, if approved by the court, may be consummated shortly after Labor Day, it was said.

French Line to Build

The French Line plans a sister ship to the *Normandie*, flagship of the fleet, to be placed in operation in about four years. The new ship will supplant the *Paris*, which will be taken out of operation.

TMAT Cuts Officers Pay

At a recent closed meeting the Theatrical Managers, Agents and Treasurers' Union voted to reduce executive salaries by 50 per cent. The TMAT has also recently voted to suspend organizing activity until next fall.

Ad Campaign Gets Pledges Of Canadians

(Continued from page 1)

the I. T. O. of Ontario, endorsed the campaign on behalf of members of his organization. Numerous exhibitor pledges of financial support on the basis of contributions of 10 cents per seat were received.

Mr. Fitzgibbons and Mr. Masters will conduct regional meetings in other parts of the Dominion, and will leave here by plane Friday night for Vancouver, where the next meeting will be held. It will be followed in quick succession by meetings at Calgary, Winnipeg and Montreal.

Among those present at today's meeting were Col. J. A. Cooper, president, Motion Picture Distributors Association; Mr. Fitzgibbons, N. A. Taylor, L. M. Devaney, Canadian general manager, Radio Pictures Corp.; A. W. Bolstad, Ben Geldsaler, Morris Stein, R. S. Roddick, Clarence Robson, J. R. Nairn, C. T. Appel, all of Famous-Players Canadian Corp.; Mr. Freedman, J. M. Franklin, president, Franklin-Herschorn independent circuit, St. Johns, N. B.; P. J. Nolan, Ottawa; Sam Fine and S. Bloom, B. & F. circuit, Toronto; Mr. Masters, M. A. Milligan, general manager, Paramount Film Service, and J. L. Hunter, Toronto branch manager; Henry L. Nathanson, general manager, Regal Films Limited; J. F. Myers, Ontario, RKO branch manager; Louis Rosenfeld, general sales manager, Columbia Pictures Corp. of Canada; Sam Glazer, United Artists.

Independents Represented

S. Flak, Canadian Independent Theatres; Dewey D. Bloom, Regal, Ray and Herb Allen, Premier Theatres; Dave Coplan, Columbia; Harry Paynter, Harry Law, Wolfe Cohen, Warner Bros.; H. Pfaff, Paramount Ontario branch; H. Bailey, 20th Century-Fox Films; Jules Olfe, B. & F. Theatres; R. Auerbach, Exhibitors Booking Association; A. B. Cass, Columbia; B. Fox, RKO, Toronto; E. H. Wells, secretary, Toronto Film Board of Trade; Harry Kauffman of Toronto; A. J. Laurie, general sales manager, Empire-Universal Films, Limited; H. C. D. Main, general manager, Hanson Theatres Corp.; H. N. Alexander, J. A. Boyd, H. Firestone, Harold Kay, Sam Lester, A. Lester, I. Axler, H. Yudin, A. Snider, A. Polakoff, S. Firestone, J. Scott, V. Simone, B. Ulster, H. Pringle, A. Rotenberg, J. A. Kuderka, G. E. Farrow, S. Strashin, all Toronto exhibitors; L. Anderson of Caledonia, J. Ironstone, Toronto branch manager, Regal Films; S. Goldstone, Rex, Toronto, and R. Rush of Wiarton, Ontario.

Bar Bank Night Cases

Tallahasse, Fla., Aug. 4.—Criminal prosecutions against operators of Gulf Theatres, Inc., in Tampa, have been prohibited by the State Supreme Court. The prohibition was put into effect until the court can decide whether Bank Night is illegal. The court previously had overruled a Circuit Court injunction against Bank Night.

Twin City Ad Meet Set for Wednesday

Exhibitors in the Minneapolis territory will be asked to support the industry's cooperative national advertising campaign and better business drive at a meeting next Wednesday in the Nicollet Hotel. W. A. Steffes, Minneapolis independent exhibitor leader, and A. W. Smith, Jr., of United Artists, will conduct the meeting.

Detroit exhibitors, at their meeting Wednesday, tentatively pledged about $10,000 for the drive. The 200 theatres represented at the meeting are expected to give final approval following a meeting of the cooperative booking agency in Detroit next Tuesday. Following that session, a statewide campaign to aid the drive will be organized by H. M. Richey, regional chairman, with the cooperation of Detroit exchanges.

To Produce Short Subject

The short feature which will be distributed to theatres participating in the drive early in September will be written and produced by Herman Hoffman of the M-G-M advertising department, and Lou Harris of the Paramount advertising department. Frank Whitback, M-G-M writer, will supervise. The subject has the tentative title, "Five Hundred Million People Can't Be Wrong," and will convey a comparison of the value an average man and his family derive from their expenditure for film entertainment with that derived from an equal sum expended on other forms of diversion.

Campaign headquarters here reported yesterday that George Thomas, Joseph Shea and Robert Burkhardt had been added to the Hollywood staff for the drive and will work on publicity and stills for campaign use under the direction of Gabe Yorke. One of their assignments will be to obtain 100 articles signed by leading stars for use in campaign publicity.

Indications yesterday were that Republic and Monogram will accept invitations to participate in the campaign.

Cleveland Theatres Pledge Ad Drive Aid

Cleveland, Aug. 4.—About 125 independent and affiliated exhibitors today met with Gradwell L. Sears and M. B. Horowitz and pledged their cooperation in the industry's national advertising and business building campaign. Harry Reinhart, owner of the Mozart, was first to sign the contest pledge.

Out-of-towners unable to attend wired assurances of their cooperation. Mr. Sears predicted complete success of the campaign in this area.

Prepare 2 Pleas for U. K. Labor Congress

By AUBREY FLANAGAN

London, Aug. 4.—Resolutions sponsored by the Association of Cine Technicians demanding fair wages for members will be considered by the British Trade Union Congress at its meeting to be held next month.

Another resolution that will reach the floor is that of the Electrical Trade Union demanding a 48-hour week for projectionists.

U.A. Still After "Gone with Wind"

(Continued from page 1)

port: "As you know, no deal for distribution for 'Gone with the Wind' has been closed yet. The company which ultimately gets it will be fortunate. United Artists would be proud to distribute the picture."

Mr. Silverstone said that the negotiations for renewal of the Selznick International distributing agreement are in an "active state," but that no decisive development has occurred since his return to New York from the coast. John Hay Whitney, Selznick International chairman, has gone to Saratoga from New York. Mr. Silverstone, however, said that he is "in constant touch with the Selznick organization."

The United Artists board of directors held a brief meeting yesterday. Company officials said that "nothing of importance" was acted on.

Patent Office Makes Study of Monopoly

(Continued from page 1)

which is to be turned over to the Administration's monopoly investigating committee, some of the high officials of the office have been asked to forego their vacations.

The report which is to be prepared is expected to show the number of patents which have been acquired by various large concerns in certain industries and may also disclose the methods adopted to keep research scientists from taking out patents in their own names and other monopolistic devices.

It is understood that a large number of film patents may come under scrutiny.

On the basis of the Patent Office findings, it will be possible for the monopoly committee to make an investigation to determine the extent to which patents have been acquired and suppressed by big corporations. The alleged shelving of inventions was one of the bases for legislation sought at the last session of Congress for mandatory licensing of patents.

Kalmus Reports Move For European Plants

The establishment of Technicolor plants in Paris, Berlin and Rome was advanced by Dr. Herbert T. Kalmus, president and general manager of the company, during a trip to Europe from which he returned yesterday.

He said "great interest" has been displayed in color plants and negotiations are in progress. The Technicolor laboratory in London is making "good progress," he reported, with three color films now in work. These are Korda's "Four Feathers," "The Mikado" and "Sixty Glorious Years," a Herbert Wilcox production.

Mr. Kalmus was gone two and a half months. He will confer at headquarters here and, following a vacation, will return to Hollywood in about a month.

Get 16mm Travel Films

Nu-Art Filmco has acquired the 16 mm rights for a series of shorts entitled "Today and Yesterday" and covering Scandinavia from Sylvia Sanders.

"Cowboy" Big In Washington With $19,000

Washington, Aug. 4.—"Cowboy from Brooklyn" at the Earle made the best showing of the week $19[illegible] $2,000 over par.

Loew's Palace, showing "Little Miss Broadway," grossed $14,000, $2,650 over average, to place next best.

Total first run business was $66,000. Average, $66,580.

Estimated takings, exclusive of tax, for the week ending July 29:

"COWBOY FROM BROOKLYN" (W. B.)
EARLE—(2,218), 25c-66c, 7 days. Stage: Norval Baptie and Gladys Lamb with Eric Wait in Lake Placid Ice Follies. **Gross:** $19,000. (Average, $17,000)

"LITTLE MISS BROADWAY"
(20th-Fox)
LOEW'S PALACE—(2,370), 25c-55c, 7 days. **Gross:** $14,000. (Average, $12,650)

"PORT OF SEVEN SEAS" (M-G-M)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Jackie Heller, Paul Haakon, Frank Conville and Wilma Novak. **Gross:** $18,000. (Average, $18,075)

"LITTLE TOUGH GUY" (Univ.)
(6 days)
"MOTHER CAREY'S CHICKENS"
(RKO)
(1 day)
RKO KEITH'S—(1,836), 25c-40c, 7 days. **Gross:** $7,000. (Average, $10,000)

"LORD JEFF" (M-G-M)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days. **Gross:** $4,000. (Average, $4,325)

"COUNT OF MONTE CRISTO" (U. A.)
(Re-issue)
METROPOLITAN—(1,591), 25c-40c, 7 days. **Gross:** $4,000. (Average, $4,450)

Jack Camp in Hospital

Milwaukee, Aug. 4.—Jack Camp, local Universal exchange manager, has been ill for several weeks. He has been in Columbia Hospital since the first part of July.

Books Saturday Serial

Washington, Aug. 4.—Carter Barron has decided on an innovation at Loew's Capitol by booking "The Lone Star Ranger," Republic serial, for Saturday matinees only.

Wall Street

Warners, Loew's in Board Gain

	Open	High	Low	Close	Net Change
Col.	13½	13½	13½	13½	— ⅛
Cons.	1⅜	1½	1⅜	1½	.....
E. K.	176	177	176	177	— ¼
E. K. pfd..	169	169	169	169	+1
G. T. E. ..	14	14¼	14	14	— ⅜
K.A.O. pfd	85	85	85	85	.....
Loew	48½	49	48½	49	+1½
Loew, pfd..	105¼	105¼	105¼	105¼	— ¼
Para.	10¼	10½	10⅛	10⅜	+ ⅛
Para. 2....	10½	10½	10½	10½	.....
Pathe	9	9¼	9	9¼	.....
RKO	2¾	2⅞	2⅜	2¾	— ⅛
20th Fox .	24⅞	25⅜	24¾	25¼	+ ⅜
20th pfd. ..	33⅜	33⅜	33⅜	33⅜	— ⅜
W. B.	6½	6½	6½	6½	— ⅛
W. B. pfd.	38	38	38	38	+1

Light Curb Movement

	Open	High	Low	Close	Net Change
G. N.	11/16	11/16	⅝	⅝	—1/16
Tech.	24¼	24¾	24¼	24⅝	— ⅛
Trans-Lux	2½	2⅝	2½	2⅝	+ ¼
Univ. Corp.	2⅞	3	2⅞	3	+ ⅛

Warner Bond Decline 1½ Pts.

	High	Low	Close	Net Change
Loew 3½s '46....	100	100	100	+ ¼
W. B. 6s '39......	78⅛	77½	77½	—1½

(Quotations at close of Aug. 4)

RELIABLE

IT WAS not by chance that Eastman Super X became the world's most widely used motion picture negative. Super X simply proved over and over that it yielded the world's finest photographic quality. The industry takes no chance in continuing to use this famous, reliable film. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *SUPER X*

PANCHROMATIC NEGATIVE

Newsreel Parade

Coverage of Douglas Corrigan's arrival was listed in all the newsreel continuity sheets yesterday, but was not actually in the reels. The material obtained on the *Manhattan* yesterday was sent out by airplane as fast as available during the night, and other shots to be taken today of the city reception will be included.

The bulk of the material included in the regular shipments yesterday was a cross-section of stories that have been occupying front pages for the past few days. It included international events, fashions, sports and specialties.

The synopsis of the reels follow:

Movietone News: Corrigan reception. Howard Hughes returns to Los Angeles. Unveiling of monument to late King Albert in Belgium. Hindu fakir walks over hot coals in New York. Henry Morgenthau, Jr., in Paris. Darryl F. Zanuck returns from Europe. Governor Winship of Puerto Rico escapes assassin. Coney Island bathing beauty contest. Railroad ties journey down Wind River in Wyoming. Lew Lehr comments on a robot lawn cutter. Gold Cup regatta in California. French "Tour de France" bicycle classic.

News of the Day: Corrigan arrival and reception. Heat wave in New York. King Albert memorial. Mexico City police in pistol marksmanship demonstration in Los Angeles. Hindu fire walker. Fur fashions. Hearst Gold Cup speedboat regatta.

Paramount News: Corrigan story. Riots in Palestine. University of Wisconsin summer music class. Brazilian naval training ship aground off Puerto Rico. Japanese attempt to stem floods in Kobe. Washingtonian a father at 82. Hindu fire walker.

RKO Pathe News: Corrigan reception. King Albert memorial. Talk by recently appointed Federal Labor Standards Administrator, Elmer Andrews of New York. Demonstration of tear gas use in preventing auto theft. Flight test of new DC 4 airplane in California. Gooney bird sanctuary on Midway Island in Pacific. Hindu fakir demonstrates his "X-Ray eyes." Test fast-opening parachute in Colorado. Coney Island bathing beauty contest.

Universal Newsreel: Corrigan arrival. Washington resident a father at 82. Training ship aground at Puerto Rico. West Pointers at Fort Benning, Ga., infantry school. Howard Hughes in Los Angeles. Hindu fire walker. Coney Island "Venus" contest. English racing car uncrated in Utah. Buffalo wrestling match. Outboard motorboat race in California.

Miller on New York Trip

MILWAUKEE, Aug. 4.—B. J. Miller, secretary of the Film Board of Trade is in New York to line up attractions for the silver jubilee of the industry in Wisconsin Aug. 30-31.

Mr. Miller will invite Will Hays, C. C. Pettijohn and company executives and will attempt to secure the appearance of at least one outstanding male and female star.

Corrigan Welcome to Echo In Broadway Houses Today

(Continued from page 1)

therefore, there will be no scoops as far as time element is concerned.

It was no easy job for the 50 newsreel men who were assigned to the story. Difficulties ranged from a delay in boarding the *Manhattan* past Quarantine to the pressing crowds and aggressive newspaper photographers who were begged, cajoled and threatened by police officers, members of the Mayor's reception committee and the reels' contact men to "give the sound newsreels a chance."

The enterprise of which the newsreels are capable was given full play in handling the most momentous ship arrival since Charles Lindbergh's historic return from his long hop in 1927. Paramount and Universal sent advance crews aboard a trawler at New Bedford on Wednesday, by arrangement with NBC and CBS, which chartered the vessel. The newsreel and radio men boarded the incoming liner at Nantucket Light at 5:30 A. M. yesterday.

Newsreel crews were also on one of the two Coast Guard cutters which put out yesterday afternoon. Good shots were caught of the water spectacle, and amid bedlam, as boats of every description raced to escort Mr. Corrigan. The first glimpse of him showed him enjoying the hullabaloo hugely from the captain's bridge.

Once aboard the liner from the cutter, camera and sound men had to wait until newspaper photographers got their fill of Mr. Corrigan. Grinning from ear to ear, he glibly answered all questions for the newsreel "mikes."

"Are you going to accept any motion picture offers?" was one query.

"I seem to be accepting a lot right here," he quickly replied, with a broad smile.

Later he told MOTION PICTURE DAILY he did not know whether he would become a "movie actor," that he would have to consider all offers, but that his future is in aviation.

In dead earnest he reiterated that he "flew the wrong way." "There's no other story to tell," he insisted.

Silent or sound cameras were at various vantage points ashore and on the water, on boats escorting the liner to port, at the pier and atop the Whitehall Building. A Paramount plane circled the *Manhattan* and the water procession for overhead shots. Movietone News, with 15 men, had the largest number on the assignment. The others had from nine to 12 men each.

Atlas-RCA-RKO Deal Awaits Trade Pickup

(Continued from page 1)

question whether he thought the investment company might again seek to negotiate a purchase, Mr. Yandell said: "Anything might happen. But you know the state of the motion picture industry."

Queries regarding the number of members RCA will seek to have on the RKO board following reorganization and their identity were answered by Mr. Yandell with the statement that "David Sarnoff is the only man in RCA who can tell." The president of RCA sailed Wednesday for Europe.

Mr. Yandell's comment on reports Nelson Rockefeller will represent Rockefeller Center on the new RKO board was that "it sounds plausible."

Though he is a defendant in the Government's anti-trust suit, Mr. Yandell said he was not worried. He said the three months he spent abroad were devoted to an investigation of financial matters for the S.E.C.

Paul Buchanan Back

Paul S. Buchanan, in charge of foreign versions for Walt Disney studios, returned last night on the *Manhattan* after five months abroad during which he arranged for dubbing "Snow White" in nine languages.

These are in addition to the French and Spanish versions, which were made in Hollywood by special permission from the respective Governments.

The versions completed are for major markets on the Continent. Mr. Buchanan also appraised the possibilities for additional foreign sound tracks, including Arabic and Greek. The film will open in Stockholm Sept. 15. Mr. Buchanan will leave for the coast Sunday.

Cincinnati Film Men To Seek Ball Title

CINCINNATI, Aug. 4.—The Cincinnati Bookers Club will play a championship softball game with a team representing film managers and salesmen at Sharon Woods Aug. 13.

Tom Smiley, M-G-M booker, is manager of the bookers' team, with Joe Goetz, club president, as captain. Al Shmitkin, Warner manager, and Ralph Kinsler, Grand National manaager, are manager and captain, respectively, of the opposing club.

Arthur Frudenfeld, RKO division manager; Maurice White of the Libson-White circuit and F. W. Huss, Jr., president of Associated Theatres, will be umpires.

Winners will play the shippers of all local film exchanges for the "Championship of Film Row."

Attachment Vacated On Atlantic Films

N. Y. Supreme Court Justice Ferdinand Pecora yesterday granted the application of Atlantic Film Productions, Ltd., to vacate the attachment against it issued on June 17 by George McLeod Baynes, plaintiff in a $65,000 breach of contract suit. The attachment was vacated on technical grounds.

Baynes is suing Atlantic, claiming that he was the defendant's exclusive agent in the United States and Canada for the distribution of "Thunder in the City," and that $65,000 as compensation under the contract is due to him.

Burgert Sells Theatre

MONONA, Ia., Aug. 4.—F. A. Burgert, operator of the Plaza here for the past two years, has sold it to Wallace H. Nash of Minneapolis.

Independents To Sue B & K, Distributors

(Continued from page 1)

demanding relief against what he termed the intolerable competiti[illegible] situation here. This letter resulted [illegible] conferences in New York between Mr. Rosenberg, the late Aaron Saperstein, Edwin Silverman and distribution officials.

This week independent leaders, B. & K. executives and Austin Keough of Paramount spent three days in discussion. The independents' demands that duals be eliminated and clearance cut to five weeks was declined by B. & K. but that company did offer to drop duals in all its houses except their "A" week theatres if all independents would drop duals. This "concession" was not accepted as independents felt it wouldn't help any since B. & K. through this plan would continue to "milk" big pictures as has been charged.

No other concessions were offered, according to Mr. Rosenberg, who stated that B. & K. and the distributors offered their willingness to make concessions when meetings started. He pointed out that independents had tried their best to work with the distributors for a voluntary correction of abuses but that when concessions were asked no cooperation was given.

Skouras and Party Going to K.C. Meet

(Continued from page 1)

the principal speakers at the meetings.

Attending from the home office will also be William Powers, Harry Cox, Ed Zabel and Milton Hossfeld. The latter two will not attend the Los Angeles session. H. J. Fitzgerald, head of the Milwaukee division of National Theatres, and Rick Ricketson, Denver chief, will head delegations from their divisions. Arch Bowles of San Francisco and Frank L. Newman of Seattle will also attend in Kansas City. The Los Angeles meeting will be attended by San Francisco and Seattle delegations.

Mr. Wobber will be gone seven weeks, during which he will confer with Darryl F. Zanuck at the studio and make a swing of exchanges with James P. O'Loghlin, Kent drive leader, and Roger Ferri in connection with the sales effort.

Mr. O'Loghlin and Mr. Ferri are due tonight from Boston and will complete their first series of branch meetings here Monday.

Pearl White Passes After Long Illness

(Continued from page 1)

of Pauline" and "The Exploits of Elaine." She played the hazardous roles herself rather than have a double. Miss White was born in Greenwood, Mo., in 1889 and made her theatrical debut in "Uncle Tom's Cabin." She later appeared with circus troupes and entered motion pictures in 1913. She lived for a long period in England and France following her retirement.

Banner LINES

AGAIN Jimmy Fidler needs to be reprimanded. Last Tuesday evening the commentator, who has earned a reputation for giving vent to thoughtless remarks, told his air audience something about the co-operative advertising campaign about to be started by the motion picture industry to stimulate the "sale" of pictures to the public. The official slogan for the campaign, he explained, was to be "Movies Are Your Best Entertainment." Whereupon Mr. Fidler cynically added that the first letters of each word of the slogan spelled out the word "Maybe."

A wisecrack is a wisecrack to Mr. Fidler, even though it tends to jeopardize a million dollar campaign by the very industry that supports him in fine style.

▼

In the rush to get the story of the broadcast of "Alexander's Ragtime Band" in under a deadline, we neglected to say something about the perfect production job turned in by Billy Bacher. We hasten to make up for the oversight. A 75-minute program, with cut-ins from New York, Chicago and Hollywood, with a cast as big and as great in name value as this one was, is at best an unwieldy affair, but "Alexander's Ragtime Band" moved with military precision, under Mr. Bacher's command.

▼

Conditions must be getting really bad. Met Seamon Jacobs, the p.a., outside the door of an NBC studio waiting for a client to emerge. Seamon does that to keep the rival p.a's from pouncing upon his client.

▼

A new tenor will be introduced to the air over WMCA in a program sponsored by the Peter Doelger Brewing Co. He is Al Fairbanks, and he works for the brewing company as sales manager.

—JACK BANNER

NLRB Gets St. Louis Row

ST. LOUIS, Aug. 4.—The only question of importance to be submitted for determination by the N.L.R.B. at a hearing to be held today on a petition by the American Federation of Radio Artists to certify it as collective bargaining agency for singers, actors and announcers of KSD, KWK, KMOX, WIL and WEW is whether the announcers should be included in the organization or be in a separate group for bargaining purposes.

Managers of the stations say the announcers should form a separate unit and A.F.R.A. declares most of the announcers are now members of its organization.

Agency Bids for Fischer

HOLLYWOOD, Aug. 4.—George Fischer, whose program "Hollywood Whispers" is heard over Mutual, has made several electrical transcriptions for a local agency for a fall show.

WHBL Opens New Studio

SHEBOYGAN, WIS., Aug. 4.—WHBL, local station, has opened a studio in Plymouth from where it is offering daily broadcasts.

▶ Radio Personals ◀

VINCENTE GOMEZ, NBC guitarist, has been approached for engagements this fall in Mexico City by Emilio Ascarraga, Mexican radio magnate. . . . Alfred J. McCosker will sail tomorrow on the *Conte di Savoia* for Genoa. . . . Everett Mitchell begins an assignment as em cee on the Mutual "Voice of the Farm" program Aug. 15. . . . Jimmy Scribner back from Cincinnati. . . .

Hilliard Made Head Of Nebraska Ass'n

OMAHA, Aug. 4.—L. L. Hilliard, head of KGKY, Scotts Bluff, is the new president of the Nebraska Broadcasters' Association. John Gillin WOW general manager, is vice-president. Art Thomas, WJAG, Norfolk, has been re-elected secretary-treasurer.

Randy Ryan, general manager of KMMJ, Clay Center, and W. I. DeBarron, head of KGNF, North Platte, have been added to the board of directors.

Drops WCPO's Listings

CINCINNATI, Aug. 4.—The *Times-Star*, the only local paper not conducting a daily radio column, has discontinued listing programs over WCPO, but offerings of other stations still are shown.

McCormick on Vacation

WASHINGTON, Aug. 4.—Chief announcer Stephen McCormick of Mutual's WOL is on vacation in Boston until the middle of August.

WNYC's Director Is Summoned in Probe

Morris S. Novick, director of New York City's WNYC, has been ordered to appear next Wednesday before the special investigating committee of the City Council with his records. The order for Mr. Novick's appearance was obtained from N. Y. Supreme Court Justice Peter Schmuck by Maurice Hellman, assistant to the committee.

The summons is the latest action resulting from the petition by City Councilman Charles E. Keegan in the investigation of WNYC for permitting an allegedly Communistic broadcast to be aired.

Martin Joins WCAE

PITTSBURGH, Aug. 4.—Robert Martin, baritone, formerly with the Midnight Flyers on WGN, Chicago, and several other stations in that city, has joined the WCAE staff here and is now being used as the featured vocalist on Earl Truxell's "Muted Music" program. Nancy Martin remains as featured vocalist with Truxell's other outfit on WCAE, the Airliners.

O'Leary Joins Rambeau

CHICAGO, Aug. 4. — George J. O'Leary has joined the Chicago sales staff of William G. Rambeau & Co., station representatives. For eight years, O'Leary was associated with Ruthrauff & Ryan.

'Dark Rapture' Interview

Armand Denis and his wife, Leila Roosevelt, will be interviewed over the Mutual network Sunday on Benay Venuta's variety program, at 4 P.M., on their experiences in the Belgian Congo while filming "Dark Rapture," soon to be released by Universal.

Television—Reade Says It's Er- er! And McNeil Disagrees

Television in its present state isn't worth a tinker's darn, in the opinion of Walter Reade. It has reached a stage of importance sufficient to cause apprehension to exhibitors, says R. A. McNeil.

These varying observations were reported by the circuit heads on their arrival yesterday on the *Conte di Savoia*. Both investigated the possibilities of the audio vision medium while in London.

"Joseph M. Schenck, with whom I went across, Mr. and Mrs. Darryl F. Zanuck and I attended a demonstration of television reception put on by Sir Albert Sterling, head of General Music Industries, which is marketing receiving sets," Mr. Reade related.

"The reception was on a screen 24 by 24—inches, not feet—and it was lousy. It was so bad Mrs. Zanuck wanted to throw a brick at it. I wouldn't give a nickel for television."

A contrasting picture was painted by Mr. McNeil, who is general manager of Golden State circuit of 76 theatres in northern California, with headquarters in San Francisco.

"Television is everywhere around London and is an accepted development, although still in quite an experimental stage," he said. "They have television reception in the cafes and department stores and the Londoners seem to like it. The pictures are good.

"The telecasting range, however, is limited. As long as television remains confined to a limited area, it will not hurt the theatres much. But if they develop it to a point where television will become available everywhere, I am fearful of what will happen to the exhibitors' business."

Mr. Reade, who operates about 30 theatres in New York and New Jersey, said he investigated television for the possibilities of installing it ultimately in his circuit and also for the possibilities of marketing receiving sets here. He was on a vacation in Europe with his wife and daughter. Mr. McNeil's interest was in the effect it will have on theatre business. Sets can be bought for $250 or $300, he said.

The Californian, with his wife and daughter , Peggy, were gone four months, visiting England, France, Switzerland, Germany, Hungary, Jugoslavia, Czechoslovakia, Italy, Syria, Egypt and Palestine. William Wobber, brother of Herman Wobber, 20th Century-Fox distribution head, and his wife accompanied them as far as Rome.

Commentators Under Watch Of New Deal

By BERTRAM F. LINZ

WASHINGTON, Aug. 4.—New Deal officials, said to be annoyed by the alleged one-sidedness of radio commentators, are keeping a close watch upon broadcasting activities, and conduct of the stations between now and the November elections may determine whether an effort will be made next year to revive the plan for a Government transmitter, it was learned today.

The situation was disclosed when officials, in private conversations, charged that political pressure had been exerted on Tennessee broadcasters by the "wrong" political faction. A private survey of all news broadcasts is said to have been made at the instigation of high New Dealers to ascertain whether comment is biased, which is said in informed quarters to have disclosed no basis for charges of partiality.

There has been no threat of forthright action against the broadcasters, but it has been pointed out that there are other ways of meeting the situation, such as the establishment of a Government station, the idea of which was in Secretary Ickes' mind when he arranged for commodious studios in the new Interior Department Building.

Station Arguments Set for October 13

WASHINGTON, Aug. 4.—The Federal Communications Commission has set Oct. 13 for oral argument on the applications of the King-Trendle Broadcasting Corp. for a 1,010-kilocycle, 250-watt station at Grand Rapids, Mich.; WRSP, Inc., for a 1,500-kilocycle station at Wisconsin Rapids, Wis., with 100 watts power night, 250 watts day; WSBT, South Bend, for change of frequency from 1,360 to 1,010 kilocycles, extension of time from sharing to unlimited and increase of power from 500 to 1,000 watts, and WNEW, New York, for increase of day power from 2,500 to 5,000 watts.

WOV-WBIL Sign Three

Two new 52-week shows and a 26-week renewal have been signed by the International Broadcasting Corp., operating WOV-WBIL in New York. S. A. Schonbrunn Co. is sponsoring a Sunday half-hour show on WOV; Gemma Oil has signed for three shows a week on WBIL; while Balbo Oil has renewed for six quarter-hours a week on WOV. Both the Balbo Oil and Schonbrunn Co. shows are being fed to WPEN, Philadelphia, another International Broadcasting station.

Staff for Program Set

The staff assembled to handle "Port of Missing Hits," new NBC series, includes the following: Robert Emmet Dolan, musical director; Ginger Johnson, NBC contract; Bill Marshall, production; Richard McDonough, script; Charles Pease, engineer; Jean Hamilton, announcer; Joe Lilly, choral director. Musical arrangements are by Lang Van Cleve, Paul Sterrett and John Walker.

"ONE OF THE FINEST DRAMAS EVER TO BE MADE!"

applauds
Stage Magazine

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"More than an eloquent and engrossing entertainment. It has an integrity of treatment rarely to be found on the screen. A beautiful and moving photoplay . . . irressistible force and drive. Can be recommended unqualifiedly." — *Herald-Tribune*

"Extremely satisfactory. The photography is excellent and the acting effective. The result is real artistry and it is recommended to you." — *World-Telegram*

"Warm, human, vital. The greatest tribute one can give any film edition of a book is to say that it has been faithful to its characters...these have been admirably recreated." — *N. Y. Times*

"Simple and honest...has its full quota of sustaining interest." — *Daily News*

"A sound and vigorous drama, as satisfying a picture as I've seen for some time. One of the summer's best features." — *N. Y. Sun*

"Literate and interesting...well drawn portraits at all times believable." — *Journal-American*

"A novel, worthwhile and entertaining film . . . dramatic and truly touching love story." — *Daily Mirror*

"The entire picture is made memorable both by the photography and by the acting which is without exception perfect. I would hate to have missed it myself." — *N. Y. Post*

HELD OVER SECOND WEEK CARNEGIE THEATRE NEW YORK

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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NBC Books 27 Commercials For the Fall

Indicates Revenue Ahead Of Previous Years

For the fall, 27 commercial shows not now on the air have been booked by NBC, indicating that the NBC gross revenue for 1938 will top all previous years. Returns for the first seven months of 1938 averaged $3,426,000 per month, as compared with an average of $3,235,000 for the same period in 1937.

Additional developments in radio yesterday on page 8.

Following is a list of new and returning programs and their sponsors, booked as of this week:

Aug. 22—THOSE HAPPY GILMANS. Red Network. Mondays through Fridays, 1:45 to 2:00 P.M., E.D.S.T. Sponsored by General Mills, Inc.

Sept. 1—GOOD NEWS OF 1938. Red Network. Thursdays, 9:00 to 10:00 P.M., E.D.S.T. Sponsored by Maxwell House Coffee and M-G-M.

Sept. 4—FITCH BANDWAGON, featuring different dance bands each

(*Continued on page 8*)

Warner Oland Dead, Pneumonia Victim

Santa Barbara, Aug. 7.—Word was received here yesterday of the death in Stockholm, Sweden, of Warner Oland, 20th Century-Fox actor who created the role of Charlie Chan and Dr. Fu Manchu on the screen.

Mr. Oland, visiting the country of his birth, was stricken with pneumonia, from which he failed to recover. He was 57 and is survived by his widow and brother.

Mr. Oland's experience in films dated back more than 10 years. In addition to the roles mentioned he was featured in "The Jazz Singer" and "The Vagabond King."

Universal, Fields Sign Two-Film Pact

Hollywood, Aug. 7.—Universal has signed a two-picture deal with W. C. Fields for its 1938-'39 schedule. Mr. Fields will have what amounts practically to his own unit with Lester Cowan, who arranged the deal, producing both pictures.

The first will be Fields' own story, "You Can't Cheat An Honest Man,"

(*Continued on page 4*)

'Ragtime Band' Gets Off in Terrific Rush; Record Set

"Alexander's Ragtime Band" scored the biggest opening in the history of the Roxy, with a total of 29,614 admissions recorded on Friday. Backed by a heavy exploitation campaign, the film is expected to set a record during its scheduled four or five-week run. Weekend attendance maintained this pace, Saturday's business appearing to be ahead of Friday's.

Despite oppressive heat and the counter-attraction of the Douglas Corrigan parade, the film opened at 8 A. M. to a line of more than 700 persons. At 2:35 A. M. a party of four took their places, to be the first in line. By 11 A. M. there were 7,500 in the theatre, including lobby standees, and the line was a block long. S.R.O. was the rule all day.

"The biggest thing in the book," commented Irving Lesser, manager of the Roxy. Absolute capacity for the house for seven shows is about 42,000, but that figure has never been reached. The house record prior to the current attraction was held by "The Cockeyed World," which clocked 27,299 admissions on the opening day. That was 10 years ago. Other big openings were chalked up with "One

(*Continued on page 6*)

Bad Business Is Worrying Australians

Melbourne, July 15 (*By Airmail via London*).—Lack of product, taxation and poor business are forcing an economy wave on exhibitors.

Product is definitely under fire—especially big expensive pictures. More simplicity, more down-to-earth pictures with story content appealing to the masses is wanted, exhibitors claim.

Another factor in the current slump, it is asserted, is the spread of the cash order system — installment buying — which keeps most people concentrating on meeting payments instead of spending in theatres.

Public finances are in the same condition. The recent Commonwealth Loan was under-subscribed and the Commonwealth Bank was obliged to make up the difference. The outlook

(*Continued on page 5*)

Union Asks Probe of Fires in Film Labs

A "rigid investigation" of all film laboratories in the metropolitan area has been asked of Fire Commissioner John McElligott by John H. Rugge, president, Motion Picture Laboratory Technicians' Union, Local 702.

The request, which was authorized by the executive board, followed the explosions at the Warner Bros. Cellulose Products reclaiming plant in Brooklyn early Thursday. A watchman was killed and the building was partly wrecked.

Mr. Rugge's letter to the Fire Commissioner called attention to this occurrence and a similar explosion last

(*Continued on page 4*)

N. Y. Meet on Ad Drive Set For Aug. 16

Exhibitors in the New York-New Jersey area will hold their regional meeting on participation in the "Motion Pictures' Greatest Year" campaign, Aug. 16, according to Joseph M. Seider, head of Prudential Playhouses, who is chairman of the metropolitan area committee for the drive. Mr. Seider's committee will meet at the Astor today to formulate plans for the Aug. 16 meeting.

Arrangements were completed by James Clark, distribution committee chairman, over the weekend for the physical distribution of the official "movie quiz" booklets and application blanks, campaign trailers, press books, accessories and all other material essential to theatre participation. In all, 41 branches in as many key cities will

(*Continued on page 6*)

Finish Arrangements For National's Meet

Kansas City, Aug. 7.—Arrangements have been completed for the regional meeting of National Theatres here Aug. 9-11. Lon Cox, Kansas City district manager for Fox Midwest and assistant to E. C. Rhoden, general manager of the circuit, and Senn Lawler, publicity director of Fox, are handling the meeting. H. A. McClure, district manager, and Frank Ritter, manager of the Isis here, have charge of the golf tournament Wednesday afternoon. Edd Haas, district manager, and Stanley Chambers, director of the Uptown and Tower here, are taking care of the banquet;

(*Continued on page 5*)

Lawyers Asked Time to Study Trade Changes

Feared Effect of Quick Action on Trust Suit

Legal apprehension over the possibility that major distributors may jeopardize the defense of the Government's anti-trust suit by entering into agreements for the self-regulation of trade practices is one of several factors involved in the current study by company attorneys which has delayed the submission to exhibitors of a trade practice plan until after Labor Day and which will decide the fate of that procedure, it was learned over the weekend.

Several company attorneys, it is said, have expressed the belief that the granting of trade practice concessions to exhibitors at this time might create a situation which would complicate the defense of many of those named in the Government's complaint. It has been pointed out, according to report, that the granting of concessions relating to any of the trade practices complained of in the Government proceeding could be construed and advanced by the Depart-

(*Continued on page 6*)

Conciliation Vital, Asserts R. A. McNeil

Conciliation boards or similar tribunals for the airing of exhibitor grievances are a vital necesity and if established and operated efficiently would prevent much of the agitation for Federal supervision of the industry, in the opinion of R. A. McNeil, general manager of the Golden State Theatre Circuit of San Francisco.

Before leaving with his wife and daughter last night for home, after a four-month European trip, Mr. McNeil said that as an independent exhibitor he disapproved of the Government's anti-trust suit, but added that

(*Continued on page 5*)

RKO Buffalo Branch Wins Depinet Drive

The RKO Buffalo exchange, of which Charles Boasberg is manager, was awarded first prize in the company's Ned E. Depinet sales drive which extended for 15 weeks through the winter and spring, Walter Branson, drive captain, stated over the weekend. Four weeks' salary to every

(*Continued on page 4*)

◂ Purely Personal ▸

R. A. McNEIL, Golden State circuit head in San Francisco, and his wife and daughter were guests of James R. Grainger at his home at Belle Harbor Saturday. Herman Wobber, another old friend, was their host Friday. The McNeils left yesterday for the coast.

•

Joseph A. McConville, Columbia foreign manager, will sail from Italy, tomorrow on the *Rex*, arriving in New York, Aug. 17. His original plan was to sail from France on the *Normandie*, arriving here Aug. 15.

•

Darryl F. Zanuck, with Mrs. Zanuck, will arrive on the coast today with William Dover of the 20th Century-Fox studio, following a week in New York.

•

Al McCosker, president of Mutual Broadcasting, and Charles B. McCabe, publisher of the *Mirror* were departures Saturday on the *Conte di Savoia.*

•

I. A. R. Wylie, who went to Hollywood for story conferences with David O. Selznick on "The Young in Heart," is scheduled to return to New York today.

•

Luis R. Molina, head of Royal News studio of Havana returned to Cuba over the weekend after discussing deals for his film, "Tam Tam."

•

Leda Bauer, eastern story assistant for RKO, flew to Hollywood over the weekend by TWA plane to confer with Lillie Messinger, story head.

•

George W. Weeks, Monogram sales head, is extending his midwest tour to include Milwaukee, Chicago and Memphis.

•

Sidney Howard arrived on the coast over the weekend via TWA Skychief from his home in Connecticut.

•

David Palfreyman of the M. P. P. D. A. left for Maine over the weekend on a vacation of several weeks.

•

Alrert W. Warner has joined H. M. Warner and the latter's doughter, Mrs. Mervyn LeRoy, at Saratoga.

•

Nate J. Blumberg, Universal president, is expected back at his office today from a vacation in Maine.

•

Gene Buck and John G. Paine of Ascap returned to New York from the coast over the weekend.

•

Adolph Schimel of the Universal legal department will return today from an annual vacation.

•

Mel Berns, makeup expert, left for Hollywood by train last night after a New York visit.

•

Sonja Henie, who is vacationing in Oslo and Paris, is expected to return Sept. 8.

•

Louis B. Mayer has returned to the coast after a week's stay at Saratoga.

'Crowd Roars' and 'Carey' Well Received in New York

"The Crowd Roars" is virile melodrama which points up Robert Taylor in a strong role and "Mother Carey's Chickens" is charming entertainment for the family, in the opinion of New York newspaper critics. Excerpts from reviews follow:

"The Crowd Roars"

Mirror—Very well made, well played and credible melodrama. . . Mr. Taylor's performance is very good.

News—"The Crowd Roars" cinches Taylor's election as a man's man and provides Capitol audiences with capital entertainment. . . Drama with speed, excitement, romance and a lot of human interest.

Herald Tribune—Mr. Taylor plays a tough guy with considerable persuasion. . . The film has little novelty.

Times—Good cinema. . . The story has a surprising amount of content and characterization for a picture involving Mr. Taylor.

Sun—The story . . . is fast-moving, humorous and fairly bursting with melodrama. . . . An entertaining film.

Journal-American—A thoroughly entertaining prizefight drama. . . . Plenty of action. . . . Taylor checks in a convincing performance.

Post—A rousing fight flicker . . . has skeptic males rooting for Robert Taylor. . . . This one was definitely planned to please America's boy friends, and so it will.

World-Telegram—The film is good. It is exciting, well directed and well played. The prizefight pictures are excellent.

"Mother Carey's Chickens"

Times—Right down to its pinfeathers, "Mother's Carey's Chickens" is a good show. . . A rollicking, folksy comedy for all its vintage . . . delightful.

Mirror—A diverting and charming little comedy for all the family. . . It has the charm of quaintness . . . substantial drama . . . delightful cast.

Herald Tribune—At best, wholesome entertainment . . . sympathetic oldsters surely will applaud the film.

News—Warmly human . . . sincerity . . . simplicity . . . comedy of hilarious proportions.

The World-Telegram—Something to tell your friends about. . . . There is sadness in the film, but it isn't overdone.

Post—Tears and laughter, wholesome fun, villains discomfited and a happy ending. . . . No reason to find fault with the excessive sentiment.

Journal-American—The story is unfolded with a quiet charm. . . . Pleasantly pastoral settings. . . . The cast acquits itself ably.

Sun—The audience seemed to like the picture, enjoying it perhaps as a grown-up rereading a favorite juvenile yarn.

Two SDG Petitions To Be Heard Aug. 22

Hollywood, Aug. 7.—After representatives of 10 major studios flatly denied the asserted National Labor Relations Board jurisdiction over the industry, Dr. Towne Nylander, NLRB director, over the weekend issued complaints against them charging violation of the Wagner Act because of their alleged refusal to bargain collectively with the Screen Directors' Guild. Hearing on complaint will be consolidated with the Guild petition for certification as collective bargaining agency for directors, assistants and unit managers Aug. 22 before a special trial examiner here.

Jurisdiction Denied

At a closed meeting which lasted one hour attorneys for the studios declared that the board has no jurisdiction in the industry, the guild as now constituted is not the proper bargaining agency for assistant directors and unit managers, and directors are independent contractors not employees within the meaning of the Wagner Act. The studios' stand makes it obvious that the Screen Writers' Guild case in which the NLRB ruled the industry engaged in interstate commerce and was amenable to Wagner Act terms and that writers as employees would be carried to U. S. Supreme Court.

The Directors' Guild case is the first instance of the filing of a complaint against film studios here over alleged Wagner Act violations. Named in complaints are Warners, Loew's, Samuel Goldwyn, Wanger, Paramount, Columbia, RKO, Selznick, Universal and 20th Century-Fox.

Lombard and Powell For Lubitsch Film

Hollywood, Aug. 7.—Carole Lombard and William Powell will be co-starred in the second of Ernst Lubitsch productions to be financed by Myron Selznick. The pair are to be teamed together for the first time since "My Man Godfrey" and will receive no pay for work but a straight percentage of profits.

Meet on 20th-Fox Drive

Headed by H. H. Buxbaum, branch manager, and Joe Lee, sales manager, the staff of the local 20th Century-Fox exchange will meet at 9 A. M. today for the last of the series of meetings held throughout the country by James P. O'Loghlin, S. R. Kent Drive leader. This will complete an eight-week tour of branches by Mr. O'Loghlin, who is Canadian district manager. Another is to be started shortly.

Goldwyn Fetes Personnel

Hollywood, Aug. 7.—Samuel Goldwyn over the weekend inaugurated a new system of contacting his department heads and executives by taking the entire group to dinner and the Rosenbloom-Pastor prizefight. Mr. Goldwyn plans a social gathering with his aides at least once every two weeks.

RKO Buys Ellis Story

Hollywood, Aug. 7.—RKO has purchased "A Man to Remember," story of a small town doctor, and will place Edward Ellis, Lee Bowman and Anne Shirley in the top roles. Robert Sisk will produce.

New Orleans to Get Three New Theatres

New Orleans, Aug. 7.—Three new houses are planned here and two others closed for approximately a year are to be reopened. One of the new spots will be the Circle, the largest neighborhood house here thus far. It will be built by Henry Lazarus, will cost between $75,000 and $100,000 and seat 2,000.

Another of the new projects will [illegible] the Regent on St. Charles St. Ira Weingrum will be the operator. It will be a 300-seat second run spot.

United Artists will be the third in the lower section of the city.

The Gaiety has been reconditioned after a fire a year ago and will be opened by the Ruffino Brothers Oct. 1.

Ravenscroft Forms Unit

Hollywood, Aug. 7.—Ralph Ravenscroft, former associate producer with Harry Sherman, has formed Pictorial Productions to make an undetermined number of pictures. The first will be "Navajo," with an all-Indian cast, the photography to be done on the Navajo Reservation.

Wobber, Skouras Leave

Herman Wobber, 20th Century-Fox sales chief, left by train last night with Spyros Skouras to attend National Theatres' regional meeting in Kansas City Tuesday and Wednesday. Several executives of the circuit are in the party.

Form New British Group

London, Aug. 7.—A Workers Film Association has been formed with the backing of the Labor Party Trades Union Congress and kindred bodies. It will start functioning in October.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor: JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Banner, Al Finestone, Thomas Fitzsimmons, Sherwin A. Kane, Irene Kuhn, Joseph Priore.

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TOP OPENING-DAY ATTENDANCE FIGURES SINCE ROXY WAS BUILT!

(Attraction)	(No. of People)
WHAT PRICE GLORY* (1927)	23,221
FOUR SONS* (1928)	25,981
STREET ANGEL* (1928)	24,177
COCK EYED WORLD* (1929)	27,299
THIN ICE (1937)	16,196
WAKE UP AND LIVE (1937)	18,599
HAPPY LANDING (1938)	14,954
IN OLD CHICAGO (1938)	18,123

* *Saturday opening*

ALEXANDER'S RAGTIME BAND

29,614

(all time record!)

"Blockade" Is Strong in Two Boston Spots

BOSTON, Aug. 7.—Rain helped theatre business here last week, and Catholic opposition didn't seem to hurt "Blockade" at Loew's State and Loew's Orpheum. The Orpheum took in $14,000 on the double bill, which included "Reformatory," against an average of $12,000. Loew's State took in $12,000, $1,000 over the top.

Shirley Temple arrived in town too late to aid "Little Miss Broadway" at the Metropolitan. The feature, combined with "Mr. Moto Takes A Chance," drew a smart $15,000, nevertheless. "Little Tough Guy," together with an aggregation of Walt Disney shorts, garnered $13,000 at the RKO Memorial, $1,000 over par.

Total first run business was $61,500. Average is $59,500.

Estimated takings for the week ending July 30:

"TROPIC HOLIDAY" (Para.)
"PRISON FARM" (Para.)
FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $2,500. (Average, $4,500)

"BLOCKADE" (U. A.)
"REFORMATORY" (Col.)
LOEW'S ORPHEUM—(2,970), 25c-30c-40c-55c, 7 days. **Gross:** $14,000. (Average, $12,000)

"BLOCKADE" (U. A.)
"REFORMATORY" (Col.)
LOEW'S STATE—(3,537), 25c-30c-40c-55c, 7 days. **Gross:** $12,000. (Average, $11,000)

"LITTLE MISS BROADWAY" (20th-Fox)
"MR. MOTO TAKES A CHANCE" (20th-Fox)
METROPOLITAN—(4,332), 25c-35c-55c, 7 days. **Gross:** $15,000. (Average, $11,000)

"TROPIC HOLIDAY" (Para.)
"PRISON FARM" (Para.)
PARAMOUNT — (1,793), 30c-40c-55c, 7 days. **Gross:** $5,000. (Average, $8,000)

"LITTLE TOUGH GUY" (20th-Fox)
"WALT DISNEY'S PARADE" (RKO)
RKO MEMORIAL—(2,907), 30c-50c-65c, 7 days. **Gross:** $13,000. (Average, $12,000)

"Goodbye" Best Bet In Buffalo's Lull

BUFFALO, Aug. 7.—This town's first run operators saw only one bright spot last week. The Century's dual, "Always Goodbye" and "We're Going to Be Rich," took in $6,500, to beat par by $500.

"The Amazing Doctor Clitterhouse," at the Great Lakes, broke even with $7,500.

Total first run business was $36,200. Average is $38,600.

Estimated takings for the week ending July 30:

"LITTLE MISS BROADWAY" (20th-Fox)
BUFFALO — (3,000), 30c-55c, 7 days. **Gross:** $11,500. (Average, $12,000)

"THE AMAZING DR. CLITTERHOUSE" (W. B.)
GREAT LAKES—(3,000), 30c-50c, 7 days. **Gross:** $7,500. (Average, $7,500)

"MY BILL" (W. B.)
"PASSPORT HUSBAND" (20th-Fox)
HIPPODROME—(2,500), 25c-40c, 7 days. **Gross:** $5,500. (Average, $6,800)

"ALWAYS GOODBYE" (20th-Fox)
"WE'RE GOING TO BE RICH" (20th-Fox)
CENTURY—(3,000), 25c, 7 days. **Gross:** $6,500. (Average, $6,000)

"THE DEVIL'S PARTY" (Univ.)
"THE JURY'S SECRET" (Univ.)
LAFAYETTE—(3,300), 25c, 7 days. **Gross:** $5,200. (Average, $6,300)

Delay "Drums" Preview

The preview of Alexander Korda's "Drums" announced for Aug. 10 has been postponed by United Artists to Aug. 15 at 8 P. M. at the Hollywood Theatre.

Hollywood Previews

"The Gladiator"

(*D. L. Loew-Columbia*)

HOLLYWOOD, Aug. 7.—The story and production material of "The Gladiator" is of the kind that first zoomed Joe E. Brown to popularity. It includes a lot of comedy and hokum, a dash of romantic love interest and a dab of sentimental human interest. Nevertheless, the picture is a related series of gags, all of which have much audience amusement and commercial exploitation value.

Winning a Bank Night prize, Brown, an orphanage attendant, returns to college. He is hazed by Robert Kent, football hero, and Coaches Donald Douglas and Lee Phelps. His humiliation wins the sympathy of June Travis. Lucien Littlefield, eccentric professor, gives him a dose of a formula that makes him a super-human strong man, able to wreck the football team. Needing money to adopt Dickie Moore, a waif, he turns wrestler and goes into the ring with Man Mountain Dean. Their hokum-packed bout, full of make-believe brutality, is a riot of fun. Brown gives Dean a merry going over until the effect of the formula wears off, whereupon he takes a terrific beating himself. He wins the bout by a trick, however. He also wins Miss Travis and is able to adopt the boy.

Naturally Brown and later Dean are the whole show. Still Miss Travis, Moore, Littlefield, Kent, Ethel Wales, Douglas, Phelps and Eddie Kane, in a cleverly turned bit as an excited manager, contribute much to the production's fast-paced merriment.

Based on a Philip Wylie novel, the screenplay by Charles Melson and Arthur Sheekman together with adaptation by James Milhauser and Earle Snell plus added dialogue by George Marion, Jr., makes it one of Brown's best pictures in months. Edward Sedgwick's direction keeps things moving every minute.

Running time, 70 minutes. "G." McCARTHY

"Painted Desert"

(*RKO*)

HOLLYWOOD, Aug. 7.—It is safe to assume that RKO's signing of George O'Brien for six pictures for the new season, thereby increasing the annual allotment by two, was based on executives' appraisal of "Painted Desert," the last of the 1937-'38 series. The picture contains more action, more plausible situations and possibly more entertainment value than any of its predecessors, and is a thoroughly rounded out piece of film fare, containing suspense, humor, melodrama, and the requisite movement of this type of offering.

O'Brien is supported by Laraine Johnson, Ray Whitley, Stanley Fields, Maude Allen, Fred Kohler, Sr., Lloyd Ingraham, Harry Cording, Max Wagner, Lee Shumway and William V. Mong. Bert Gilroy produced and David Howard directed, and incidentally this producer-director team will handle the new series. John Rathmell and Oliver Drake wrote the script of Jack Cunningham's story.

O'Brien, a young rancher, buys a mine on his leased grazing land to prevent its being worked and interfering with his cattle. However, assays show a valuable mineral deposit, so he, with Miss Johnson, whose grandfather has been tricked out of the mine by a crooked financier from whom O'Brien purchased the mineral rights, start to work it. The financier, played by Kohler, schemes to get the mine back by placing obstacles in the path of the pair, but is killed by the dynamiting which he inspired.

Running time, 59 minutes. "G." VANCE KING

Rice Wins M-G-M Prize

U. K. Rice, manager of the Carolina, Winston-Salem, won first prize of $75 in a contest conducted by M-G-M among Kincey Theatre managers in North and South Carolina. The contest was in conjunction with "Of Human Hearts" and prizes were given on the basis of the increase in business and promotional activities.

I.A.T.S.E. to Move Here

Executive offices of the I.A.T.S.E., transfered from New York to Washington several years ago, are to be moved back here shortly. Offices will be established in the International Building in Rockefeller Center.

Ben Cohen to Marry

Ben Cohen, formerly manager of Loew's-Poli College in New Haven and now manager for Loew's in Calcutta, India, will be married in the fall to Bert Doff, dramatic coach and commentator for WELI, New Haven. She will sail Sept. 13 on the *Paris*. The wedding will take place on her arrival.

Change "Splinter" Title

HOLLYWOOD, Aug. 7. — Twentieth Century-Fox has chosen "Submarine Patrol" as the title for its film formerly called "Splinter Fleet," a story based on the work of the submarine chasers during the World War.

RKO Buffalo Branch Wins Depinet Driv

(*Continued from page 1*)

member of the exchange staff will b paid with the award.

The Toronto office, managed by J F. Meyers, tied with the Vancouve branch, of which W. S. Jones is man ager, for second place. Other winner were, Pittsburgh, George Lefko, man ager; Portland, M. E. Cory, manager Cleveland, H. Greenblatt, mana Memphis, Page Baker, manager Seattle, Ed Lamb, manager, and Den ver, J. H. Ashby, manager.

Winners in the foreign divisio were, Egypt, G. E. Georgeoussy manager, and China, Leon Britton manager, tied for first; Panama, Fre S. Gulbransen, manager, second, an Dutch East Indies, Louis S. Lioni manager, third.

Buffalo's Second Victory

The award is the second to be wo by the Buffalo exchange in the pas two years under the managership o Mr. Boasberg. The office won th Jules Levy anniversary campaign las year.

Mr. Depinet said that the finall audited figures showed a substantia increase in company income over an like period.

Union Asks Probe of Fires in Film Lab

(*Continued from page 1*)

year at a 20th Century-Fox film stor age plant at Little Ferry, N. J., whic caused one death and injuries t others.

The union says these occurrence "raise questions of fire hazard" in th laboratories and it wants the Fir Department to order precautionar measures where necessary in order t protect laboratory employes and pre vent loss of work through fire or ex plosion. The investigation was aske in the interest of the companies a well, the union asserts.

The Warner blast is under investi gation by Fire Marshal Thomas T Brophy. The department listed th cause as undetermined over the week end, but there's some belief that boiler explosion in the basement ma have been responsible. Warners pla to repair the damage immediately an have the plant in full operation i three months.

Universal, Fields Sign Two-Film Pac

(*Continued from page 1*)

a circus life yarn. It will start Sep 15. The script will be by Georg Marion, Jr.

Universal also has signed Constanc Bennett to co-star with a newcome Vincent Price, in "Service DeLuxe, which will start next month. Mis Bennett has a prior commitment wit Hal Roach for "Topper Takes Trip."

Essaness Takes Buildin

CHICAGO, Aug. 7.—Essaness ove the weekend closed a deal for th Woods Theatre Building in the Loop The building will be taken immediatel and the theatre on Sept. 4. The the atre policy will be announced in th near future by Emil Stern, presiden of Essaness.

Bad Business Is Worrying Australians

(Continued from page 1)

or next year is not considered good, [illegible] the national income from wool is [illegible] £14,000,000, and increased taxation will be necessary to raise £13,000,00 for the armament plan.

Circuits and independents are wrestling with the economy problem. In some instances advertising budgets have been halved.

One of the current problems facing distributors is the rejection privileges gained by exhibitors in New South Wales and Victoria, with the prospect of legislation designed to help exhibitors.

The Victorian Exhibitors Association has definitely shelved the move to increase admission prices and is now trying to bring about an abolition of the ticket tax.

Recently a delegation, which included employes' representatives, interviewed Premier Dunstan on this subject and argued for a licensing system similar to that in force in Australia and New Zealand. The deputation informed the Premier that Victoria was the only state in Australia which taxes tickets as low as six pence. The lowest priced ticket taxed in any other state is the tax on nine-pence tickets in Western Australia. In Queensland no tax is levied on tickets under three shilling, six pence.

Spokesmen for the exhibitors claimed that the removal on the tax on six penny tickets would cost the Government less than £20,000 per year. Since the amount of entertainment tax now collected by the Government was £55,000 more than it received in 1933, it would still be receiving over £30,000 in excess of what it had been receiving in that year.

Conciliation Vital, Asserts R. A. McNeil

(Continued from page 1)

the company defendants "brought it on themselves" by failing to give "the little fellow a break."

"A lot of the independents are in the wrong," he said, "but the fact remains that when they complained to the film companies, right or wrong, they got no attention. The executives were afraid that if they answered the exhibitors' letters they would say something that would later be held against them. The exhibitors have had no place to go with their grievances since the NRA boards went out of existence."

Mr. McNeil said that his Northern California circuit of 76 theatres will probably participate in the industry's promotion campaign, but that a decision will be made later.

Change "Salomy" Title

Hollywood, Aug. 7.—The production at the 20th Century-Fox studios formerly known as "Salomy Jane" has been retitled "Arizona Wildcat." Other title changes at the same studio are "Down on the Farm" instead of "Corn on the Cob" and "Sharpshooters" for one of the "Camera Daredevils" series.

New York Previews

"Barefoot Boy"

(Monogram)

Here is a picture for the juvenile-family trade and it should find its mark there with little difficulty. It's earthy stuff about plain people and youngsters with effective dramatic tones and comedy moments. The accent for the most part is on juvenile doings and childish romance. Character building also has a fair part of the story as it tells of the regeneration of a spoiled, headstrong youth by his father.

Mainly the story concerns Ralph Morgan, a banker, who is released from prison after serving a term for a crime of which he is innocent. His wife is about to divorce him and he goes with his spoiled son to live with a kindly farmer and his family. There the boy is brought into contact with other children and becomes involved in their enthusiasms and escapades.

At length they descend on a supposedly haunted house and discover stolen bonds which would vindicate Morgan. But the real culprits come upon them and scare them away. Young Jackie Moran, however, and Marcia Mae Jones in a roundabout way and after much action and excitement eventually corral the bandits. Moran is slightly wounded in the ensuing scuffle, but the bonds are recovered and everything is set to rights.

Young Miss Jones is the outstanding personality in the film. Other good performances are turned in by Moran, Claire Windsor, Helen MacKellar and Matty Fain. Earl Brown directed. The story is credited to John T. Neville.

Running time, 63 minutes. "G." JOSEPH PRIORE

"Time Out for Murder"

(20th Century-Fox)

This film has the stuff that makes thrillers what they are. It has that vital quality that hits off well with all audiences. Various facets of modern life and its accessories and people are worked into the story and the final result should do the trick at the box-office.

It's a murder mystery that involves newspapermen, a feminine employe of a collection agency, gangsters and the telephone company's time-telling service. It switches from the light, breezy and comical to the dramatic with the ease of telephonic connection. The dialogue keeps pace with the staccato trend of the story.

The featured players are Michael Whalen and Gloria Stuart. The former enlists the aid of the girl when he sets out to pin the murder of a demi-mondaine on a gangster. They have a harum-scarum time chasing down clues, questioning suspects and becoming involved in all sorts of ticklish situations which ultimately result in the uncovering of the murderer. The climax is good for 10 minutes of suspense with the reliable chase device and the knocking off of the killer as he seeks to make a getaway. The concluding romantic sequence also defies expectation. Miss Stuart departs leaving Whalen to reform his ways before she's interested.

H. Bruce Humberstone directed. Jane Darwell, Chick Chandler, Douglas Fowler and Jean Rogers are in the support.

Running time, 70 minutes. "G." JOSEPH PRIORE

"Heroes of the Hills"

(Republic)

"The Three Mesquiteers" undertake the problem of penal reform in this latest film detailing their entertaining exploits. The story is unusual for this type of picture, but it satisfactorily blends with the outdoor action and the talents of the featured players. There are few moments devoid of action.

Following a prison break the boys undertake an experiment with a prison farm in order to save the country the expense of a modern jail. They take a number of convicts and put them to work on their ranch. But the construction company that had submitted a juicy bid for the new jail learns of this and proceeds to make things difficult. Murder is done. An attractive miss, Priscilla Lawson, lures Robert Livingstone from his duties and the gang gets its dirty work in. Eventually the tables are turned and the trio corrals the guilty parties. The dialogue is snappy and the production is handled in good style.

George Sherman directed. Livingstone, Ray Corrigan and Max Terhune deliver the stuff. Miss Lawson is a refreshing change from the ordinary western leading lady. The support includes Carleton Young, LeRoy Mason, Forrest Taylor and Roy Barcroft. William Berke is listed as associate producer.

Running time, 55 minutes. "G." JOSEPH PRIORE

Finish Arrangements For National's Meet

(Continued from page 1)

Jim Long of the Plaza, Sam Naster of the Lincoln, and Charles Barnes of the Uptown are handling the decorations.

From the New York offices of National will come Spyros Skouras, Jack Sullivan, William T. Powers, Eddie Zabel, H. C. Cox, John Healy and Milt Hossfeld. From the West Coast: Charles P. Skouras, Charles A. Buckley, Mike Rosenberg, A. M. Bowles, Irving Epsteen, and A. J. Krappman.

The personnel from the Mountain Division will be Rick Ricketson, Fred Glass, Ray Davis, Bill Steege, Harry Huffman, Jack McGee, Bob Garland, Bill Dollison, Jack Copeland, Harry Ashton, Harold Jones, Don Dungan, Si Sanders, I. Weiner, Bill Agran, Bill Conrad, and George Frantz.

Wisconsin Division: H. J. Fitzgerald, L. H. Pierce, R. Leddy, C. L. Loewenberg, E. V. Geehan, V. T. Touchett, Joseph Stroger, John Bergant, G. H. Brown, G. N. Bletchford, Elmer Brennan, Gene Kilburg, Loewell Parmentier, and Harold Knudson.

Northwest Division: Frank Newman.

Midwest Division: E. C. Rhoden, Lon Cox, H. A. McClure, Edd Haas, Fred Souttar, H. E. Jameyson, Stanley N. Chambers, Senn Lawler, L. E. Pope, Charles E. Shafer, L. O. Honig, Leland Hazard, Allan Karf, Harold Hume, H. F. Brown, Chester Hylton, Ralph Adams, Morrill Moore, B. M. Montee, C. H. Zile, C. C. Murray, J. Earl Hayes, and John Meinardi.

In addition, Herman Wobber, 20th Century-Fox; Felix A. Jenkins of that organization; and Willard Keith, of Keith Cosgrove & Co., insurance agents, will attend.

John Peere Miles Is Goldwyn Ad Director

Hollywood, Aug. 7.—John Peere Miles, veteran publicity man, today became publicity director for Samuel Goldwyn, replacing Al Vaughn, who held the post since Jock Lawrence several months ago was elevated to production assistant to Goldwyn.

Vaughn left to become assistant to Frank Seltzer, publicity director for Hal Roach. Lynn Farnol has left for the east for a month's stay before returning to resume conferences here with U. A. executives.

Lina Asks Particulars

Application will be made today in the N. Y. Supreme Court by Lina Pictures Corp. for an order directing H. E. R. Laboratories, Inc., Alladin Pictures Corp. and Garrison Film Distributors, Inc., to file a bill of particulars of their answers to Lina Pictures' suit to recover 47 negatives allegedly delivered to the defendants by Talking Picture Epics, Inc.

Lina claims to have received an assignment of the negatives from Talking Picture Epics. The defendants claim to have a lien for work performed on the negatives.

Plan West Haven House

West Haven, Aug. 7.—Permit for the erection of a new theatre in the Arlingtown sector has been issued to Carmela Cascioli Ardolino, daughter of Machael Cascioli, lessee of the Park. It will cost $55,000, exclusive of equipment.

Lawyers Asked Time to Study Trade Changes

(*Continued from page* 1)

ment of Justice as an admission of guilt, similar in flavor to the implications of a consent decree. The prosecution could not be relied upon to accept the promulgation of a trade practice program at this time solely as a voluntary effort to adjust internal industry grievances and complaints, according to the opinion of some industry counsel.

The legal study of the situation now in progress and referred to in the statement issued by Sidney R. Kent, chairman of the negotiating committee, will weigh the merit of views such as these, and, in the event they are substantiated, will explore means of effecting self-regulation of trade practices other than that of a procedure by joint action such as is now being attempted, it was said. For example, individual company action in inaugurating trade practice revisions might answer some of the objections being advanced to the present procedure, in the opinion of some attorneys.

However, inability to discover an approved formula for procedure would be almost certain to result in the abandonment of attempts at self-regulation of trade practices while the Government proceeding is pending, it was said.

As stated by Mr. Kent, the legal study which is expected to determine these questions, will be completed shortly after Labor Day.

New M-G-M Cairo House

Harry Moskowitz, Loew's construction chief, is drawing plans for a theatre in Cairo, to seat 1,550. Other Loew de luxe houses are going up in Puerto Rico and Adelaide.

Wall Street

Stocks Show Fair Gains

	Open	High	Low	Close	Net Change
Col.	13½	13½	13½.	13½	.....
Cons.	1½	1½	1½	1½	.....
Cons. pfd...	8⅛	8⅛	8⅛	8⅛	+ ⅛
E. K.	177½	178	177½	178	+1
G. T. E....	14⅜	14⅞	14⅜	14⅝	+ ⅝
Loew	49¼	50⅜	49¼	50⅛	+1⅛
Para.	10⅜	10⅞	10⅜	10¾	+ ⅜
Para. 1.....	89	89	89	89	—1
Para. 2.....	10¾	10¾	10⅝	10⅝	+ ⅛
Pathe	9¼	9⅝	9¼	9½	+ ¼
RKO	2¾	2¾	2¾	2¾	.....
20th Fox ..	25⅝	26	25⅝	25¾	+ ½
20th pfd...	34	34	34	34	+ ⅝
Univ. pfd..	45	45	45	45	.....
W. B.	6½	6⅝	6⅜	6⅝	+ ⅛
W. B. pfd.	39	41	39	41	+3

Curb Generally Rises

	Open	High	Low	Close	Net Change
G. N.	⅝	⅝	9/16	9/16	—1/16
Sonotone ..	1⅝	1⅝	1⅝	1⅝	.....
Tech.	24¾	25	24¾	24¾	+ ⅛
Univ. Corp.	2⅞	3⅛	2⅞	3⅛	+ ⅛

Bonds Change Fractionally

	High	Low	Close	Net Change
Loew 3½s '46....	100⅛	100	100⅛	+ ⅛
Para. Pict. 6s '55	95¾	95¾	95¾	.....
Para. Pict. '47....	82¾	82¾	82¾	— ¼
RKO 6s '41.......	73¼	73¼	73¼	— ¾
W. B. 6s '39....	78	78	78	+ ½

(Quotations at close of August 5)

'Ragtime Band' Gets Off in Terrific Rush; Record Set

(*Continued from page* 1)

In a Million," which drew 26,404 persons, with a New Year's Eve thrown in; "Four Sons," which drew 25,981; "Street Angel," 24,171, and "What Price Glory," 23,221. The latter four openings were on a Saturday.

For the first two days the Roxy set a running time schedule of 18 hours, from 8 A. M. to 2 A. M., with the feature presented eight times daily and the stage show seven. During this week opening time will be 9 A. M., with an earlier schedule probable over the weekend.

At least one Broadway house made a switch in booking to overcome the heavy Roxy draw this week. The Rialto is holding over "Booloo," although it did only $7,200 last week, rather than risk a heavier attraction.

"The Crowd Roars" at the Capitol is a strong attraction, having opened within a few dollars of "Test Pilot," according to M-G-M. "Little Miss Broadway" did $30,000 in its second week at the Roxy.

Schine Men Endorse Ad Plan at Meeting

Gloversville, Aug. 7. — District managers and executives of the Schine Enterprises, Inc., endorsed at their annual convention here the plan of the industry to spend $1,000,000 in advertising. J. Meyer Schine, president and Louis W. Schine, executive director, lauded the plan as proof that producers are going to cooperate more fully with exhibitors throughout the country.

Guests included Ned E. Depinet, J. R. Grainger, A. W. Smith, Jr., William Sussman, Carl Lesserman, Ed Golden, Abe Montague, William Scully and Charles Casanave.

The convention ended with a steak roast at the summer home of L. W. Schine, at Caroga Lake. Previously, a golf tournament was held at the Pine Brook Country Club.

The tournament was won by Norman Ayres. He was awarded a silver trophy. Charles Casanave was second, Jerry Leary, third.

Other prizes for low net scores went to Joe Schwartzwalder, Willard McKay, Gus Lampe, George Dembow, Pete Dana, Eddie Golden, Bill Tubbert, Syd Sampson and Wallie Allen.

Miscellany prizes went to Charlie Smakowitz, Bernie Branze, William Sussman, Clayton Eastman, Harry Berkson, Joe Miller, Lou Golding, Eddie Schnitzer, Eddie McAvoy, James Sanford, Bud Silveman and Lou Lazar.

Plan Short on Lincoln

Hollywood, Aug. 7.—Warners will make a color short based on the life of Abraham Lincoln. The picture, to be supervised by Gordon Hollingshead, will be a member of the patriotic series.

Carey Yarn to Selznick

Hollywood, Aug. 7. — David O. Selznick has purchased "Second Meeting," by Lucian Carey, from galley proofs. It is to be published serially in the *Saturday Evening Post.*

Monogram in Favor Of Drive—Johnston

Declaring that he subscribes "wholeheartedly" to the industry's plan for the "Motion Pictures' Greatest Year" campaign, W. Ray Johnston, president of Monogram, said prior to his departure for the coast over the weekend that his company would participate in the drive.

Monogram is the first of the independent companies to enter the drive, but Republic and several others have tentatively approved it and may enter during the week.

Mr. Johnston will be at the Monogram studio for about a month conferring with Scott Dunlap, production head, on forthcoming releases. He stated that the company's plans for producing its own quota pictures in England will be decided at the next meeting of the Monogram board of directors, to be held in September.

Chicagoans Pledge $10,000 for Drive

Chicago, Aug. 7.—More than $10,000 was pledged to the campaign fund for "Motion Pictures' Greatest Year" by Chicago's independent exhibitors following the meeting, Friday, at the Stevens Hotel, a weekend checkup revealed.

More than 100 Chicago, Indianapolis and Milwaukee film men attended the session which was presided over by Gradwell L. Sears of Warners and Edwin Silverman of Essaness Circuit. The pledges received comprised an almost unanimous representation.

Among the pledges was $3,000 from Essaness; $1,200 from Indiana-Illinois Theatres; $1,000 from Jones, Linick & Schaefer; $500 from CGS Circuit and proportionate amounts from many others. The quota for the Illinois - Michigan - Indiana - Wisconsin territory was set at $25,000 and with follow-up committees designated to contact those not present on Friday, it was believed this amount would be reached within a few days.

Many New Yorkers Present

Among those present were, from New York: Gradwell Sears, William Gehring, George Weeks and William Clark. From Milwaukee: H. J. Mirisch, Asher Levy, H. J. Fitzgerald, Frank Welter, George Levin, E. Weisner, Jack Silliman, Jack Feny, Charles Trampe, John Ludwig, Jack Keegan, L. F. Gran, M. Harmon. From Indiana: Maurice Rubin, Michigan City; Dudley Williston, Gary; Kurt Laemmle, Lowell; from Ironton, Michigan: Martin Thomas, and from Pontiac, Eddie Zorn, also Milt Ellis of Beloit, Wisc. From downstate Illinois: A. B. McCullom, Hoopeston; George Kruger, Hinsdale; A. H. Hartford, Marsailles. Chicagoans present included: John Balaban, Eddie Silverman, Clyde Eckhardt, Alex Manta, Jack Kirsch, Charles Ryan, Maurice Leonard, Jules Rubens, William Hollander, Larry Stein, Herb Elisberg, Harry Lorch, Nate Platta, Nate Wolf, Ludwig Sussman, Tom Gilliam and Mrs. G. L. Pierce.

N. Y. Meet on Ad Drive Set For Aug. 1

(*Continued from page* 1)

handle this material. The allocatio of material to company exchang[illegible] utilize Paramount branches in si cities and Canada; 20th Century-Fo in six cities; RKO, six; M-G-M, fiv Warners, five; United Artists, three Columbia, two, and Universal, two.

Following is a list of the compan exchanges which will handle the cam paign material in each of 36 cities:

Albany	Columbia
Atlanta	20th-Fox
Boston	20th-Fox
Buffalo	20th-Fox
Charlotte	RKO
Chicago	M-G-M
Cincinnati	Paramount
Cleveland	M-G-M
Dallas	20th-Fox
Denver	United Artists
Des Moines	Columbia
Detroit	RKO
Indianapolis	20th-Fox
Jacksonville	Paramount
Kansas City	Warners
Los Angeles	Paramount
(Maine) Portland	Paramount
Memphis	Warners
Milwaukee	M-G-M
Minneapolis	20th-Fox
New Haven	Universal
New Orleans	M-G-M
New York	Paramount
Oklahoma City	Warners
Omaha	United Artists
Philadelphia	RKO
Pittsburgh	M-G-M
Portland (Ore.)	RKO
St. Louis	Universal
Salt Lake City	United Artists
San Antonio	Paramount
San Francisco	Warners
Seattle	Warners
Sioux Falls	RKO
Washington	RKO
Canada	Paramount

The campaign committee will supply a total of 1,500 prints of the short subject for the drive.

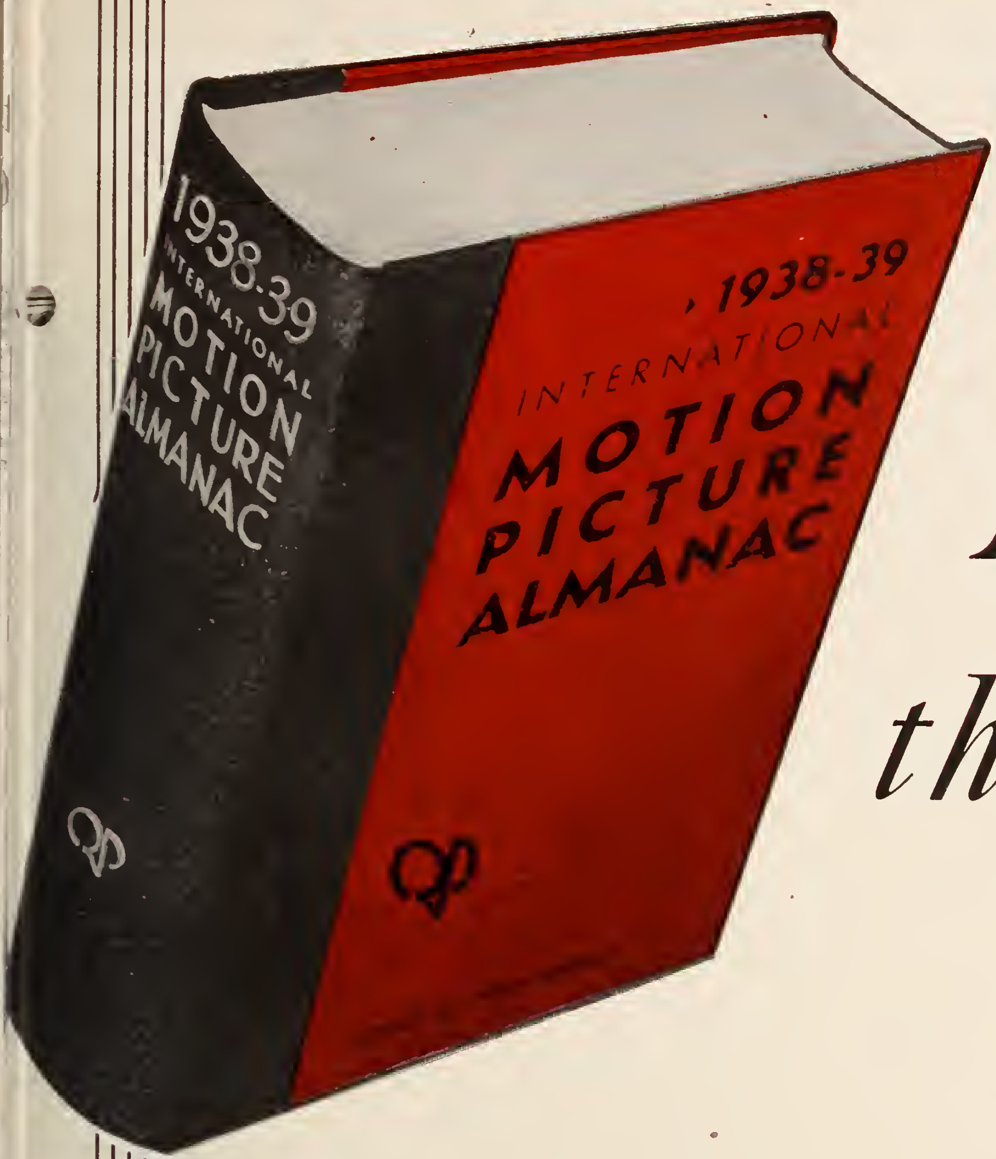
Will Hays Cites Value

Will H. Hays, in commenting on the significance of the campaign at a Hollywood meeting late last week, said that he sees it as an example to other industries which, if followed, could inaugurate a buying wave which would overcome the business recession.

Arrangements for holding regional meetings for Canadian exhibitors have been completed by J. J. Fitzgibbons.

Cliff Lewis Names Aides

Hollywood, Aug. 7.—Cliff Lewis, chairman of the exploitation subcommittee of the Hollywood executive committee for "Motion Pictures' Greatest Year," over the weekend named his assistants. They are: Tom Alfred, 20th Century-Fox; Irving Rubine, Warners; Frank McFadden, Universal; Russ Phelps, Walter Wanger Productions; Harry Loud, M-G-M; Cy Allen, RKO, Jack Sherman, Orpheum Theatre, Willis Kinnear, Paramount Theatre, Bob Kesner, RKO Hillstreet Theatre and Dean Hyskell, Fox West Coast Theatres.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1938-39

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QUIGLEY PUBLICATIONS
ROCKEFELLER CENTER • • NEW YORK

NBC Books 27 Commercials For the Fall

(Continued from page 1)

week. Red Network. Sundays, 7:30 to 8:00 P.M., E.D.S.T. Sponsored by F. W. Fitch Co.

Sept. 5 — PROGRAM UNANNOUNCED. Red Network, Mondays through Fridays, 4:30 to 4:45 P.M., E.D.S.T. Sponsored by The Procter & Gamble Co.

Sept. 6—FIBBER McGEE AND MOLLY. Red Network. Tuesdays, 9:30 to 10:00 P.M., E.D.S.T. Sponsored by S. O. Johnson & Co., Inc.

Sept. 11—BOB BECKER CHATS ABOUT DOGS. Red Network. Sundays, 1:45 to 2:00 P.M., E.D.S.T. Sponsored by John Morrell & Co.

Sept. 16—SMILING ED McCONNELL. Blue Network. Fridays, 10:00 to 10:15 A.M., E.D.S.T. Red Network, Saturdays, 10:00 to 10:15 A.M. Sponsored by Ballard & Ballard Co.

Sept. 26—TERRY AND THE PIRATES. Blue Network. Mondays, Tuesdays and Wednesdays, 5:15 to 5:30 P.M., E.S.T. Sponsored by Bowey's, Inc.

Sept. 26—PROGRAM UNDECIDED. Red Network. Mondays, Wednesdays and Fridays, 11:30 to 11:45 A.M., E.S.T. Sponsored by Charles H. Phillips Chemical Co.

Sept. 26—GIRL ALONE. Red Network. Monday through Friday, 4:45 to 5 P.M., E.S.T. Sponsored by Quaker Oats Co.

Sept. 26—DICK TRACY. Red Network. Monday through Friday, 5:00 to 5:15 P.M., E.S.T. Sponsored by Quaker Oats Co.

Sept. 26.—TOM MIX. Blue Network. Mondays through Fridays, 5:45 to 6:00 P.M., E.S.T. Sponsored by Ralston Purina Co.

Sept. 26—JACK ARMSTRONG. Red Network. Mondays through Fridays, 5:30 to 5:45 P.M., E.S.T. Sponsored by General Mills, Inc.

Sept. 26—DON WINSLOW OF THE NAVY. Blue Network. Mondays through Fridays, 5:00 to 5:15 P.M., E.S.T. Sponsored by the Kellogg Co.

Sept. 27—PROGRAM UNANNOUNCED. Red Network. Tuesdays, 10:00 to 10:30 P.M., E.S.T. Sponsored by The Pepsodent Co.

Sept. 27—PROGRAM UNDECIDED. Red Network. Tuesdays and Thursdays, 11:30 to 11:45 A.M., E.S.T. Sponsored by Cal-Aspirin Co.

Sept. 27—SMILING ED McCONNELL. Blue Network. Tuesdays and Thursdays, 10:30 to 10:45 A.M., E.S.T. Sponsored by Acme White Lead & Color Works.

Oct. 1 — PROGRAM UNANNOUNCED. Red Network. Saturdays, 8:00 to 8:30 P.M., E.S.T. Sponsored by Quaker Oats Co.

Oct. 2 —PROGRAM UNDECIDED. Blue Network. Sundays, 7:30 to 8:00 P.M., E.S.T. Sponsored by Vick Chemical Co.

Oct. 2—JACK BENNY. Red Network. Sunday, 7 to 7:30 P.M., E.S.T. Sponsored by Jello.

Oct. 2—SMOKE DREAMS. Blue Network. Sundays, 3 to 3:15 P.M., E.S.T. Sponsored by H. Fendrich, Inc.

OCT 4—FOR MEN ONLY. Red Network. Tuesdays, 8:30 to 9:00 P.M., E.S.T. Sponsored by Bristol-Myers Co.

Oct. 5—MADISON SQUARE GARDEN BOXING BOUTS (17). Blue Network. Various dates, mostly Fridays, 10 P.M., E.S.T. to finish. Sponsored by Adam Hat Stores, Inc.

Oct. 5—FRED ALLEN. Red Network. Wednesdays, 9:00 to 10:00 P.M., E.S.T. Sponsored by Bristol-Myers Co.

Oct. 6 — EDDIE DOOLEY'S FOOTBALL NEWS. Red and Blue Networks. Thursdays and Saturdays, 6:30 to 6:45 P.M., E.S.T. Sponsored by Liggett & Myers Tobacco Co.

Oct. 8—FRED WARING. Red Network. Saturdays, 8:30 to 9:00 P.M., E.S.T. Sponsored by Grove Laboratories, Inc.

Oct. 9—METROPOLITAN OPERA AUDITIONS OF THE AIR. Blue Network. Sundays, 5:00 to 5:30 P.M., E.S.T. Sponsored by Sherwin-Williams Co.

Oct. 10—CARSON ROBINSON AND HIS BUCKAROOS. Blue Network. Mondays, 8:00 to 8:30 P.M. E.S.T. Sponsored by Musterole Co.

Oct. 21—WARDEN LEWIS E. LAWES. Blue Network. Fridays, 8:00 to 8:30 P.M., E.S.T. Sponsored by William R. Warner Co.

Liars to Go on Air

Montreal, Aug. 7. — Champion liars will take the air this week in an effort by CBC to take listeners' minds off the heat.

Next Thursday, from 8 to 8:30 P.M., E.D.S.T., a Halifax broadcast will feature the charms of a campfire scene in the deep woods with a champion tall story teller as the highlight.

Cantor Says He Will Back Television Net

CHICAGO, Aug. 7.—Eddie Cantor, passing through here enroute to the coast, said he plans to raise $10,000,000 to finance a national television network. Mr. Cantor said that his recent visit to England proved to him television would be the newest entertainment industry. England, he added, is five years ahead of this country in the development of television.

Mr. Cantor said he would bring Marcel Hellman, British television expert, to this country this fall to work out plans for the proposed network.

WSUI Given $90,000 For Improvements

IOWA CITY, Aug 7.—The Iowa State University station WSUI will be improved so that it will cover virtually the entire state, with the $90,000 grant recently approved by the interim committee of the Iowa legislature. The state allotment was $49,500 and an application is on file in Washington, D. C. for a PWA grant for the remainder.

Joe Penner Is Signed

Joe Penner has been signed by the General Foods Co. for a new comedy series in behalf of Huskies. The program will start Sept. 29, and it will be a regular Thursday evening series at 7:30 P. M., with Hollywood as the point of origination.

Station Application Hearings Are Dated

WASHINGTON, Aug. 5. — Hearings were today ordered by the Federal Communication Commission on a number of broadcasting applications, among them the following applications for new stations:

Springfield Broadcasting Corp. for a 1,310-kilocycle, 100-watt station at Springfield, O.; J. Samuel Brody for a 1,310 kilocycle station at Sumter, S. C., with 100 watts night, 250 watts day; Enrique A. Sanfeliz for a 580-kilocycle, 1,000-watt station at San Juan, P. R.; Bernard Goldsmith for a 1,420-kilocycle, 100-watt daytime station at Metuchen, N. J.; South Nebraska Broadcasting Co. for a 920-kilocycle station at Hastings, Neb., with 1,000 watts night, 5,000 watts day, and Drohlich Brothers for a 1,500-kilocycle station at Sedalia, Mo., with 100 watts night, 250 watts day.

Other applications to be heard included those of KEX, Portland, Ore., for change of frequency from 1,180 to 1,160 kilocycles and extension of time from sharing to unlimited; WTMV, East St. Louis, Ill., for increase of night power from 100 to 250 watts; WRAW, Reading, Pa., for increase of power from 100 to 250 watts; WIRE, Indianapolis, for increase of night power from 1,000 to 5,000 watts; WHB, Kansas City, for extension of time from day to unlimited and increase of power from 1,000 to 10,000 watts; KWNO Winona, Minn., for extension of time from day to unlimited with 100 watts night, 250 watts day; WTEL, Philadelphia, for change of frequency from 1,310 to 1,500 kilocycles and extension of time from sharing to unlimited.

Examiners' Reports Listed

The commission announced the submission of a number of examiners' reports recommending the granting of applications of WDAE ,Tampa, for change of frequency from 1,220 to 780 kilocycles; WTAQ, Green Bay, Wis., for increase of day power from 1,000 to 5,000 watts; WTAD, Quincy, Ill., for extension of time from day to unlimited; WRBL, Columbus, Ga., for change of frequency from 1,200 to 1,330 kilocycles and increase of power from 100 watts night, 250 watts day, to 1,000 watts, and WNLC, New London, for extension of time from day to unlimited.

Approval also was recommended of the applications of Emporia Broadcasting Co., Inc., for a 1,370-kilocycle, 100-watt daytime station at Emporia, Kan.; and Chester Howard and Clarence Berger for a 1,420-kilocycle station at Wallace, Ida., with 100 watts night, 250 watts day.

Other reports recommended denial or dismissal of applications of WRDO, Augusta, Me., for renewal of license, and United States Broadcasting Co., for a 1,310-kilocycle, 100-watt station at Washington, D. C.

Sue Halson Radio Co.

Suit was filed Friday for an accounting in the N. Y. Supreme Court by Halson Radio Mfg. Co. against the Franklin Factors Corp. The plaintiff alleges that in October, 1936, it entered a factoring agreement with the defendant as a result of which the plaintiff received advances exceeding $250,000, and assigned accounts receivable to the defendant of several hundred thousand dollars. The plaintiff is now seeking to compel the defendant to account for collections of the accounts receivable, claiming that there is an undetermined balance due.

Challenge Dupont "Cavalcade" Claim

The U. S. Government has challenged the claim of E. I. Dupont d Nemours & Co. that it has a propert right in "Cavalcade of America," titl of the company's series of weekl broadcasts over CBS which will be resumed in the fall after being off th air for the summer.

Nevertheless, the title of the featu film that will be shown at the Federa area of the World's Fair has bee changed from "Cavalcade of America" to "Cavalcade of the United States," as a result of Dupont's objection. Th film will have "Highlights of th United States History" as a sub-title

Commenting on a letter fron Brooks Darlington, radio manager fo Dupont at Wilmington, Theodore T Hayes, executive assistant commissioner of the U. S. Commission fo the Fair, said: "The words of the titl in question really belong to the natio at large, it seems to me, and hardly t any one concern. There is at presen a feature moving picture ("Alexander's Ragtime Band") which is subtitled "An American Cavalcade." Th Government should certainly feel fre to use any combination of words t christen a collection of its own historical experiences in the interest o promoting patriotism without the restraining hand of a private enterprise."

Mr. Hayes conferred at the Attorne General's office in Washington an was informed that no infringement o title would occur. Actually, he said "the name was changed because th subject matter will deal exclusivel with events in this country and it wa felt that the word 'America' migh mistakingly be considered as referrin to the entire western hemisphere."

Sherman Gregory Is Named KDKA Hea

Sherman D. Gregory, now assistan manager of broadcasting for Westinghouse Electric, has been appointe manager of KDKA, Pittsburgh Blu outlet of NBC. Gregory succeeds A E. Nelson, who was recently mad sales manager of the NBC-Blue.

A. H. Morton, manager of NB operated stations, who made know Mr. Gregory's appointment in Ne York on Friday, indicated that ther would be no change in operatin policies of KDKA.

Emerson Wins in Suit

Federal Judge Henry W. Goddar has dismissed a trade mark infringement and unfair competition sui against Emerson Radio & Phonograp Corp., Emerson Television-Radio Inc., and Benjamin Abrams, brough by the Emerson Electric Mfg. Co. ruling that there was "no evidence o unfair competition." The plaintiff ha sought to exclude the defendants fro the use of the name Emerson in th sale of radio receivers and had aske for an injunction, accounting of th profits and a judgment for damages Judge Goddard's decision, after trial ruled that there was no actual competition or similarity in the products o the plaintiff and the defendants.

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MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

44. NO. 27 NEW YORK, TUESDAY, AUGUST 9, 1938 TEN CENTS

CBS Lines Up 24 Programs; Nine Are New

Fifty-seven Accounts in Complete Fall Array

Judging by the number of new and returning programs set for fall deliv-ry to listeners, CBS will enjoy one f its most prosperous eras this fall nd winter. The roster shows 24 rograms scheduled for presentation, nine of which are new, the remainder renewals. Complete business to be arried by CBS shows 57 accounts. The CBS roster of new and renewed rograms, revised to date, follows:

Aug. 6.—Lucky Strike Hit Parade, Saturdays, 10 to 10:45 P.M. Sponsored by American Tobacco Co.

Additional developments in radio yesterday on page 8.

Aug. 17—Gangbusters, Wednes-ays 8 to 8:30 P.M. Sponsored by Colgate-Palmolive-Peet.

Aug. 24.—Myrt & Marge, Mondays Through Friday, 10:15 to 10:30 A.M. Sponsored by Colgate-Palmolive-Peet.

Sept. 2—First Nighter, Friday, 8 o 8:30 P.M. Sponsored by Campana Sales Co.

Sept. 5—Lum 'n' Abner, Monday, Wednesday and Friday, from 6:45 to

(*Continued on page* 8)

Expect Quick Moves In No. Dakota Case

Preliminary work on the form of the decree to be entered, giving effect to the Federal statutory court's decision upholding the constitutionality of the North Dakota affiliated theatre "divorce" law, has been completed here and forwarded to Fargo where, it s expected, the decree will be signed by the court this week.

The decree will stipulate that there is to be a 30-day stay of the enforcement of the state law, thus relieving

(*Continued on page* 7)

Universal to Have 4 Cartoon Features

Hollywood, Aug. 8.—Walter Lance, cartoon producer for Universal, is planning four feature length cartoons. The first, he stated, will be "Aladdin and His Wonderful Lamp," now being put in script form and budgeted at $750,000.

Mr. Lance plans to make 26 cartoon shorts this season.

Para. to Take Stock Interest In Television

Buying Into DuMont Lab Which Makes Tubes

Paramount has completed arrangements to purchase an interest in the Allen B. DuMont Laboratories of Passaic, which manufactures cathode ray tubes, with a view to the use of motion picture film in television broadcasting.

Barney Balaban, president of Paramount, said that the arrangement with the laboratories provides for advances of funds for television development. The DuMont company is setting up an experimental transmitting station and Paramount engineers are cooperating.

A Paramount official stated that DuMont is in a strong position in the general television situation because of its manufacture of parts necessary in television, chiefly cathode ray tubes.

"These tubes are the most essential and unusual parts of television transmitting and receiving, as the art is now developed in England, on the Continent and in this country," Mr.

(*Continued on page* 6)

Ask Nov. 1 Date on Anti-Trust Replies

Major defendants in the Federal anti-trust suit have requested an extension to Nov. 1 of the time for filing answers to the Government's bill of complaint.

The request has been made to the Attorney General's office within the past few days and a reply is expected before the end of this week.

Attorneys for defendants said the request was made because of the sweeping allegations contained in the

(*Continued on page* 6)

RKO Closes 2-Year Deal with National

A two-year deal for all RKO product to play the 350 theatres in the National Theatres circuit was signed yesterday. Final details were consummated by Jules Levy, RKO distribution head, and William T. Powers, chief buyer for the circuit, before the latter left late yesterday for the National Theatres meeting in Kansas City.

The deal includes all features, March of Time, Walt Disney shorts and other product.

Another Record

Everything's happening at the Roxy this week. Irving Lesser, manager of the theatre, yesterday received a letter from D. S. Radzely of Brooklyn relating that he and his wife were expecting a baby, but despite her condition she insisted on seeing "Alexander's Ragtime Band" Saturday afternoon. While in the theatre, Mrs. Radzely's condition changed and she was rushed to her physician. The baby arrived shortly after at Beth Israel Hospital. Mr. Lesser says he's going to suggest they call her Alexandria.

20th-Fox Has 5,500 Sales Pacts Signed

A total of 5,500 product contracts have been obtained to date by 20th Century-Fox, this representing fully 50 per cent of the salcs possibilities of the company, which is leading all others in the number of deals closed for 1938-'39.

The increase over last year at this time is reported as in the neighborhood of 10 or 12 per cent. Selling started as early as last February and has been pushed since. The release this month of "Alexander's Ragtime Band" and the sixth annual S. R. Kent Drive, which will start Aug. 14, will give the sales effort strong impetus, it is expected.

The company has discarded roadshows for its big pictures in favor of pre-release and regular runs backed by big exploitation campaigns. Herman Wobber, distribution chief, feels that extended roadshows are unfair to the subsequent runs and make them wait

(*Continued on page* 7)

"Alexander" Grosses $50,000 for 4 Days

With a gross of approximately $50,000 for four days with "Alexander's Ragtime Band," the Roxy this week will crack all records since the present management took over the house in 1932.

An attendance of 111,000 has been tallied since the film opened Friday. Friday's take was $12,964; Saturday's, $15,949; Sunday's, $12,757, and yesterday's was estimated, early in the evening, to hit $9,000.

The gross for the first seven days is expected to hit $75,000.

Franklin Is Made Manager For Ad Drive

Theatre Executive Takes Up His Duties Here

H. B. Franklin

Harold B. Franklin, former president of RKO Theatres, was named business manager of the Motion Pictures' Greatest Year campaign, by George J. Schaefer, campaign chairman, yesterday.

Mr. Franklin arrived in New York from the Coast yesterday and will take up his new duties at campaign headquarters in the Loew Building at once. He will work under the direction of Mr. Schaefer and the executive committee for the campaign. In Mr. Franklin's past associations with Paramount, RKO and Fox West Coast he has directed a number of "Greater Movie Season" campaigns.

Louis Berg, formerly with G.B., was also addcd to the campaign headquarters staff ycsterday. He will handle trade paper contacts during the drive.

A. W. Smith, Jr., United Artists sales manager, left New York yesterday for Minneapolis where he will as-

(*Continued on page* 7)

G.N.-Educational Pact About Ready

The drafting of a formal proposal for the merger of Educational and Grand National may be completed late today or some time tomorrow, Lloyd Wright, co-trustee of Grand National, said yesterday.

Mr. Wright has been working on the final draft of the merger proposal with Earle W. Hammons, Educational

(*Continued on page* 6)

Garbo to Do 'Curie,' 'Ninotchka' for MGM

Hollywood, Aug. 8.—Greta Garbo will make two more pictures for M-G-M, it was stated today at the studio. The first will be "Ninotchka" and will be started following the star's return to the coast Nov. 1. The story

(*Continued on page* 7)

◂ Purely Personal ▸

HARRY M. WARNER is due back in two weeks from Saratoga and is expected to spend some time at the home office before returning to the coast. ALBERT WARNER returned from Saratoga yesterday.

•

TYRONE POWER, DICK PITTENGER and BILL GALLAGHER 20th Century-Fox departed for Hollywood over the weekend via American Airlines. W. R. (BILLY) WILKERSON was on the same plane.

•

WILLIAM KUPPER, 20th Century-Fox western division manager, returned yesterday from Oklahoma City and left last night to attend the National Theatres meeting in Kansas City.

•

AL WILKIE was the only working film man in Saratoga last weekend. He visited the spa to make arrangements for a pre-release showing there of "Sing, You Sinners."

•

RICHARD EICHBERG, Berlin film producer, who sailed over the weekend, plans to return here shortly. He is accompanied by his wife, KITTY JANTZEN, actress.

•

HERB MORGAN, M-G-M shorts publicity head, is conferring with JACK CHERTOK, shorts production executive, on the coast. He is due back August 22.

•

BILL CHAMBLISS of the 20th Century-Fox publicity department is spending his vacation gaining flying hours as a lieutenant in the Naval Reserves.

•

I. ROBERT BRODER, attorney returned via San Francisco and Vancouver from a month's business and vacation trip to Hollywood.

•

ARTHUR JACOBSON, an assistant director at the Paramount studios, is in town. He is at the Waldorf-Astoria.

•

PETE HARRISON expects to leave Roosevelt Hospital next Monday. He is recuperating from an operation.

•

JAMES R. GRAINGER, president of Republic, left by train last night for Chicago on a business trip.

•

W. RAY JOHNSTON, Monogram president, has gone to the coast for conferences on product.

•

GEORGE WILCOCK has been appointed to the editorial staff of the Jam Handy organization.

•

DR. A. H. GIANNINI plans to leave New York for the coast tomorrow.

•

. . . Omaha

BILL CRYSTAL, Grand National salesman, has been promoted to branch manager, succeeding JACK LAMONT. LAMONT was moved to Atlanta, replacing W. M. RICHARDSON, resigned.

EDDIE FORESTER, Omaha Theatre manager, celebrated his 10th wedding anniversary recently.

LEON MENDELSON, Warner salesman, is recovering from an infected foot and leg.

Honor Salesman

Arma, Kan., Aug. 8.—What is happening here this week has startled blase film men in the Kansas City area. Glenn Neeley is running a week of films at his Empress Theatre in honor of a film salesman!

It is "Parky's Week," "in appreciation of the honest fair dealing policies" of C. M. Parkhurst, salesman for Republic Pictures. Promoted heavily in the local *Record* with Parkhurst's recommendations, Neeley is showing a full week of Republic releases.

Ellis Returns with M-G-M Depositions

Emil K. Ellis returned yesterday from taking 11 depositions in Hollywood of as many M-G-M executives and producers in the stockholders' suits recently inaugurated against individuals of Loew's, Inc.

Mr. Ellis examined Louis B. Mayer, Al Lichtman, Eddie Mannix, Benjamin Thau, Sam Katz, Bernie Hyman and others.

The next examination will be held here Friday at which time, it is understood, Nicholas M. Schenck will be examined, unless he is absent from the city. Trial is scheduled for the November term of the N. Y. Supreme Court.

Ten New Films Are Approved by Legion

All of the 10 new films reviewed by the National Legion of Decency in the past week have been approved, six for general patronage and four for adults. The new films and their classification follow:

Class A-1, Unobjectionable for General Patronage: "The Crowd Roars," "A Desperate Adventure," "Gateway," "Heroes of the Hills," "Letter of Introduction," "Mr. Chump."

Class A-2, Unobjectionable for Adults: "Crime Over London, "Ehestreik" (German); "Kleine und Grosse Liebe" (German); "South Riding."

Brown, Dobie Arrive

J. M. Brown, general sales manager for Warner's in Great Britain, and D. C. Dobie, general sales manager there for First National, are in New York for conferences with the home office.

They will meet with Sam Morris, vice-president in charge of foreign sales, and Joseph S. Hummel, general foreign sales manager, and compare home office operations with conditions abroad. Following this, they will go to Hollywood for a look at production at the Burbank studios and return to London Aug. 24.

"Sinners" to Saratoga

"Sing You Sinners" will be given its world premiere at midnight Aug. 13 at the Community, Saratoga Springs, with racing stable owners, newspapermen and trainers in Saratoga for the race meeting as guests. This ties in with a racing sequence in the film, which was previewed at Bing Crosby's Del Mar track on the coast Friday.

"Wind" Will Not Be Sold, Says Selznick

HOLLYWOOD, Aug. 8.—David O. Selznick says "Gone with the Wind" is not for sale and that he has turned down an offer of $1,000,000 for the story property.

"Selznick International is not interested in selling the film rights to any company at any price, contrary to all reports," he said.

The announcement also stated that Selznick International will produce the film without any supervision from other studios, the only arrangement to be a releasing deal to make possible the obtaining of proper players for the cast.

The $1,000,000 offer was believed here to have been made by Warners following conversations concerning the release of the film which began when Norma Shearer refused to play the "Scarlett O'Hara" role. It was first believed that M-G-M had an inside track on the release. Such a deal was unofficially confirmed at Selznick International several weeks ago. However, no papers had been signed. Selznick International's deal with U. A. concludes with the delivery of two pictures. One "The Young in Heart," is finished.

Officials at Outing

All the principal officers of International Projector Corp. turned out Saturday for the company's annual outing at the Narragansett Inn., Lindenhurst, L. I. The affair was attended by over 200 employes of the factory and office.

Among those present who spoke briefly were Earle G. Hines, president; Herbert Griffin, executive vice-president; Louis Frappier, vice-president; A. E. Meyer, general sales manager; E. L. Worfolk, comptroller; A. J. Palmer, assistant to the president; P. A. McGuire, advertising manager, and R. Knauer, assistant sales manager and chairman of the outing committee. F. H. Richardson of *Motion Picture Herald* also spoke.

New Snoop Is Ready

Robert Gillham's quarterly pictorial journal, *Snoop*, is out again. It pleasantly details by way of the candid camera the latest information about new Paramount product. The seal of "Spawn of the North" gives laughs in a clever layout, Martha Raye and the "Give Me a Sailor" cast do their stuff in stills; "Sing You Sinners" details the Crosby - MacMurray racetrack didoes; Writer Claude Binyon shows how he "creates"; "Men with Wings" is responsible for a fine color layout, and a number of other films, including "If I Were King," "The Arkansas Traveler," "Artists and Models Abroad" and "Touchdown, Army" are seen in advance stills. *Snoop* reveals what the exhibitor ought to know.

Arthur Krim Returns

Arthur Krim, of the law offices of Nizer & Phillips, returned on the *Queen Mary* yesterday from a four-week business and vacation trip in London where he concluded arrangements for the second company of "Golden Boy" to continue the London run of that show.

The first company had to be back in America for the Chicago opening in the first week in September. Eric Linden, Louis Calhern and Jack LaRue are in the new company.

What Key City Critics Say . . .

Following are excerpts from the r
views of new films by film critics
key cities:

"The Amazing Dr. Clitterhouse"

Chicago Tribune— . . . Catchy
. . . catchy picture . . . tale is a de
knit affair . . . smart direction and
ting dialogue help along.

"The Devil's Party"

Chicago Daily News— . . . Able c
rection . . . commendable acting . .
story pretty ordinary . . . dialog
sorta phoney . . . you will like th
movie for the sake of the players.

"Booloo"

Chicago Daily News— . . . Jung
stuff gone Hollywood. . . . Huma
and animals both show intelligen
and the latter hand you a couple
laughs . . . direction far better th
the story deserves.

"The Gladiator"

Los Angeles Examiner— . . . Pr
posterous but funny . . . compar
favorably with Brown's previous e
forts and rated plenty of laughs. . .
Joe is in tip top form.

Los Angeles Times— . . . Strict
machine made for the Joe E. Brov
trade with boiler plate trimmings .
was received with polite amusemer

Schmertz in Hospital

CLEVELAND, Aug. 8.—I. J. Schmert
local 20th Century-Fox branch ma
eger, is at Huron Road Hospit
where he was taken following a pe
sistent fever, cause of which is as y
undetermined.

MOTION PICTURE
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FIRST THREE DAYS OF "ALEXANDER'S RAGTIME BAND" SET THREE *all-time* ROXY RECORDS

1 NEW ALL-TIME OPENING-DAY HIGH! (29,614 people!)

2 BIGGEST SINGLE DAY IN ALL ROXY HISTORY! (34,149 people!)

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20th CENTURY FOX

THE KEYSTONE
OF YOUR FUTURE

"Andy Hardy" Pittsburgh's Hit, $17,500

Pittsburgh, Aug. 8.—Business here last week showed a marked improvement and grosses generally hit a new high for the summer. The standout was "Love Finds Andy Hardy," which got $17,500 at the Penn and finished so strong it was moved to the Warner for another week downtown.

At the Stanley, Gene Autry in person and "Tropic Holiday" drew big afternoon crowds and took $19,500.

Total first run business was $54,000. Average is $45,000.

Estimated takings for the week ending Aug. 4:

"LITTLE MISS BROADWAY" (20th-Fox)
ALVIN—(2,000), 25c-50c, 8 days. **Gross:** $8,250. (Average, 7 days, $6,500)

"ROMACE OF THE LIMBERLOST"
(Monogram)
"GANGS OF NEW YORK"
(Republic)
FULTON—(1,750), 25c-40c, 7 days. **Gross:** $4,400. (Average, $4,500)

"LOVE FINDS ANDY HARDY"
(M-G-M)
PENN—(3,300), 25c-50c, 7 days. **Gross:** $17,500. (Average, $11,000)

"TROPIC HOLIDAY" (Para.)
STANLEY—(3,600), 25c-60c, 7 days. Stage: Gene Autry, Frankie Marvin, Collins and Peterson, Troy and Lynne, The 3 Biltmorettes. **Gross:** $19,500. (Average, $18,000)

"THE KID COMES BACK" (W. B.)
"DIVORCE OF LADY X" (U. A.)
WARNER—(2,000), 25c-40c, 8 days. **Gross:** $4,350. (Average, 7 days, $5,000)

Drop Protest Plans On New Orleans Tax

New Orleans, Aug. 8.—All protest over payment or collection of the recently-enacted one per cent city and state exhibition tax on films has been abandoned by New Orleans exchanges, but may be contested in courts by the Saenger Corp.

Exchanges are billing exhibitors for the one cent state tax and one cent city levy in New Orleans. Saenger, however, informed exchanges they would pay the tax directly to the city and state under protest as a basis for possible court action.

Paramount and Grand National began billing exhibitors for the tax last week. Saenger declined to say when and whether action to contest the tax will be filed.

El Paso Has Big Time Opening 'Old Mexico'

El Paso, Aug. 8.—This town is recovering from a three-day "wild west" celebration over the premiere of "In Old Mexico," which was attended by Harry Sherman, producer, and members of the cast, including William Boyd, George Hayes, Russell Haydon and Jane Clayton.

The opening was featured by a parade of the Hollywood personalities to the Plaza Theatre, escorted by state, county and city officials of New Mexico and Texas, with hundreds of others participating. The Chamber of Commerce of Tularosa, Miss Clayton's home town, attended the opening in a body and brought a brass band of 75 pieces and 1,000 residents of the surrounding vicinity. The ballyhoo got the film off to a big start.

Warner Oland to Be Interred in Sweden

Stockholm, Aug. 8.—Funeral services and interment for Warner Oland who died of pneumonia Saturday will be held in Umea, the town of the actor's birth, according to arrangements made here yesterday.

Upon being informed of the death of Warner Oland, S. R. Kent, president of 20th Century-Fox, who is vacationing at Rangeley, Me., issued this statement:

"We are all shocked and deeply grieved over the sudden death of Warner Oland. Millions of people all over the world will regret his passing as his characterization of Charlie Chan has won a unique spot in their hearts."

Rites for Blystone Will Be Held Today

Hollywood, Aug. 8.—Funeral services for John G. Blystone, a director formerly with 20th Century-Fox, will be held here tomorrow afternoon. Burial will be at Valhalla Memorial Park in Burbank. Mr. Blystone died Sunday of a heart attack. He was 47.

Mr. Blystone entered motion pictures as a property man in 1916. He later became a director with Fox Films and was with that company when it became 20th Century-Fox. During his career he directed over 60 features. He resigned in 1936 and handled directorial assignments last year from Grand National and Universal. He is survived by his widow and two daughters.

Plan 31 Showings on "You Can't Take It"

Columbia will hold trade showings of the Frank Capra production, "You Can't Take It With You," in 31 key cities prior to its general release Sept. 29. Dates and places of the showings will be designated in the near future, and exhibitors will be acquainted at the same time with the national magazine advertising campaign and promotional plans for the picture.

The picture will play a pre-release engagement at the Music Hall Aug. 25, but will not be roadshown.

File Anti-Trust Suit Against L & J Circuit

Atlanta, Aug. 8.—Mr. and Mrs. Fred Wise, owners of the Savannah Theatre Co., have filed suit for $654,000 against Lucas & Jenkins, Inc., operators of 50 theatres in Georgia, charging the defendants had violated anti-trust laws and wrecked their theatre business. Arthur Lucas and W. K. Jenkins, operators of the circuit, and nine major producing companies were named individually as defendants.

It is charged that Lucas & Jenkins joined with distributors in attempting to monopolize the motion picture theatre business in the cities of Savannah, Macon, Augusta, Gainesville, Athens, Barnesville and other towns.

The plaintiff figured his actual damage at $218,000, claiming he had suffered a $40,000 yearly gross loss in business, plus a $40,000 loss through depreciation in the value of the property and a $13,500 shrinkage in the value of equipment. He claims, under the terms of the anti-trust laws, three times this figure, plus costs. The petition was filed by John I. Kelley, attorney.

Essaness Will Seek First Run at Woods

Chicago, Aug. 8.—When Essaness take over the Woods Theatre Sept. 4 the present "C" week dual feature policy will continue, Emil K. Stern, Essaness executive, stated today. However, as soon as suitable product can be secured the house will change over to a first run policy, it is understood. This would put Essaness in a competitive position with B. & K. in the Loop.

The Woods Theatre which has 1,300 seats was purchased from the Marshall Field estate on a 99-year property lease arrangement. The rental for the land will amount to $4,700,000 plus a percentage over a certain figure if conditions warrant. It is also reliably reported that B. & K. also sought to get the property. The advent of Essaness into the Loop area will make changes in the release system, it is said, as Essaness has 24 neighborhood houses to augment its Loop house.

New York's Reviewers Call "Ragtime Band" "Terrific"

"Terrific," "grand" and "very big" are superlatives used by New York newspaper critics in appraising "Alexander's Ragtime Band," first 20th Century-Fox release of the new season. Excerpts from reviews, appearing over the weekend, follow:

Times—Demands recognition as the best musical show of the year . . . a long, elaborate, handsomely produced musical review . . . Mr. Berlin's 26 (songs) are decidedly worth hearing again.

World-Telegram—A terrific and nostalgic musical panorama, a musical history of the most exciting 20 years in American life . . . The music alone carries it along . . . It's grand!

Mirror—The American movie of the century . . . a big and important movie . . . It is also the most genuinely entertaining one we have had this season.

Herald-Tribune — Irving Berlin's song hits of a quarter of a century make a rich musical texture for a bountiful show in "Alexander's Ragtime Band." Alice Faye is better than she has ever been before . . .

Post—Here is a big, big picture . . . There are many things to please many people . . . The production is lavish.

The Sun . . . So rich in entertainment its mere existence should help the entire movie industry. . . . For straight musical entertainment the show is tops.

The Daily News . . . It's a grand show, an exciting parade of memorable events . . . will be playing for what promises to be a record run.

'Amazing' and Vallee Heavy Chicago Draw

Chicago, Aug. 8.—Rudy Vallee o the stage and "The Amazing [illegible] Clitterhouse" on the screen gave Chicago a splendid week with a gros of $40,000, which was $8,000 bette than average.

"Little Miss Broadway" at the Roosevelt was another strong Loop attraction, getting $15,800 which was well over the average $11,000. "Love Finds Andy Hardy" did well at the U. A., and Phil Harris with "Little Tough Guy" was satisfactory at the Palace with a better than average gross. Other grosses were satisfactory and Loop business was the best i weeks.

Total first run business was $112,300. Average is $102,000.

Estimated takings:

Week Ending Aug. 4:

"ALWAYS GOODBYE" (20th-Fox)
APOLLO—(1,400), 35c-55c-65c, 7 days **Gross:** $5,000. (Average, $6,500)

"AMAZING DR. CLITTERHOUSE"
(W. B.)
CHICAGO—(4,000), 35c-55c-75c, 7 days Stage: Rudy Vallee and Band. **Gross:** $40,000. (Average, $32,000)

"BOOLOO" (Para.)
GARRICK—(900), 35c-55c-75c, 7 days **Gross:** $5,200. (Average, $6,500)

"LITTLE TOUGH GUY" (Univ.)
PALACE—(2,500), 35c-55c-75c, 7 days Stage: Phil Harris and Band. **Gross:** $19,200. (Average, $19,000)

"DEVIL'S PARTY" (RKO)
STATE-LAKE—(2,776), 20c-40c-55c, days. Stage: Verne Buck and Band **Gross:** $10,600. (Average, $13,000)

Week Ending Aug. 5:

"LITTLE MISS BROADWAY" (20th-Fox
ROOSEVELT—(1,300), 35c-55c-75c, days. **Gross:** $15,800. (Average, $11,000

"LOVE FINDS ANDY HARDY"
(M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c 7 days. **Gross:** $16,500. (Average, $15,000

Long Island to Get First Drive-In Spot

The first drive-in theatre in New York State will be opened tomorrow night near Rosedale, L. I., on the Sunrise Highway. The project occupies a 12-acre site and the season for the theatre is expected to run from April 15 to Nov. 1 under normal circumstances.

The "house" is called The Sunrise Drive-In Theatre and will be operated by Max Rothstein who has been connected with similar enterprises in Boston. The theatre was designed by Irwin S. Chanin.

Jessel Going Abroad

George Jessel, who has formed an association with Alex Yokel to produce several shows in New York next season, will sail on the *Queen Mary* tomorrow for a week's look-see at current offerings in London and Paris.

Mr. Yokel, who produced the successful "Three Men on a Horse," has another "horse show" in prospect, probably figuring on luck repeating itself.

The World's Fair will also get Mr. Jessel's attention, for he has arranged a concession there, "Little Old New York," a replica of downtown Manhattan in the gaslight era of Jenny Lind, Chuck Connors and similar characters.

MOTION PICTURE
HERALD

Announces the forthcoming

publication of an

EXTRAORDINARY EDITION

Devoted to the all-industry campaign for business revival

and to

The new product of 1938-1939

To be issued about September 10, 1938

Para. to Take Stock Interest In Television

(*Continued from page* 1)

Balaban said. The DuMont organization has been financially successful, he added.

Paramount's interest is in the experimental developments and the company is ready to make extensive investment, an official said.

Allen B. DuMont, president of the laboratories, said he believes the arrangement with Paramount will make possible "complete realization of the possibilities inherent in the patents and apparatus" which his organization has developed.

Ask Nov. 1 Date on Anti-Trust Replies

(*Continued from page* 1)

bill of complaint and the scope of the relief sought. They pointed out that it would be next to impossible to complete answers to so voluminous a complaint even though the usual additional 20 days for filing answers was granted by the court, and that an agreement on a reasonable period of time would save considerable trouble for the Federal court here and for the Government and defendants by eliminating the necessity for repeated appearances of attorneys for the 167 defendants to petition additional time for filing answers.

The first batch of answers is due next Monday, 20 days after the date of the first service.

G.N.-Educational Pact About Ready

(*Continued from page* 1)

president, since his arrival from the coast last week. When the proposal is in formal order, Mr. Wright said, it will be resubmitted to Grand National creditors for their approval, as they gave only tentative approval to the proposal when it was outlined to them informally last week in Los Angeles. If approved by the creditors it will then go to the Federal court for final approval. The deal could be placed in effect before the end of September, barring unforeseen complications, a principal in the negotiations said last week.

Hilliard En Route Here

Hollywood, Aug. 8.—John Hilliard, chairman of the Academy's Theatre Standardization Committee, today left for New York by train to confer with circuit executives and sound equipment companies on the standardization program. He will also check the sound apparatus of the Astor Theatre prior to the opening there of "Marie Antoinette."

Acquires 16mm Rights

Commonwealth Pictures Corp. has acquired exclusive world 16mm distribution rights to all Majestic releases including "Scarlet Letter," "Night Alarm" and "Mutiny Ahead."

Hollywood Previews

"Sing You Sinners"

(*Paramount*)

Hollywood, Aug. 8.—"Sing You Sinners" is a human story of a family which is well worth seeing. It blends comedy, drama, romance, pathos and music. While Bing Crosby's singing in one of the highlights an unexpected departure is made in that Bing is presented as more of a dramatic character than ever before. He handles the role in a way that augurs well for future similar appearances. As Crosby hits a new peak, so does Fred MacMurray. Donald O'Connor is one of the most appealing personalities to hit the screen in months.

The plot is simple. Because Bing, who is always waiting for a chance to make a big cleanup, won't work, MacMurray, who wants to marry Ellen Drew, must remain the family breadwinner. A sore trial to his mother, Elizabeth Patterson, and sometimes a pain in the neck to O'Connor, young brother who worships him, Crosby leaves home. In Los Angeles, following some amazing luck at the racetrack, he buys a swap shop, wires for his mother and young brother to join him and advises MacMurray to marry. Before they arrive he swaps the swap shop for a racehorse. When the household is reduced to eating beans, MacMurray and Miss Drew arrive to encounter disappointment. Following a brawl, Miss Patterson takes charge and makes her brood become entertainers again. Nevertheless Bing's horse runs. A crackerjack race is followed by a knock-down-drag-out fight in which the two mature brothers whale the tar out of a pair of double crossers. With the purse, plus the money won on bets in the hands of Miss Patterson, the trio resume its career as entertainers and the way is cleared for MacMurray and Miss Drew to marry.

It should appeal to every member of the family. It seems headed for highly profitable grosses. For side bits, sustaining the work of the principals, Irving Bacon, as a lecturer, and Tom Dugan, as a race track fan, are good for dozens of laughs. Besides transforming Crosby into a dramatic actor, Director Wesley Ruggles has taken full advantage of all the material made available in Claude Binyon's original screenplay and the talents of the players. Music numbers by Hoagy Carmichael and Frank Loesser and James V. Monaco and John Burke, one a Crosby solo and the others sung by the brother trio, are important in embellishing the story, but they are secondary to the basic romantic, dramatic, comedy theme.

Running time, 85 minutes. "G." McCarthy

"Safety in Numbers"

(*20th Century-Fox*)

Hollywood, Aug. 8.—Sound entertainment pointed at every member of the family, "Safety In Numbers" continues the class established by prior episodes in the Jones Family series. Short in running time, yet laden with romantic comedy and action, the film parades the familiar cast in characterizations up to expectations.

The film is based on a lively original by Dorothy Manney and Zena George and the screenplay is by Joseph Hoffman, Karen DeWolf and Robert Chapin. It is full of peppy dialogue and situations. Malcolm St. Clair made good use of suspense in holding the plot together.

Though Lucy Jones wins a radio contest for describing her mother as the world's best, Spring Byington gets a radio job sponsored by a crowd which is going to market mineral water to give advice to worried wives and mothers. Meanwhile the slick promotors, headed by Henry Kolker, plan to fleece the town by selling stock in the proposed company. As Jack Jones falls in love with Iva Stewart and they plan to elope, Miss Byington unwittingly gives advice recommending such course. Meanwhile Billy Mahan and Marvin Stephens, after a citizens committee headed by Jed Prouty has begged to be permitted to invest $100,000 in the company, discover the water is no good. They rush their information to Prouty and that worthy is about to be subjected to dire treatment at the hands of his fellow partners until Miss Byington broadcasts a ruse that brings Kolker back to town. An exciting chase follows before the money is recovered, peace is reestablished in the family, and Mayor Jones is again everyone's friend.

Running time, 55 minutes. "G." McCarthy

Builds at Pryor, Okla.

Oklahoma City, Aug. 8.—R. L. Barton, owner of the Ritz in Disney, Okla., and two theatres at Stroud, Okla., is constructing a new theatre seating 300 in Pryor, Okla. The new house is expected to be in operation by Sept. 1.

To Show French Ad Films

A series of French advertising films in color and sound will be shown in America for the first time at an invitation luncheon meeting at the Architectural League today. The films were brought here by Therese Bonney, who will show them.

Short Subjects

'The Memory Lingers On'

(*Screen Memories, Inc.*)

The producers of this short have hit upon an idea that, while it is not new, is a clever treatment of the days gone by adage. They have culled the film libraries and assembled a noteworthy assortment of clips that strike a pleasant note in memory. Such per[illegible] and events as William S. Hart, [illegible] Armistice, the Dempsey-Willard fight, "Fatty" Arbuckle, Mabel Normand, Enrico Caruso, Charles A. Lindburgh and a dozen other worthies flash on the screen in brief episodes.

An audience at the Music Hall received the film enthusiastically. Running time, 9 mins. "G."

"Pudgy the Watchman"

(*Paramount*)

Betty Boop's pup lets the mice situation in his mistress' house get out of control. Consequently she calls in a cat and Pudgy goes into a blue funk. The cat is a raffish fellow, who, after he captures the rodents, takes a liking to the cider barrel in the cellar. He gets plastered. The mice make their getaway and proceed to give their captor his lumps. Miss Boop becomes nervous and excited and Pudgy comes to the rescue. The animation is clever and the laughs are plentiful. Running time, 7 mins. "G."

"Moments of Charm"

(*Paramount*)

This is a musical short that definitely commands attention. Phil Spitalny's orchestra of accomplished girl musicians and singers appear here amid Technicolor surroundings of sheer beauty. The musical content is also noteworthy with its fresh instrumental arrangements and finished performance. It shows a marked departure from accepted form. The showman, really has something distinctive and tasteful here to offer his patrons. Running time, 10 mins. "G."

Wall Street

Stocks Have Short Decline

	Open	High	Low	Close	Net Change
Col.	14¼	14¼	14¼	14¼	+ ⅛
Cons.	1½	1½	1½	1½	.....
Cons. pfd.	8½	8⅝	8½	8⅝	+ ¼
E. K.	178	178¾	178	178¾	— ¼
Loew	50	50	49⅜	49⅜	— ¾
Para.	10½	10⅝	10¼	10½	— ¼
Para. 1	89¾	89¾	89½	89½	.....
Para. 2	10¾	10¾	10⅜	10⅜	— ¼
Pathe	9¼	9⅜	9	9	— ⅜
RKO	2¾	2⅞	2¾	2¾	.....
20th Fox	25⅞	26	25⅝	25⅝	.....
W. B.	6¾	6¾	6½	6½	— ¼
W. B. pfd.	44½	44½	43	43	—2

Curb Issues Off

	Open	High	Low	Close	Net Change
G. N.	⅝	⅝	⅝	⅝	.....
Sentry	5/16	5/16	5/16	5/16	.....
Sonotone	1⅝	1⅝	1⅝	1⅝	— ⅛
Monogram	2½	2½	2½	2½	— ⅛
Tech.	25	25⅛	24⅜	24⅜	— ⅝
Univ. Corp.	3¼	3⅜	3¼	3⅜	+ ¼

Warner, RKO Bond Increase

	High	Low	Close	Net Change
Loew 3½s '46	100⅛	100	100⅛	— ⅜
Para. B'way 3s '55	63	63	63	.....
RKO 6s '41	74¾	74¾	74¾	+1¾
W. B. 6s '39	79	78½	79	+1

(Quotations at close of Aug. 8)

Franklin Is Made Manager For Ad Drive

(Continued from page 1)

ist W. A. Steffes in conducting the ing at the Nicollet Hotel tomor- for exhibitors of the Twin Cities territory.

Full details of the "Movie Quiz" contest for theatre patrons, which will be conducted during the drive, are scheduled to be made public within a day or two. Campaign officials are awaiting final rulings from postoffice authorities on various phases of the $250,000 prize contest before making public the complete details.

The committee in charge of the contest decided yesterday, however, to issue only one booklet of rules and picture questions for contestants instead of the two which had been planned originally. The decision means that participating companies must have the titles of all releases from Aug. 1 to Oct. 31 on which contest questions will be based, prior to the end of this week.

Features Listed

Among the pictures which will form the subject matter of the contest are "Mother Carey's Chickens," "The Chaser," "The Amazing Dr. Clitterhouse," "Professor Beware," "Little Miss Broadway," "Algiers," "The Crowd Roars," "Bulldog Drummond in Africa," "Letter of Introduction," "Mr. Chump," "I'm from the City," "Barefoot Boy," "Rich Man, Poor Girl," "Keep Smiling," "The Texans," "The Missing Guest," "Racket Busters," "The Gladiator," "Painted Desert," "Blockheads," "Alexander's Ragtime Band," "Give Me a Sailor," "That Certain Age," "Smashing the Rackets," "Boy's Town," "Speed to Burn," "Spawn of the North," "Boy Meets Girl," "Breaking the Ice," "Under the Big Top," "Marie Antoinette," "Dark Rapture," "Too Hot to Handle," "My Lucky Star," "Sing, You Sinners," "Freshman Year," "I Am the Law," "Carefree," "Four's a Crowd," "The Young in Heart," "Stablemates," "Safety in Numbers," "In Old Mexico," "Youth Takes a Fling," "The Affairs of Annabel," "Secrets of an Actress," "Listen, Darling," "Hold That Co-ed," "Sons of the Legion," "Crime Club No. 1," "The Lady Objects," "Crime Takes a Holiday," "Ranger Code," "The Valley of the Giants," "Vacation from Love," "Time Out for Murder," "Campus Confessions," "Juvenile Court," "Fugitives for a Night," "Four Daughters," "Wanted by the Police," "Drums," "The Great Waltz," "Wooden Anchors," "Orphan Annie," "Road to Reno," "Girl's School," "Room Service" and "Mr. Wong, Detective."

Monogram's entry for the campaign was received by the campaign committee yesterday, the first of the independent companies to participate. Edward A. Golden, Monogram vice-president, will be the company's representative on the campaign committee.

W. B. List for Two More

LOS ANGELES, Aug. 8. — Warners have closed with the Cabart and South Side circuits for the showing of the 1938-'39 list.

Oklahoma Subscribes $2,000 in Ad Drive

OKLAHOMA CITY, Aug. 8.—With $2,000 subscribed by independent theatres toward the industry's "Motion Pictures' Greatest Year" campaign, the local committee is continuing efforts to obtain additional contributions.

The pledges received, at a meeting here late last week, represent 20,000 seats of the state's seating capacity. The state committee includes Morris Loewenstein, Oklahoma City; L. C. Griffith, president, Griffith Amusement Co., and Ralph Talbot of Ralph Talbot Theatres, Tulsa.

Mr. Griffith said he would put up $200 to be divided among the three film salesmen turning in the largest number of subscriptions from their territories. All Oklahoma circuits are participating.

Fishman to Report At New Haven Meet

NEW HAVEN, Aug. 8.—Meeting here Wednesday in connection with the "Motion Pictures' Greatest Year" campaign, Connecticut exhibitors will hear a report from Jacob B. Fishman of Fishman Theatres on plans for the drive discussed at the recent meeting in New York, which he attended.

Maurice Shulman, president, Allied Theatres of Connecticut, and Irving C. Jacocks, Sr., president, Connecticut M.P.T.O., joined in calling the statewide exhibitors' meeting, which will be held at noon at the Hofbrau Haus. A Connecticut committee to cooperate with the national group will be appointed.

Carolina Meeting on Drive Set on Monday

CHARLOTTE, Aug. 8.—Exhibitors in the Carolinas will be acquainted with the "Motion Pictures' Greatest Year" promotion drive at a meeting here next Monday at 11 A. M. at the Chamber of Commerce.

The regional committee, appointed by George J. Schaefer, general chairman, includes George W. Parr, Lyle M. Wilson, H. F. Kincey, Ben Rosenwald and J. J. Ingram. Subscriptions will be solicited at the meeting.

Orr Names Committee

HOLLYWOOD, Aug. 8.—Troy Orr, chairman of the newsreel committee for the industry's advertising and business building drive, today named as members of his full committee: Joseph Hubbell, News of the Day; Jack Darrock, Fox Movietone News; Norman Alley, Universal Newsreel; Marshall McCarroll, Paramount News; Mervin Freeman, RKO Pathe News; Jean Bosquet, Paramount; Ed Olmstead, Universal; James Pollack, RKO; Otto Winkler, M-G-M, and Tom Alfred, 20th Century-Fox. The committee will meet this week.

Va. to Aid Campaign

Virginia exhibitors are supporting the "Motion Pictures' Greatest Year" campaign, it was said yesterday by Ben Pitts, head of the Pitts Theatres circuit of Fredericksburg and president of the M.P.T.O. of Virginia. He was here for conferences with sales officials, accompanied by Charles Roth, president of the Roth Enterprises of Harrisonburg and a director of the Virginia organization.

Hold Barn Dance

Vyvyan Donner, fashion director for Movietone News, invited trade paper reporters yesterday to witness the shooting of a "barn dance fashion show" at the 54th St. studios. Mannequins who are accustomed to modeling expensive apparel decked themselves out in gingham and went to town with the shag. Miss Donner invited the reporters to don denim overalls and shag with the girls, but they were too bashful.

Lew Lehr and his daughter contributed a dance number and Lowell Thomas served as an extra.

Phila. Meet on Drive Called for Tomorrow

PHILADELPHIA, Aug 8.—The local area's fund for the industry's advertising and publicity campaign will be lined up at a meeting of exhibitors here Wednesday at 11:30 A. M. in the assembly room of the Philadelphia Saving Fund Bldg.

Lewen Pizor, president of the U.M.P.T.O.; Ted Schlanger, Warner zone manager, and Ben Amsterdam are on the local committee.

Garbo to Do 'Curie', 'Ninotchka' for MGM

(Continued from page 1)

has been translated from the Russian and the script prepared by Jacques Deval.

Miss Garbo's second picture following her return will be "Madame Curie," biography of the discoverer of radium which was written by her daughter, Eve. Vincent Sheean translated the book and Aldous Huxley is now preparing the screenplay.

Technicolor Unit Ready

The new, permanent installation of Technicolor for the Eastern Service Studios, Long Island City, has arrived and will be ready for operation this week, it was stated yesterday by Charles L. Glett, vice-president. William Steiner, Dick Mueller and Fred Detmars, technicians, are now here to handle the unit. The first assignment is a fashion series for Movietone News.

To Auction K. C. House

KANSAS CITY, Aug. 8.—The Missouri Theatre, formerly the Century, will be sold on the courthouse steps Thursday by the trustee for the Butler estate.

Built in 1898 by Ed Butler, St. Louis showman, it has been dark since early in the depression. Several efforts have been made to open it, but these have failed.

Findlay Reaches Paris

Charles Findlay of Pathe News has arrived in Paris to act as special representative for the newsreel on the Continent, with headquarters in the offices of Reginald Armour of RKO. He will set up special coverage in Czechoslovakia. Before joining Pathe News a year ago he was with March of Time.

20th-Fox Has 5,500 Sales Pacts Signed

(Continued from page 1)

too long for the film after the initial advertising momentum. "Suez," another big budget film, will be generally released Oct. 28 and will be given treatment similar to that devoted to "Alexander's Ragtime Band." The latter film will have its general release Aug. 19, after a number of pre-release openings this week designed to obtain attention for the picture in sectional areas.

James P. O'Loghlin, Kent Drive leader, believes that this year's drive will exceed last year's record breaking results because of improved economic and industrial conditions expected in the fall and because 20th Century-Fox will release a number of big films in the new season, he said.

He has just completed coverage of all exchanges in the United States and Canada preparatory to the drive. On Sept. 1 he will meet Mr. Wobber on the coast for another swing of branches, returning here Oct. 1. He will cover the field for a third time with divison managers, starting Oct. 15. District managers will accompany Mr. Wobber and Mr. O'Loghlin on both trips.

Expect Quick Moves In No. Dakota Case

(Continued from page 1)

Paramount and Minnesota Amusement Co., the plaintiffs, of the necessity of applying to the court for a writ of supersedeas to halt the application of the law pending the companies' appeal to the U. S. Supreme Court.

Paramount plans to complete and file its appeal papers within 30 days after the signing of the decree, attorneys for the company said yesterday. The filing of the appeal with the U. S. Supreme Court will automatically stay the enforcement of the North Dakota law pending the outcome of the high court's review of the proceeding. The appeal may be heard by the Supreme Court before the end of the year, in which case a decision would be probable in January.

Milwaukee Men Sue Over Condor Stock

MADISON, WIS., Aug. 8.—Forty-six Milwaukee investors have started action against Glenn W. Stephens, a former director of Condor Pictures, Inc., for recovery of $34,318 which they claim to have paid for stock.

Condor Pictures stock was promoted by the defunct B. E. Buckman & Co., local investment firm. The circuit court action charges the stock now has no market value and that a registration statement filed with the Securities and Exchange Commission in February contained "untrue" statements.

Book "Boy Meets Girl"

"Boy Meets Girl" has been booked into 22 special pre-lease engagements throughout the country. The national release date is Aug. 27.

CBS Lines Up 24 Programs; Nine Are New

(*Continued from page 1*)

7 P.M. until Sept. 26, same days from 7:15 to 7:30 P.M. Sponsored by General Foods Corp.

Sept. 8—FLETCHER WILEY, eight CBS Pacific Coast stations. Sponsored by Soil-Off Mfg. Co.

Sept. 9—HOLLYWOOD HOTEL, Fridays, 9 to 10 P.M. Sponsored by Campbell Soup Co.

Sept. 10.—SUNDAY EVENING HOUR, Sundays from 9 to 10 P.M. Sponsored by the Ford Motor Co.

Sept. 12—RADIO THEATRE, Mondays from 9 to 10 P.M. Sponsored by Lever Bros.

Sept. 13—AUNT JENNY'S REAL LIFE STORIES, Monday through Friday, from 11:45 A.M. to 12 noon. Sponsored by Lever Bros.

Sept. 20—AL JOLSON AND MARTHA RAYE, Tuesdays from 8:30 to 9 P.M. Sponsored by Lever Bros.

Sept. 20—BIG TOWN with Edward G. Robinson, Tuesdays from 8 to 8:30 P.M. Sponsored by Lever Bros.

Sept. 27—CAMEL CARAVAN, with Benny Goodman, Tuesdays from 9:30 to 10 P.M. Sponsored by R. J. Reynolds Tobacco Co.

Sept. 27—WE, THE PEOPLE, Tuesdays from 9 to 9:30 P.M. Sponsored by General Foods Corp.

Sept. 28—PAUL WHITEMAN'S ORCHESTRA, Wednesdays from 8:30 to 9 P.M. Sponsored by Liggett & Myers Tobacco Co.

Sept. 29—JOE PENNER, Tuesdays from 7:30 to 8 P.M. Sponsored by General Foods Co.

Sept. 29—KATE SMITH'S HOUR, Thursdays from 8 to 9 P.M. Sponsored by General Foods.

Sept. 30—BURNS & ALLEN, Fridays from 8:30 to 9 P.M. Sponsored by Liggett & Myers Tobacco Co.

Oct. 1—PET MILK program, talent as yet not selected, Saturdays from 9:30 to 10 P.M. Sponsored by Pet Milk Co.

Oct. 2—SILVER THEATRE, Sundays from 6 to 6:30 P.M. Sponsored by International Silver Co.

Oct. 3—EDDIE CANTOR, Mondays from 7:30 to 8 P.M. Sponsored by R. J. Reynolds' Tobacco Co.

Oct. 10—Program not decided, Wednesdays from 7:30 to 8 P.M. Sponsored by Colgate-Palmolive-Peet.

Oct. 14—JACK HALEY, Fridays from 7:30 to 8 P.M. Sponsored by Continental Baking Co.

Oct. 18—DR. CHRISTIAN, with Jean Hersholt, Tuesdays from 10 to 10:30 P.M. Sponsored by Chesebrough Mfg. Co.

Lamont Corliss Co. Signs Network Show

Lamont Corliss Co. will feature a new dramatic series over a split NBC network, starting Oct. 4, Tuesdays, from 7:30 to 8 P. M., over WEAF and WMAQ. The program is to be called "Quite By Accident," originating in New York. The contract is for 26 weeks, through Cecil, Warwick & Legler.

Restrain KQV from Airing Ball Games

PITTSBURGH, Aug. 8.—An injunction restraining KQV from broadcasting accounts of the home baseball games of the Pirates was granted Socony-Vacuum, General Mills and NBC in a decision handed down here today by Federal Judge Schoonmaker, who said that the action of KQV in placing observers at vantage points outside the baseball park constituted a violation of property rights. Exclusive rights to these broadcasts had been sold previously by the Pirates to Socony-Vacuum and General Mills. KQV claimed the right to report what it saw as long as it did not plagiarize other news agencies.

Judge Schoonmaker held that the fact that the KQV broadcasts were unsponsored made no difference since the station was trying to create good will with the public in this way and thus enhance its chance to acquire additional advertising revenue.

St. Louis Stations Clash with A.F.R.A.

ST. LOUIS, Aug. 8.—Actors sometimes serve as announcers and announcers at times double for actors in St. Louis, Allen Anthony, chief announcer for KWK, testified at a National Labor Relations Board hearing to determine the correct bargaining unit for announcers, singers and actors.

Anthony's remarks, similar to testimony given by other witnesses, was in support of the claim of the American Federation of Radio Artists that freelance performers, announcers, and other entertainers should belong to one unit. About 131 are involved.

KSD, KMOX, KWK and WEW contend that there is little similarity of interest and functions among the groups and have raised the question as to the appropriate bargaining unit for announcers. The hearing, conducted by Trial Examiner J. J. Fitzpatrick, will continue for at least possibly another week.

Canada and Britain Exchange Producers

MONTREAL, Aug. 8.—Plans for the interchange of program producers between various sections of the British Empire will see Lance Sieveking, feature and drama producer of the BBC, and H. R. Pelletier of CBC at Montreal change places for the next six months.

In announcing these moves as part of a general educational scheme for producers, Gladstone Murray, general manager of CBC, intimated that exchanges would be made in the near future with other parts of the Empire and with the United States.

CBS Frisco Studio To Be Opened Soon

SAN FRANCISCO, Aug. 8.—Columbia's new $150,000 studio layout, on the roof of the Palace Hotel, will be dedicated Aug. 11 with a series of special programs. CBS officials on the coast will gather for the event, which will be highlighted by a Chamber of Commerce banquet for 1,000 invited guests. Increases in production and engineering staffs are being made by Manager Phil Lasky. Jack Meakin recently was named musical director. He was formerly with KPO.

Zasu Zlips

Washington, Aug. 8.—In a contest held last night by WJSV to select the best impersonator of Zasu Pitts, the screen comedienne, Miss Pitts came out a poor second.

Entered in the contest under a fictitious name, Miss Pitts was topped by another entrant. The film star confessed the stunt on a second broadcast an hour later. She is appearing here this week at the Earle.

Trial Ordered for Arbitration Action

N. Y. Supreme Court Justice Edward J. McGoldrick yesterday denied the application of the Jewish Court of Arbitration, Inc., for a temporary injunction pending trial, restraining the Jewish Radio Service, Inc., Voice of Brooklyn, Inc., also known as WLTH Radio Theatre and Samuel J. Gellard, from using the names "Jewish Court of Arbitration," and "Jewish Court" in their radio broadcast. Justice McGoldrick ordered trial of the suit for Oct. 3, stating that there was a question of fact to be determined.

The plaintiff had brought suit claiming to have broadcast programs as The Jewish Court of Arbitration over WLTH from October, 1936, to March, 1938. It charged that the defendant since March had been broadcasting a program which simulated that of the plaintiff.

Russo-Japanese Row On Air from Korea

W. R. Wills, CBS representative in the Far East, will broadcast the first eyewitness description of the fighting between Russian and Japanese troops in the Changkufeng sector, over the CBS network Thursday from 6:45 to 7 P. M. Mr. Wills has just reached Korea from the trouble area, and will make his broadcast from Keijo, capital of Korea, where it will be picked up by Tokyo and shortwaved to San Francisco.

Following Thursday's broadcast, Mr. Wills will return to the front, and, according to his cable to the networks here, he will broadcast intermittently from Keijo, flying to the war zone and returning for the radio description of the fight.

Republic in Air Tieup

KANSAS CITY, Aug. 8.—WHB and Republic-Midwest have arranged for cooperation on "The Lone Ranger." WHB is using the radio version a half hour from 4 P.M. Monday, Wednesday and Friday, and will plug theatres in the city showing Republic's film version of the serial. Theatres will run a short trailer after each episode calling attention to the WHB show. Robert F. Withers for Republic and John Schilling for WHB made the arrangements.

Dukoff Signed by Webs

Ed Dukoff, local publicist, has been engaged to handle the trade paper publicity for the Yankee and Colonial networks. Jay Goldsen, formerly with M. B. Zwcrwick, political publicity firm, has joined up with Dukoff.

Radio Personals

BILL MELONEY and Sylvan Taplinger of the Kate Smith office back at work today after a six-weeks vacation. . . . Mal Hallett's orchestra will inaugurate the new policy of name orchestras at the Fox in Philadelphia the week of Sept. 2. . . . "The Charioteers" will appear in the New York Paramount stage show this week, the booking through Henry Frankel of the WOR Artist Bureau. . . . The Morton Downeys have another son, Kevin, born over the past weekend. . . . The Andrews Sisters have been re-engaged to appear at the Paramount in the latter part of October or early November. . . . Elinor Sherry, WOR singer, has been signed for a series of screen shorts. . . . Harlan Eugene Reid is substituting for Gabe Heatter at WOR while the latter is on vacation. . . .

Union Lifts Ban on Remote Broadcasts

PITTSBURGH, Aug. 8.—The ban on remote band broadcasts from hotels and night clubs, invoked here a month ago by Local 60 of the Musicians' Union, has been lifted, cafe managers here agreeing in the future to use Pittsburgh orchestras at least three months out of every year. Originally, the union had demanded that local outfits be employed half of the time.

Only the William Penn hotel escapes the terms of the settlement. It will continue to use out-of-town name bands, drawing the dispensation on the grounds that it employs local musicians regularly at its Continental Bar.

Hearst to Continue Operations on Coast

SAN FRANCISCO, Aug. 8.—Officers of International Radio Sales, a subsidiary of Hearst Radio, will continue in operation in San Francisco and Los Angeles, despite reports to the contrary, according to John Livingston, new manager of both offices. Livingston succeeded J. Leslie Fox, resigned.

Auryngor Loses Appeal

The U. S. Circuit Court of Appeals yesterday affirmed a decision of the U. S. District Court dismissing the patent infringement suit of John J. Auryngor against RCA. Circuit Court Judge Harrie B. Chase in the opinion stated that "no infringement was proved," but did not pass on the validity of the patent.

Mr. Auryngor, who had sought an injunction and accounting, claimed infringement of an electrical condenser used in a radio receiver.

McNinch Convalescing

WASHINGTON, Aug. 8.—Chairman Frank R. McNinch of the Federal Communications Commission is convalescing at the seashore after his hospital stay. He expects to be back at his desk in about 10 days.

Radio Register Revised

The *National Radio Register* is being revised, with Lou Frankel as editor. Subsequent issues of the *Register* will include an editorial department.

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Ad Campaign Pledges Rise To $850,000

Approximately $25,000 Is Raised in a Week

The "Motion Pictures' Greatest Year" campaign fund passed the $850,000 mark with pledges received from U. S. and Canadian exhibitors up to yesterday.

Approximately $25,000 was pledged during the past week for a total of $100,000 from independent sources since the drive for contributions was launched at the Astor here July 27. The pledges of exhibitors in the Detroit area are not included in this tabulation as it was computed in advance of final action by the Detroit exhibitors' booking cooperative.

Less than half of the regional meetings to acquaint exhibitors with the details of the campaign before soliciting their participation have been held. Because of this campaign directors are confident that the independent exhibitor quota of $250,000 will be fully subscribed before the start of the campaign Sept. 1.

The Atlanta regional meeting was set yesterday for Aug. 15 at the Ansley Hotel. The meeting will be

(*Continued on page* 10)

Disney Signs Kamen To New 5-Year Pact

Hollywood, Aug. 9.—Walt Disney today renewed the contract of Kay Kamen as his sole representative for Walt Disney Enterprises for five years, effective Jan. 1, 1938.

For the last six years Mr. Kamen has had exclusive representation for all commercial and licensing activities in connection with the Disney name and characters. Over 150 manufacturers are licensed to use Disney characters on more than 2,000 different articles. Fifty thousand stores in the United States alone handle Disney merchandise and many national advertisers use the characters in sales promotion items.

Deutsch Canada Unit Still in Talk Stage

London, Aug. 9.—Replying to reports that he plans to establish in Canada a circuit of theatres as part of an Empire-wide organization, Oscar Deutsch has given partial confirmation by saying that he is examining the possibilities in Canada, but added that nothing definite has been decided. He stated that he hopes to visit the

(*Continued on page* 10)

Government to Grant 60 Days In Trust Case

All Requests for Time On Answers Honored

By BERTRAM F. LINZ

Washington, Aug. 9.—Defendants in the Governments' anti-trust suit are being given ample time in which to file their answers to the Department of Justice complaint, it was made known today by department officials.

Under the law, it was explained, a defendant is given 20 days in which to file his answer after being served with a copy of the petition. Not all the defendants in the film case have been served, it was said, but a number of those who have been reached have asked for an extension of 60 days, which has been granted in every case. Accordingly, it was said, it is unlikely that answers to the complaint will be filed before November.

Department officials pointed out that 20 days is a very short period in which to make an adequate defense to the voluminous petition filed by the Government and that it was felt only fair that the additional 60 days should be granted. A similar course is followed in practically every suit, it was said.

Labor Board Says Writers Guild Won

Washington, Aug. 9.—Results of the screen writers' elections of June 28 were certified today by the National Labor Relations Board, which named the Screen Writers' Guild as the exclusive collective bargaining agency for the writers of 13 Holly-

(*Continued on page* 10)

INDUSTRY DEFENSE BY RADIO PLANNED

Academy Group Decides Against Sponsor for Proposed Series

Hollywood, Aug. 9.—The film industry may eventually have a radio program to answer blasts of critics and clear up misinformation spread by commentators, columnists and others. This appeared possible following a meeting of leaders of the Academy and talent groups until an early hour today over reorganization of the Academy at which it was decided that the proposed radio program of the Academy, "Cavalcade of Hollywood," would not have a commercial sponsor when it makes its bow on a national network this fall.

Meeting at the home of W. S. Van Dyke, chairman of the reorganization committee, 55 leaders representing various industry branches unanimously approved the work of the Van Dyke group and adopted a policy of refusing for the time being commercial sponsorship of the contemplated broadcast series, which, it was announced, both CBS and NBC are willing to take on a sustaining basis. The possibility that a sponsor might dictate

(*Continued on page* 11)

Republic Shift Makes Siegel Top Producer

Hollywood, Aug. 9.—Realignment of the production setup at Republic by Herbert J. Yates today placed Moe J. Siegel, president of Republic Productions, Inc., as only executive producer on the lot. Charles E. Ford, who had the title of executive producer in charge of westerns and serials, and Sol Siegel, who had the title of executive producer in charge of features, have become associate producers handling their own series of pictures.

The former lineup is said to have been merely an experiment. Mr. Ford and Mr. Siegel, the studio declared, asked for the present status.

Mr. Yates will be here for another week.

Zanuck Prophesies Big Producing Rush

Los Angeles, Aug. 9.—Production expenditures will set an all-time high during the period of the "Motion Pictures' Greatest Year" campaign, Darryl F. Zanuck said today on his return to the 20th Century-Fox studio following his recent European vacation.

"This circumstance," he said, "is of inestimable importance, not only to the motion picture industry and its

(*Continued on page* 10)

Lohr Asserts Radio Freedom Is Essential to Democracy

In a surprising address over his own network last night, President Lenox R. Lohr of NBC entered a vigorous defense of the American system of broadcasting, saying its maintenance was essential in our form of democracy. Mr. Lohr's broadcast was made in connection with the inauguration of KVOO, Tulsa, Okla., as a full-time NBC station, and his text occasioned surprise because addresses of welcome to stations are usually confined to salutations.

Mr. Lohr pointed out that any infringement upon the freedom of the

(*Continued on page* 11)

Additional Radio Developments—P. 11

RKO Sales Running Above Last Year's

Product deals closed by RKO Radio for the new season exceed by more than 300 the number of deals closed on the corresponding date last season, Jules Levy, general sales manager, said yesterday. The new season selling, he said, establishes a new company record.

Among the major circuit deals with which RKO has closed for its 1938-'39 product are National Theatres, 350

(*Continued on page* 10)

"Baby" Petition to Go to Higher Court

Albany, Aug. 9.—Certiorari petition served on Dr. Ernest E. Cole, counsel to the State Education Department, insures litigation on the controversial picture, "The Birth of a Baby." Brought by the American Society for Maternal Welfare, the petition is returnable here in special term, Supreme Court, next month.

"The Birth of a Baby" was originally submitted for licensing a year ago and was rejected by Irwin

(*Continued on page* 10)

Loew's Disregards Roadshow Picketing

Loew's executives yesterday were paying no attention to pickets in front of the Astor and the Loew's State Bldg. carrying signs demanding that members of the Theatrical Managers, Agents and Treasurers Union be employed for the Astor roadshow of "Marie Antoinette," which will open next Tuesday.

Lodewick Vroom, president of the union, said the picket lines were posted because Loew's and M-G-M officials have failed to answer the T.M.A.T.'s demands for recognition and employment. He said the union regards film roadshows in the same category as stage shows and the union claims jurisdiction where reserved seat tickets are sold.

Mr. Vroom said that wherever film roadshows operate, in New York or elsewhere, the union will demand employment of its members, crews to consist of two ticket sellers, a manager and a press agent. Additional staff members in the same classification will also have to be union members, he said.

The T.M.A.T. some months ago obtained a basic agreement with the stage producing managers in New York, but there has been no move for a similar pact with film circuits.

Wright to Talk with Alperson on GN Deal

After completing discussions today on Educational's proposal for a merger with Grand National, Loyd Wright, co-trustee of the latter company, will leave New York tomorrow for Chicago where he will confer with Edward A. Alperson on the results of the discussions here.

Mr. Wright declined to comment last night on the status of the proposed merger after five davs of conferences with Earle W. Hammons, Educational president. He had predicted completion of the final work on Educational's proposal by last night or early today, but when queried on the progress made yesterday he stated, "I will have no comment to make until after I have conferred with Mr. Alperson in Chicago on Friday."

Principals in the negotiations denied that any "hitch" had been encountered, but no forecasts were made yesterday as to when the proposed merger might be consummated. Mr. Alperson will go to Chicago from Hollywood for the Friday conferences with Mr. Wright.

Laboratories Safe, McElligott Asserts

The city's fire laws make adequate provision for safety at laboratories, and the places where film is stored are subject to constant inspection, according to Fire Commissioner John J. McElligott.

This is the commissioner's reply to the request of Motion Picture Laboratory Union, Local 702, for a "rigid investigation" of all film laboratories in the metropolitan area, made following the fatal explosion at the Warner Bros. Cellulose Products reclaiming plant in Brooklyn late last week.

No changes in the city's regulations are needed to cope with the situation, Commissioner McElligott indicated. He has referred the union's letter to the Fire Prevention Bureau.

Hollywood Preview

"Four Daughters"

(Warners)

Hollywood, Aug. 9.—From Fannie Hurst's story "Sister Act," Warners have evolved a photoplay of exceptional merit. It is bound to strike a responsive and appreciative chord in the hearts of any audience no matter how widely tastes and preferences may differ. It has prestige value and withal is a commercial attraction, and when placed in the hands of the exhibitor it should yield handsome returns. Seldom has a picture so charmed an audience as this one did at a preview at the Warner Hollywood Theatre here.

This picture is no ordinary film. Furthermore it is one which went without excited advance exploitation and clamor. An understanding adaptation, masterful direction, talented players and the whole roster of the production staff down to the humblest company attache all contributed to the admirable transition from script to screen.

"Four Daughters" is rich in homey, human entertainment essentials, whether they be romantic, dramatic or humorous, which strike a note of frustrated pathos or are tragic. Although it is sometimes perplexing, it has the fascinating power to hold attention, and create the illusion that the spectators are actually living with and undergoing the experiences which are the lot of the characters.

The story is a melodrama of love sacrificed. The four daughters, Priscilla, Rosemary and Lola Lane and Gale Page live for the happiness of each other and that of their uncle, Claude Rains, and their aunt, May Robson. Priscilla, the youngest, and Miss Page, the oldest, pledge that neither will marry, but will continue to live as a happy family. Then comes Jeffery Lynn to set their hearts aflutter. As Miss Page hides her disappointment he becomes engaged to Priscilla. As Rosemary leaves to pursue a music career no one can foresee the complications that will ensue when Lynn's cynical friend, John Garfield, in spite of himself, falls in love with Priscilla. For him she deserts Lynn at the altar and Lynn, stunned, leaves the house of happiness broken in spirit. Miss Page finds comfort in the affection of Dick Foran, a small town florist. The married life of Priscilla and Garfield is bravely pathetic. At a Christmas homecoming she and Garfield both realize how a home has been shattered and how many lives have become snarled by their rash act and its effect. But Garfield's sacrifice, as bitter as the way life has treated him, untangles the skein. Time re-knits the threads of romance between Priscilla and Lynn and joins Miss Page with Foran. Life is newer, sweeter and bigger for the four daughters, Rains and Miss Robson.

In addition, the film offers the talents of Julius J. Epstein and Leonore Coffee who adapted the story, direction by Michael Curtiz and production by Hal B. Wallis.

Exhibitors and patrons have three new personalities in Miss Page, Lynn and Garfield to extend a warm welcome. Audiences are already familiar with the capabilities of the Lane sisters, Miss Robson, McHugh, Foran and Rains.

"Four Daughters" is a show audiences must see and one which demands that exhibitors exert all their showmanship acumen to see that they do.

Running time, 85 minutes. "G." G. McC.

(Additional Reviews on Page 4)

Michalove Leaves Sunday

Dan Michalove, assistant to S. R. Kent, 20th Century-Fox president, will leave Sunday for Los Angeles from where he will sail next Wednesday on the *Monterey* for Australia. He will return late in the year, after completing a survey of Hoyts theatre properties. Irving Barry, short subjects buyer for National Theatres, will accompany him, after attending the circuit's regional meetings in Kansas City and Los Angeles.

Atwill to 20th-Fox

Hollywood, Aug. 9.—Lionel Atwill today was signed by 20th Century-Fox to an actor-writer-director-producer contract. The other two players holding such contracts are Gregory Ratoff, also at 20th Century-Fox, and James Gleason, Republic.

"Hardy" Returns Quickly

M-G-M claims something of a record in the fact that within two weeks of its original run, "Love Finds Andy Hardy" will reopen Friday at Loew's, Reading, Pa. The film opened there July 22.

M-G-M-Selznick to Sign

The contract for M-G-M's release of Selznick's "Gone with the Wind" is due for signing, "but it is not set yet," it was said at the company's executive offices yesterday.

School Film Firm Leases

The Association of School Film Libraries, Inc., distributors of educational films, has leased headquarters in the Time and Life Building in Rockefeller Center.

Monogram Sales Up Ray Johnston State

Hollywood, Aug. 9.—W. R
Johnston, president of Monogram, t
day stated that Monogram sales a
38 per cent ahead of last year at t
same time and that booking dates ha
been arranged with more than 6,0
theatres throughout the country.
also stated that his top bracket pi
tures will be given budget increases
20 per cent. These allotments,
said, were made after conferences
Scott Dunlap, production head, who a
ready has finished four films for t
new season.

The proposed Monogram deal f
producing in England, Mr. Johnst
said, will be determined at the ne
board meeting to be held in Ne
York next month.

Roach Suspends Laurel

Hollywood, Aug. 9.—Stan Laur
and Hal Roach are again at odds,
was disclosed today when the stud
suspended Mr. Laurel without sala
for four weeks. The reason given f
the move was Mr. Laurel's refusal
return to the studio for retakes
"Blockheads," the last feature leng
Laurel and Hardy for M-G-M r
lease.

The first Laurel and Hardy f
United Artists release, originall
scheduled to start last week, has bee
postponed.

Small Increases Budget

Hollywood, Aug. 9.—Returni
from New York after conferring wi
executives of United Artists, Edwa
Small today stated that his budget f
1938-'39 will be increased by $250,00
Committed to the making of five pi
tures for U. A., Mr. Small may do o
additional.

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CITY: Apartado 269, James Lockhart, represent
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Beatrice Stern, representative. PARIS: 29 R
Marsoulan; Pierre Autre, representative. PRAGU
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tive. RIO DE JANEIRO: Caixa Postal 355
L. S. Marinho, representative. ROME: 54 V
Della Mercede; Joseph D. Ravotto, representativ
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mann, representative. SHANGHAI: Rooms 38-4
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Koehler, representative. STOCKHOLM: Kung
gatan 36; Ragnar Allberg, representative. TOKY
880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tom
naga, representative.

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The LION'S ROAR

They had to spray Leo's tonsils this week.

So much good news to ROAR about, he strained his sound track.

For instance:

Continued amazing box-office performance of "Love Finds Andy Hardy" with 2nd week hold-overs mounting.

Followed by sock-o-penings of Bob Taylor in "The Crowd Roars."

And the announcement of "Marie Antoinette" at popular prices!

* * * * *

"Hello dear, you're invited to see MARIE ANTOINETTE!"

TRADE-SHOWS!

Ask your M-G-M Branch where the nearest Trade Show of "Marie Antoinette" will be held. Call your wife and enjoy it with her. Until you sit before this enthralling picture you cannot fully realize what's in store for you and your patrons. An eyeful, a heart-full, a theatre-full!

* * * * *

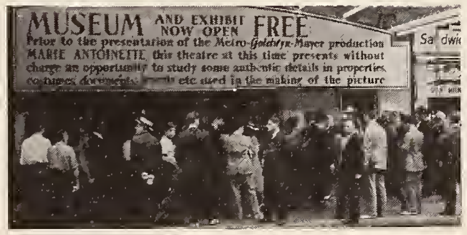
"BARNUM GIVES UP!"

M-G-M showmanship. More than 200,000 persons have already visited the Marie Antoinette Museum in the Astor Theatre. Summer visitors to Broadway send postcards back home. Feature stories in newspapers and magazines everywhere. Broadcasts from the lobby with visitors interviewed. Entire theatre converted into a museum, seats covered with terraced platforms covered with royal purple plush to display exciting properties from the picture. Real antiques, historical items from the dramatic period. The Premiere of the picture is Tuesday, August 16. New York, Los Angeles and San Francisco are the only advanced price, twice-daily engagements.

Speaking of M-G-M showmanship: thanks for your vote of confidence which gave M-G-M four out of five awards in the A. M. P. A. exhibitor survey on promotion determined by leading showmen throughout America.

ABOVE:
Interior of Museum from Stage.

RIGHT:
From morning to midnight crowds wait patiently to enter.


MUSEUM AND EXHIBIT NOW OPEN FREE

"MARIE ANTOINETTE" AT POPULAR PRICES!

As its sincere contribution and gesture of enthusiastic cooperation with the united industry drive ("Motion Pictures Are Your Best Entertainment") M-G-M has cancelled elaborate road-show plans for this glorious and truly road-show picture in order to bring it directly to the public at popular prices as the first of the great entertainments of the new season.

Preceded by the longest advance publicity campaign any picture ever received, plus a nationwide billboard campaign with thousands of boards in 1200 cities, plus color-ads in all fan magazines, plus the fame of three advanced price engagements in Los Angeles, New York and San Francisco, plus large-scale newspaper advertising . . . "Marie Antoinette" is on the way to fame and (your) fortune!

"Sweetheart of the Day"

NORMA DEAR YOUR FANS ARE WAITING!

The most beloved, the most admired personality on the screen comes to her millions of loyal followers in a role so thrilling, so touching, so beautiful that it must truly remain first and forever in their memories as the greatest they have ever witnessed. Many lines will be written in praise of her, but the greatest line will be at your box-office.

* * * * *

HOLDING THE HARDYS

Two weeks for Mickey Rooney and his women. "Love Finds Andy Hardy" extended engagements at Capitol, N. Y., Baltimore, Houston, Wilmington, Atlanta, Harrisburg, Indianapolis, New Orleans, St. Louis, Toledo, Boston (State & Orpheum day and date), Washington, Cleveland, Hartford, New Haven, Pittsburgh, Worcester and still they come!

Norma SHEARER
Tyrone POWER
MARIE ANTOINETTE
Directed by W. S. VAN DYKE II Produced by HUNT STROMBERG
A METRO-GOLDWYN-MAYER PICTURE

Bold 24-Sheet Nationwide!

WATCH M-G-M!

Leo's list of releases for August, September and October made public last week brought roars of approval from showmen.

"Love Finds Andy Hardy" followed by "Crowd Roars" started the ball rolling.

"Rich Man, Poor Girl" with Bob Young, Lew Ayres, Ruth Hussey and a cast of new faces is an August bright spot together with Laurel-Hardy's funny feature "Block-Heads."

August 26th ushers in "Marie Antoinette" as first of the impressive Fall Season Big Ones.

Closely followed by Clark Gable-Myrna Loy in "Too Hot To Handle" (*still in production, it's terrific!*) Next comes the great heart drama, Spencer Tracy-Mickey Rooney in "Boys Town."

"The Great Waltz" with Luise Rainer, Fernand Gravet and Miliza Korjus is something to look forward to. "Stablemates" gives you Wally Beery and Mickey Rooney. "Listen Darling" brings Freddie Bartholomew, Judy Garland, Mary Astor, Walter Pidgeon. "Three Loves Has Nancy" delights with Janet Gaynor, Robert Montgomery, Franchot Tone.

Lots of other M-G-M money-makers in between and then the October-topper: Jeanette MacDonald, Nelson Eddy in the Technicolor triumph "Sweethearts."

That's what you'll call each and every one of those August, September, October releases.

Yes, we repeat

"SWEETHEARTS"

-Leo

Variety Club

Cincinnati

Cincinnati, Aug. 9.—The fourth annual Variety Club golf tournament will be held Aug. 22, at Summit Hill Country Club, with swimming, softball, baseball, horse shoe pitching, ping-pong and cards as added attractions, in addition to a dinner and a floor show.

Maurice White, president Libson-White Theatres, is general chairman.

Indianapolis

Indianapolis, Aug. 9.—The annual golf tournament drew 125 players and 145 diners in the evening.

John J. Kennedy won the cup, with A. A. Phillips, second, and Stuart Tomlinson, third. Floyd Brown, Universal branch manager, was chairman of the committee.

Pittsburgh

Pittsburgh, Aug. 9. —John H. Harris has taken a home at Longport, near Atlantic City, for the remainder of the summer.

Charlie Kurtzman, the Penn's new manager, has switched his active membership from the Washington tent.

The dramatic critics are vacationing. Kap Monahan of the *Press* is at Cape May, N. J., and Harold W. Cohen of the *Post-Gazette* is at Provincetown. Sam De Fazio, the Harris manager, is spending a couple of weeks in Atlantic City.

Harry Kalmine's entire family went to Atlantic City to celebrate his mother's 75th birthday.

The club has taken a box at Forbes Field for the remaining Pirate games of the season.

Big Colorado Picnic Planned for Aug. 18

Denver, Aug. 9. —The annual Rocky Mountain Motion Picture Industry Round-Up will be held Aug. 18 at the Eddie Ott clubhouse and Evergreen golf course at Evergreen, Colo. Golf will start in the morning, with bridge in the afternoon, dancing and a banquet in the evening. Other diversions will be races, baseball game between exhibitors and distributors, horseshoe pitching, nail driving contests and horseback riding.

The picnic will be held on the closing day of the Fox Intermountain Division managers' meeting and the opening day of the annual convention of the Theatre Owners and Managers of the Rocky Mountain Region. Rick Ricketson, Intermountain Fox manager, will preside at the Fox meet.

Standard Puts On Drive

Oklahoma City, Aug. 9.—To beat the August box-office slump here, Standard Theatres is putting on an August Jubilee of Movie Hits promotion. Mayor Frank Martin has issued a proclamation congratulating W. B. Shuttee, general manager, on the promotion.

Sol Davis Celebrates

Oklahoma City, Aug. 9. — Sol Davis, Republic franchise holder here, is celebrating his 25th anniversary in the business by putting on a sales drive.

Overseas Previews

"St. Martin's Lane"

(*Mayflower-Association British*)

London, Aug. 1.—There are two immediate points of appeal in this second creation of the Pommer-Laughton team—the half section it opens on, a slice of London's low life, and the performance of its star. Despite a certain fidelity to subject and setting, despite revealing glimpses of the world of London's curbstone entertainers, and the lamp-lit nightlife of the Metropolis, the subject matter is reminiscent of the molehill rather than the dramatic mountain, and interest revolves rather on Laughton's performance as Charlie the busker.

The star has never done better in sympathetic characterizations, making a strangely fascinating figure of this lumbering dog-like fellow, who develops a street waif to stardom to find only that the glamorous world of the stage claims her rather than his own half adult devotion. It is a clever conception etched with studied strokes, at times crudely funny, at others poignant. Sympathy is with him all the time, despite the physical repulsion, rather than with Vivien Leigh's somewhat unconvincing Cockney whose actions and accents have ever the underlying groundwork of over refinement.

Tim Whelan's direction is both sympathetic and sensible, and the settings for the most part reminiscent of the London original. The script is from an original by Clemence Dane. Erich Pommer produced.

Running time, 85 minutes. "G."

"Alf's Button Afloat"

(*Gainsborough-General Film*)

London, Aug. 1.—Designed as a vehicle for the London Palladium's celebrated "Crazy Gang"—Flanagan and Allen, Nervo and Know and Naughton and Gold—this very free variation on the theme of Darlington's best seller lacks nothing in inconsequential and crazy comedy. Its laughs, built for the most part on native humor, came so fast and so frequently that the premiere audience was literally unable to keep pace with them. Sheer clowning from beginning to end, with its gags, dialogue and slapstick paced at a feverish rate, it is probably as successful a British comedy as yet has been achieved, a triumph as much for scenarist and director, as for the six comedians.

The whole comedy centers on the possession of a button, made from a portion of Aladdin's lamp, getting the most from the situation, obtaining crates of beer, getting a court martial translated into a material tribute to their service and—thanks to the Genii's misunderstandings of English—having supplied for the hunt a bevy of circus horses who persist on going into their ring routine at the wrong moment.

Marcel Varnel directed, with an undercalculation of its laughter stimuli; the script was brilliantly written by Marriott Edgar and Val Guest, and Arthur Crabtree handled the excellent camera work.

Running time, 89 minutes. "G." Aubrey Flanagan

Hollywood Preview

"Rich Man, Poor Girl"

(*M-G-M*)

Hollywood, Aug. 9.—M-G-M has brought forth a family drama in "Rich Man, Poor Girl" which, judging from the audience reaction at the preview, will bring satisfaction to the patrons and the showmen. Reinhold Schunzel had this as his first American directorial assignment. Featured are Robert Young, Lew Ayres, Ruth Hussey, Lana Turner, Rita Johnson, Don Castle, Guy Kibbee, Sarah Padden, Gordon Jones, Virginia Grey and Marie Blake. It's a new twist to the old story of rich man and the poor girl who wants to be sure it's really love.

Creditable performances are turned in by the dependable Mr. Young and the regenerated Mr. Ayres whose role in Columbia's "Holiday" re-established his popularity. Two newcomers—the Misses Hussey and Turner—captivate the audience with their portrayals of a rich man's secretary whom he desires to marry, and her sister, who is anxious to leave the slums for the gilded circle of "society." Miss Turner's emotional outbreak upon learning that her hope of leaving a tawdry tenement house have been blasted away, is a classic.

The screenplay by Joseph A. Fields and Jerome Chodorov heightens the poignancy of Edith Ellis' play, "White Collars," and the story by Edgar Franklin. Schunzel, a recent European import, makes the most of its comedy and heart throbs. Edward Chodorov produced the film.

Running time, 65 minutes. "G." Vance King

Short Subjects

"A Sporting Test"

(*Paramount*)

This Grantland Rice "Sportligh offers a pleasant questionnaire on variety of sporting subjects with T Husing calling the right answers scenes of the particular pastime a later screened. The content is vari and has sequences and queries f the entire audience. Running [illegible] 10 mins. "G."

"Unusual Occupations L 8-1"

(*Paramount*)

Filmed in Technicolor, this numb offers additional insights to the lit known occupations that make absor ing screen fare. A good deal of m terial is packed into the reel and t narration, while it tends to go in f puns and witticisms, hits off we Running time, 10 mins. "G."

Crowell Co. Testing Advertising Pictur

Crowell Publishing Co. has tak 3,700 feet of motion picture film to t the story of national magazines as force for public action, and therefo the perfect advertising medium.

"Yankee Doodle Goes to Town was produced for advertising m who, in turn, will use the film to car the message of national advertising magazines to their conventions a sales meetings.

Crowell Publishing Co. sought t cooperation of M-G-M when th planned this advertising and pr motion medium. M-G-M takes credit on the film and Howard Die says the company does not make co mercial films but did cooperate wi Crowell in doing this short for Cro ell's own use. "This is not a poli with our company and is not likely be repeated," said Mr. Dietz, "sin our facilities are fully employed wi our own films."

Working from the premise that t printed word and the periodical ha been hand-maidens of progress sin our country's inception, they highlig incidents where the influence of n tional advertising has changed Ame ica's history.

D. J. Selznick Passes

Pittsburgh, Aug. 9.—D. J. Sel nick, manager of the Monogram e change here, father of Louis and unc of David O. and Myron Selznic died here today following a long il ness. At one time he was Sel nick's representative in Australia. H wife and a daughter survive.

Sam Serwer Is Dead

Sam Serwer, sales and advertisin manager for Music Publishers Hol ing Co., a Warner subsidiary, die yesterday of a heart attack. Funer services will be held at 11:30 th morning at Riverside Memori Chapel.

Clark Twelvetrees Dies

Clark Twelvetrees, actor and forme husband of Helen Twelvetrees, die yesterday in Bellevue Hospital from fractured skull suffered when he fe on the sidewalk of East 33rd St. la Sunday.

The Newsreel Parade

President Roosevelt in the Panama Canal Zone, that Chicago golfer who played 144 *holes in one day to win* $2,500 *and a half interest in a Virginia plantation, girls tobogganning into a Maine lake, the launching of the new* Mauretania *and other assorted events, including Douglas Corrigan and the wedding of the Carnegie heiress in Scotland, are included in the various issues of the newsreels.*

The contents of the reels follow:

Movietone News: President in Panama. Maharajah of Bhavnagar on visit here. Lord Runciman leaves London to mediate Czech dispute. Sonja Henie in Paris. Vyvyan Donner's style section offers cocktail hats. The *Queen Mary* arrives after record breaking crossing. New *Mauretania* is launched. Lew Lehr with elephants in a beer garden. Reaping record wheat crop in northwest. Aquaplane race. Chicago golfer. Girls tobogganning into Maine lake.

News of the Day: Roosevelt in Panama. Corrigan in Boston. *Mauretania* launching. Famous paintings come to life at Masquer's pageant, Laguna Beach, Cal. Duke of Kent attends Cardiff fair. Carnegie heiress weds in Scotland. Doll hat fashions. Girls sliding into Maine lake. Chicago marathon golfer. Catalina aquaplaning.

Paramount News: Hank Greenberg after home run record. Sandlot playing youngster in Philadelphia has two no-hit, no-run games to his credit. Rites for air crash victims in Bogota, Colombia. Carnegie heiress weds. Earthquake in Greece. Danish girl swimmer completes 28-mile crossing. Corrigan in Boston. A. W. Barkley wins Kentucky Senate nomination. *Queen Mary* regains Atlantic blue ribbon. New *Mauretania* launched. Water toboganning on Maine lake.

RKO Pathe News: Barkley-Chandler Senatorial nomination campaign in Kentucky. Forest fire in Bremerton, Wash. Mexican political societies meet to pledge support to President Cardenas. Chicago marathon golfer. Scenic views of the Grand Canyon. New air base in Sacramento. Model T Ford "jalopie" race. Launching in England of the new steamship, *Mauretania*. Catalina-California quaplane race.

Universal Newsreel: Corrigan in Boston, New York and Peekskill. Corrigan plane arriving. Senator Barkley and Kentucky Senatorial race. Workers demonstrate in Mexico City. F. D. R., Jr.'s, baby leaves hospital with parents. Carnegie heiress weds. Army maneuvers in Mississippi. Louisiana bishop blesses shrimp fleet. Water toboganning in Maine. Chicago's marathon golfer. Aquaplane race.

Purely Personal

W. J. HUTCHINSON, foreign distribution head for 20th Cen- ury-Fox, is en route to Peru on the econd leg of his South American sur- ey. He plans to sail from Rio de eiro Sept. 26 for South Africa, re- ng here about Dec. 20.

•

CHARLES BALLANCE, Paramount nanager for India, sails for the Far East today on the *Manhattan*. He has een here several weeks conferring vith John W. Hicks, Jr., Paramount ice-president in charge of the for- ign department.

•

KATE CAMERON, film critic for the *Vews* and CLAY MORGAN, NBC pub- ic relations director, will return on the *Champlain* today from European vaca- ions. Others arriving are JOHN HOYSRADT, actor, and LOTTE LEH- MANN, singer.

•

E. L. RUTLEDGE, 20th Century-Fox nanaging director in New Zealand, has arrived on the coast from New York and will sail next Wednesday on the *Monterey* for his headquarters.

•

WILLIAM WYLER, Goldwyn director, will leave for the coast this week. He recently returned from England where he filmed Yorkshire backgrounds for "Wuthering Heights."

•

JOSEPH FISHER, operator of a Malayan theatre circuit, plans to sail for London on the *Queen Mary* today en route back to Singapore after a New York and Hollywood visit.

•

STANTON GRIFFIS, chairman of the Paramount executive committee, will sail for England on the *Queen Mary* today, to be gone about a month.

•

BILL BACHER, who produced the "Alexander's Ragtime Band" broadcast, left for Los Angeles last night on an American Airlines plane.

•

ALAN F. CUMMINGS, in charge of M-G-M exchange operations, will return today from a checkup at the Charlotte branch.

•

LOUIS PHILLIPS of the Paramount legal department will return this weekend from a vacation in Mexico.

•

BOB WEITMAN, Paramount managing director, was in Philadelphia yesterday to look over some acts.

•

Y. FRANK FREEMAN is expected back from a brief vacation in Atlanta the first of next week.

•

IRVING BERLIN leaves for Boston today via American Airlines.

•

. . . Cleveland

CHARLES GOTTLOB of the Sunbeam Theatre sails Wednesday on the *Battory* for a trip through central Europe, including Russia, Poland, Czechoslovakia, Germany, France and Holland.

STUART CAGNEY, one-time local exhibitor and now with the Schine circuit in Norwich, N. Y., is vacationing here.

J. S. JOSSEY, who recently sold his interest in the Ohio Republic franchise to NAT L. LEFTON, to devote his time entirely to Bank Night, is operating at 503 Film Bldg., under the name of Modern Enterprises, Inc.

•

. . . Denver

A P. ARCHER vacationing in the Jackson Hole country in Wyoming.

BERNARD NEWMAN and MRS. NEWMAN are spending two weeks in New York and vicinity.

Also vacationing are: L. J. FINSKE on a three-week business and pleasure trip to New York; ROSS AGREN at Troutdale, Col., and ROSS BLUCK.

•

. . . Oklahoma City

C. O. FULGHAM, division manager for the Griffith Amusement Co., was married Aug. 6 in Tulsa to Ella Lindsey of Oklahoma City. They went to Chicago for a short honeymoon.

W. J. KUPPER, 20th Century-Fox western division manager, and WARD E. SCOTT, district manager at Kansas City were here for conferences with Griffith buyers.

ORA LOUISE MURFIN, cashier at the State, recently became Mrs. Quentin Philpott.

•

. . . Washington

L. STODDARD TAYLOR, manager of the Belasco, is vacationing on Cape Cod.

EDDIE PLOHN of the National says he has been unable to get "Marie Antoinette" for an advanced priced showing and that it probably will open around Labor Day.

MARGARET SULLAVAN paid a flying visit here.

HARDIE MEAKIN'S birthday was observed with the presentation of a cake at the 20th Century-Fox exchange following a screening of "Letter of Introduction" in honor of the occasion.

C. B. Moss Is Engaged

Charles B. Moss, son of B. S. Moss, has become engaged to Paula Mendelsohn of New York. The wedding is scheduled for late fall. Mr. Moss is general manager of the Criterion and other Moss theatres.

Sabu Coming to America

LONDON, Aug. 9.—Sabu, the Indian native boy who is featured in "Drums," will make his first visit to America next month. He will attend the opening of the film at the Radio City Music Hall.

Rush Pre-Releases On "Ragtime Band"

Following up the record-breaking opening of "Alexander's Ragtime Band" at the Roxy and the attendant extensive publicity, 20th Century-Fox has scheduled a number of pre-release engagements in key cities as a means of further extending the nationwide buildup.

Prior to general release Aug. 19, opening dates set are as follows: Aug. 11, Metropolitan, Boston, and Alvin, Pittsburgh; Aug. 12, Stanley, Philadelphia, and Apollo, Atlantic City; Aug. 13, Pitt, Cleveland; Aug. 17, Olympic, Utica, and State, New Bedford; Aug. 18, Poli, Springfield, Mass., and State, Byrd and Capitol, Richmond.

Auto Consent Decree Interests Film Men

WASHINGTON, Aug. 9.—Considerable interest has been stirred in the film industry by the Department of Justice agreement to a consent decree settling the anti-trust action against the Ford Motor Co. and Chrysler Corp. because of their control of financing of retail sales.

The decree will establish a code of business ethics for manufacturer-affiliated automobile finance companies and will be subject to approval by the U. S. District Court at South Bend. In general the decree would provide that the Government drop its charges and the companies involved abolish certain financial practices.

"New Year's" Stunt To Open New Season

DES MOINES, Aug. 9.—Tri-States theatres in Des Moines, Cedar Rapids, Waterloo, Sioux City, the Tri-Cities and in Nebraska are inaugurating their new - season attractions with "New Year's Eve" premieres.

In Des Moines the Des Moines and Roosevelt theatres will close their box-offices at 5 P.M. Aug. 11. Special decorations and lighting will be put up and the "New Year's Eve" show will open at 8 P.M. with no seat reserved, no advance in prices and only capacity of the theatre sold.

Aug. 12 the same procedure will be staged at the Paramount and Orpheum.

Cool!

AIR-COOLED
SKYSLEEPERS

OVERNIGHT TO LOS ANGELES

Big, luxurious Flagship Skysleepers. No change of planes. Air-conditioned at airports—nature-cooled en route. The Southern All-Year route. Complimentary meals. To Los Angeles or San Francisco, $149.95. 10% saving on round-trip flights.

The MERCURY Lv. Newark . . 5:10 p.m.
The SOUTHERNER Lv. Newark . . 9:00 p.m.

FOR RESERVATIONS
Call your travel agent or VAnderbilt 3-2580. Ticket Offices: 45 Vanderbilt Avenue and Rockefeller Center, 18 W. 49th St.

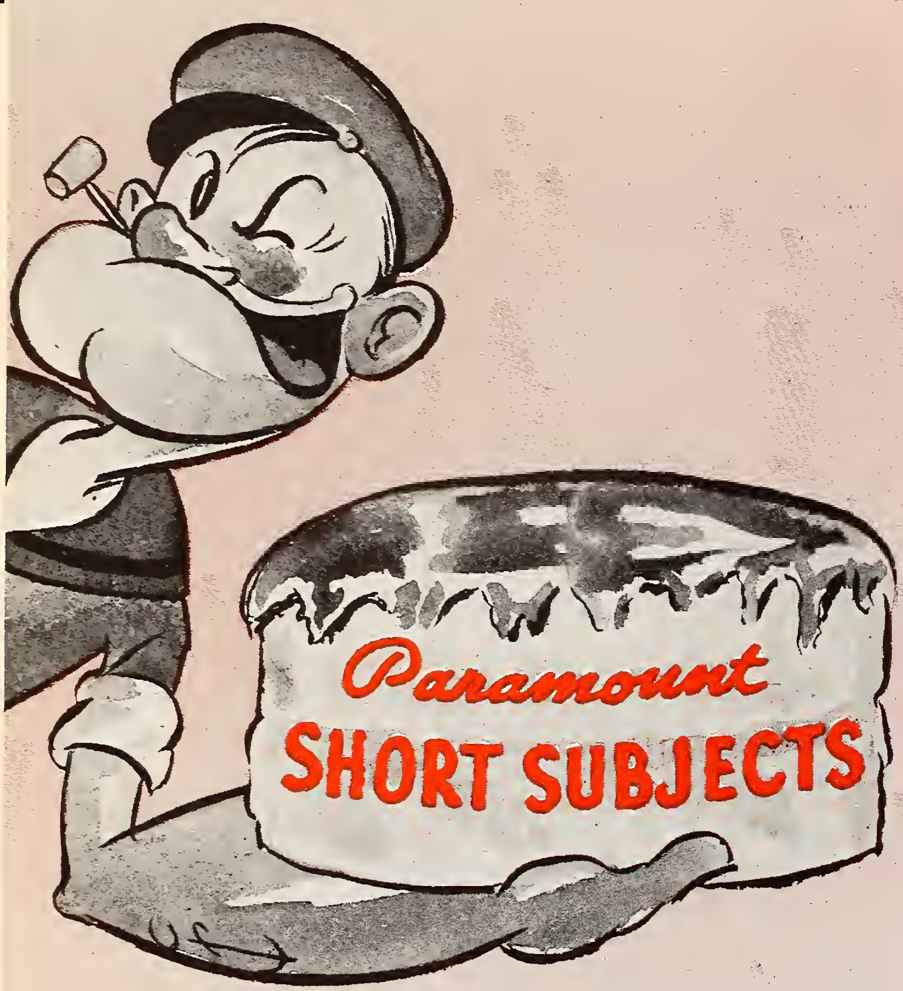
AMERICAN AIRLINES Inc.

TO
LOS ANGELES
The Best Air Service
FOR YOU

● Only United Air Lines' famous "Continental" lets you have the *full* business day in New York, with 8:55 a.m. arrival in Los Angeles. Only United offers a deluxe, limited-stop Sleeper leaving New York at midnight.

Famous Mainliners, Sleepers and Skylounges . . . finest personalized passenger service . . . the most experienced airline. *Low round-trip fares!*

UNITED AIR LINES
TICKETS: 58 E. 42nd St., MU 2-7300
Also travel bureaus, hotels



"THERE'S A FEAST OF ENTERTAINMENT IN THAT BIG PARAMOUNT SHORT CAKE...SO COME AND GET IT, ME BUCKOS, COME AND GET IT . . .

100%
BOX OFFICE
tested

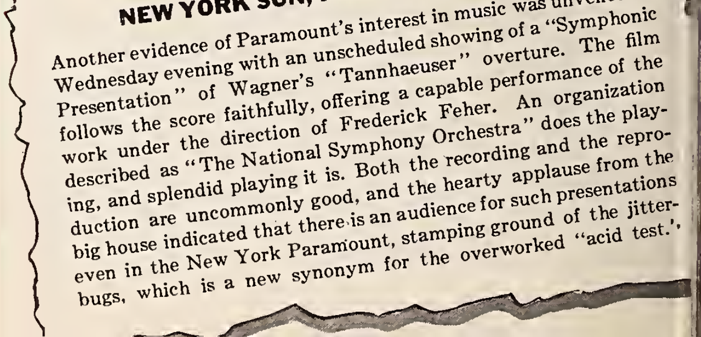
Paramount Pictures

FIRST ALL COLOR BIG TIME BAND SHORT . . .

Ever out to improve the box office value of Paramount's 100 percent box office tested shorts, Paramount comes through with the ac popular music short of the year. Starring Phil Spitalny and his all-girl orchestra, featuring such radio favorites as Maxime and the Three Little Words, the combine which took the No. 1 prize for the best short subject of the season just passed, this two-reeler adds the audience appeal of full color to make this a sure-fire winner. "Moments of Charm" will be included as part of your Headliners without extra charge.

FIRST BIG TIME SYMPHONIC ORCHESTRA SHORT

Symphony orchestras have been cheered when appearing on the screen as parts of feature pictures. Here is Paramount bringing you a complete symphonic rendition of a popular favorite, the "Tannhaueser" overture, played by the largest symphony orchestra ever assembled for a picture, in a short which has been proved guaranteed box office. Below you see a typical reaction of critics and public alike. Preview audiences, at the New York Paramount, home of the swing music fans, and Grauman's Chinese, in Los Angeles, not only liked this short, they raved about it, cheered it, wanted more...It's another prize winner for Paramount, another proof you can't beat box office tested shorts.



NEW YORK SUN, FRIDAY, JUNE 3, 1938

Another evidence of Paramount's interest in music was unveiled on Wednesday evening with an unscheduled showing of a "Symphonic Presentation" of Wagner's "Tannhaeuser" overture. The film follows the score faithfully, offering a capable performance of the work under the direction of Frederick Feher. An organization described as "The National Symphony Orchestra" does the playing, and splendid playing it is. Both the recording and the reproduction are uncommonly good, and the hearty applause from the big house indicated that there is an audience for such presentations even in the New York Paramount, stamping ground of the jitterbugs, which is a new synonym for the overworked "acid test."

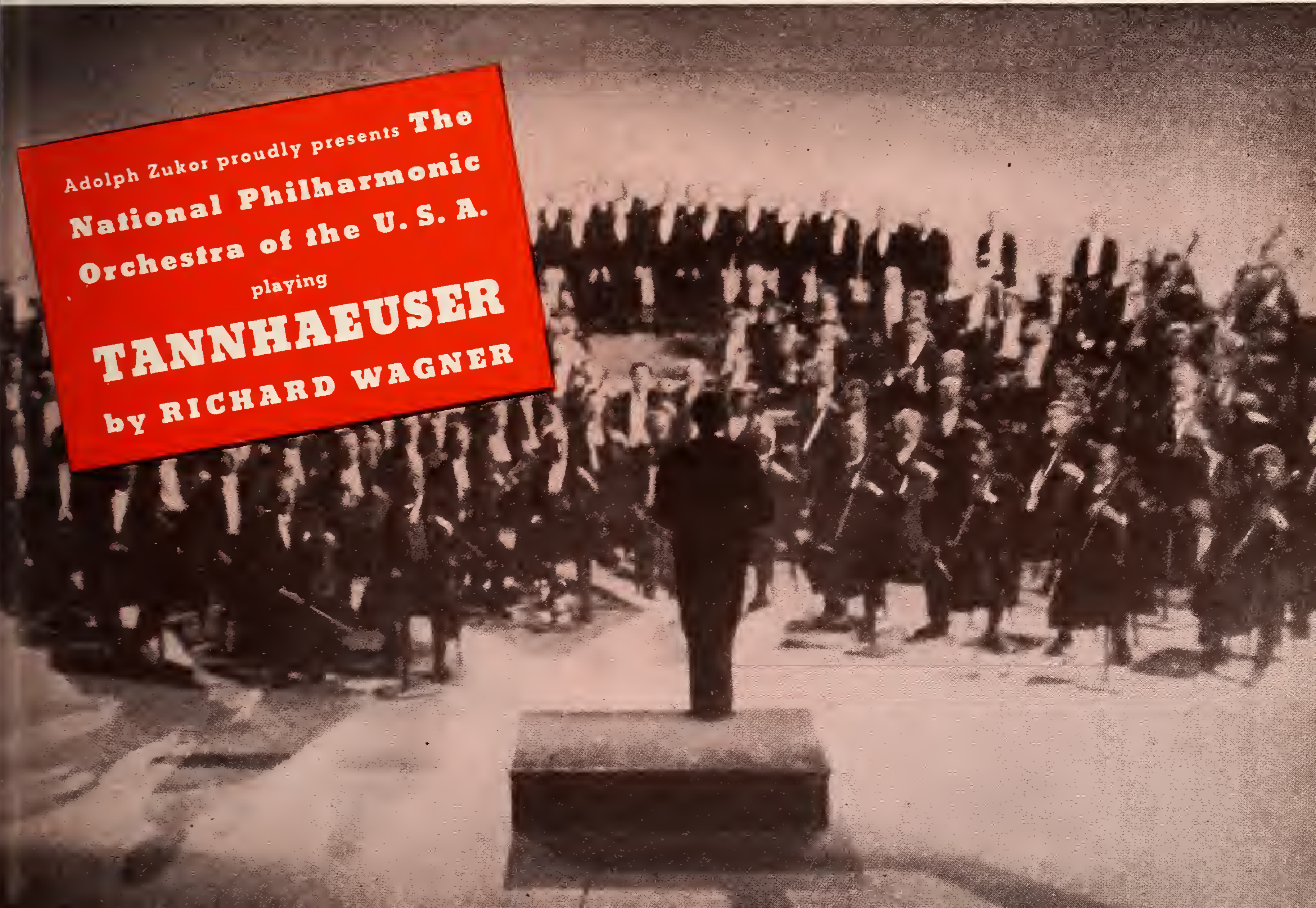
Adolph Zukor presents

PHIL SPITALNY

and his all-girl orchestra

MOMENTS of CHARM

Processed in Cinecolor



Adolph Zukor proudly presents **The National Philharmonic Orchestra of the U. S. A.**

playing

TANNHAEUSER

by RICHARD WAGNER

B.&K. Expected to Lease the Oriental

By BILL CROUCH

CHICAGO, Aug. 9.—Indications are that Balaban & Katz will sign a new lease for the 3,490-seat Oriental and open the house about Sept. 2. The Oriental, second largest Loop theatre, has been dark for three months due to disagreements over the rental. Reports that B. & K. will place Benny Goodman and his band on the stage for the opening week have not been confirmed or denied by B. & K. executives. It is expected that the theatre will run on a stageshow policy as in the past. Top admission, which was formerly 75 cents, is expected to be nearer 50 cents.

▼

Chicago's latest gift to Hollywood, News Commentator Truman Bradley, is headed for film fame, according to reports received here from M-G-M. "Brad" is slated to be Metro's next big "discovery," it is said. Humorous slant on this situation is that Bradley's friends here had to plead with him for weeks to get him to accept Metro's offer for a series of screen tests.

▼

"Marie Antoinette" is slated to open as a roadshow here about August 28. The premiere will be at the Erlanger, according to current reports.

▼

Perhaps the greatest reception ever given a local trade showing was the midnight preview of "Alexander's Ragtime Band" at the U. A. theatre the other evening. The demand for preview tickets was exceeded only by the tremendous reception given the picture. The opening of the film is set for Friday at the Chicago and it is expected that it will run for not less than three weeks.

▼

Papers are expected to be signed this week which will bring about the establishment of a theatre in the Merchandise Mart. Space on the first floor will be utilized to make an arena shaped theatre to be used by the Federal Theatre Project and will seat approximately 500. Some months ago plans were discussed for establishment of a newsreel theatre in the Mart, but these were abandoned.

▼

James Luntzel, former B. & K. press representative, has turned to free-lance publicity and has started his own firm.

▼

Business comes first to Herb Elisburg, Essaness publicity director. Herb spent his time at the Michael Reese Hospital last week awaiting the arrival of a son, by contacting the local press regarding the meeting to raise funds for the film advertising drive. He called this correspondent 10 minutes after the son's arrival—and he told about the meeting before he announced the birth.

Fire Engines Dry House

POTTSVILLE, Pa., Aug. 9.—Fire engines were called by Manager Samuel Freidman to pump out the Capitol Theatre, flooded during a cloudburst yesterday afternoon. Water filled the cellar and entered the auditorium, flooding the orchestra pit and the main floor to the distance of four seats back.

Pascal Sold Shaw Film Idea After All Others Had Failed

By IRENE KUHN

It took Gabriel Pascal, a Hungarian without a cent to offer, but with the courage of his conviction that he could make a Shaw play into a better film than anyone else, to succeed with the Irish genius where others with millions had failed.

Mr. Pascal, who calls himself a "hobo producer," is here now with the print of "Pygmalion," a Cinderella story of a flower girl who became a duchess.

Shaw's material is entertainment for the masses, says Mr. Pascal.

Mr. Pascal is managing director of Pascal Film Productions, Ltd., London, and has produced with his own units in France and Italy. He has options on two more Shaw plays, "The Devil's Disciple" and "Caesar and Cleopatra." He will make "Devil's Disciple" in Hollywood, do the exteriors for "Caesar and Cleopatra" in Italy and the interiors at Pinewood.

"But I will not make any more pictures without American cooperation," he said. "If we foreign producers can't get American cooperation we may as well just make 'B' pictures."

Leslie Howard co-directed "Pygmalion" besides starring in it.

The producer is conducting American distribution negotiations under the guidance of Dr. A. H. Giannini. He has gone to Hollywood but will return to Europe for the Aug. 28 opening in Venice, coming back to America directly afterwards.

Out Hollywood Way

HOLLYWOOD, Aug. 9.—**JOHN GARFIELD**, whose performance in Warners' "Four Daughters" is creating much comment at the studio, has four pictures lined up for him. He will have top roles in "Crime Is a Racket," "Tough Angels," "Dust Be My Destiny" and "The Patent Leather Kid." **EARL MILLER**, head of the RKO electrical department, will be in charge of sports events for the annual Motion Picture Fathers and Sons day Aug. 14 at the Uplifters Club. . . . **MARK HELLINGER**'s first assignment as associate producer on the Warner lot will be "Hell's Kitchen," with **HUMPHREY BOGART** and the "Dead End" kids. . . . Ben Judell Productions, Inc., have taken over the Conn Studios on Sunset Boulevard.

M-G-M, which announced and then changed its mind on its intention to make "Christmas Carol" from the Dickens story, again has the picture on the schedule. **TERRY KILBURN** will play "Tiny Tim" and **LIONEL BARRYMORE**, "Scrooge." **JOSEPH MANKIEWICZ** will produce. . . . Another picture being lined up for the "Dead End" youngsters at Warners is "Battle of City Hall," story of political corruption by **JONATHAN FINN**. . . . **HAL ROACH**'s troupe, which made "Topper," will be on the job again for the sequel, "Topper Takes a Trip," set for an Aug. 30 start. The group consists of Producer **MILTON BREN**, Director **NORMAN Z. MCLEOD** and **JACK JEVNE** and **EDDIE MORAN**, writers; **ROLAND YOUNG**, **CONSTANCE BENNETT**, **BILLIE BURKE**, **ALAN MOWBRAY** and others of the original cast have been set.

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Casting—**ROSELLA TOWNE** in "Curtain Call," Warners. . . . **MARILYN KNOWLDEN** in "Angels with Dirty Faces," Warners. . . . **WESLEY BARRY** has been signed for the title role of "The Mexicali Kid," **JACK RANDALL** vehicle at Monogram. . . . **NAT PENDLETON** in "Northwest Passage," M-G-M. . . . **DAVID GORCEY**, **HALLY CHESTER**, **LESTER JOY** and **CHARLES DUNKIN** have been signed to support **JACKIE COOPER** in Universal's as yet untitled Boy Scout serial. . . . **FRANK MORGAN** in "Vacation from Love," M-G-M. . . . **DONALD CRISP**, and **DAVID NIVEN**, the latter a loanout from Goldwyn, in Warner's "The Dawn Patrol." . . . **WALTER PIDGEON** in "Listen, Darling," and **EMMA DUNN** in "Three Loves Has Nancy," both M-G-M. . . . **BRADLEY PAGE** in "Annabel Takes a Tour," RKO. . . . **ALLEN JENKINS** in "Going Places," Warners. . . . **ANN SHERIDAN** will be given top billing in Warners' "Student Nurse." . . . **ALAN HALE** and **BARNETT PARKER** in "Listen, Darling," M-G-M. . . . **MATTY FAIN** in "Wanted by the Police," Monogram.

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Contracts—**JEFFREY LYNN** has been given a term contract by Warners because of his performance in "Four Daughters." . . . Warners also have signed **GERALDINE FITZGERALD**, young Broadway actress, now in Ireland on a vacation, to a term pact. . . . **BINNIE BARNES** joins the 20th Century-Fox contract roster and is cast in "Three Musketeers," the Ritz Bros. vehicle. . . . **FRANCINE BORDEAUX**, French Canadian girl, has been signed by Hal Roach.

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Directors — **REINHOLD SCHUNZEL**, whose first directorial effort at M-G-M was "Rich Man, Poor Girl," has been assigned "The Ice Follies," which **HARRY RAPF** will produce.

Pommer Delays Sailing

Erich Pommer, head of Mayflower Films of England, has postponed his return to London until next Wednesday on the *Normandie* for negotiations on release of his two films, "Vessel of Wrath" and "St. Martin's Lane." He was to sail today. Budd Rogers, vice-president of Alliance Films, is acting as his representative here.

Lillian Koehler Resigns

MARINELAND, FLA., Aug. 9.—Lillian C. Koehler, secretary and treasurer of Marine Studios, has resigned and has left for New York where her marriage to Edwin Johnson Elliott of Louisville, Ky., will be solemnized in September.

Coast Has 36 Films In Work; 9 Finis

HOLLYWOOD, Aug. 9.—Pictures b fore the cameras this week totall 36, the same as last week. Nine start and nine finished. Twenty-two are final stages of preparation, and 54 a being edited.

Those which started were: "Hom cide Bureau" and "West of the [illegible] Fe," Columbia; "Vacation from Love M-G-M; "Wanted by the Police Monogram; "Thanks for the Men ory," "Illegal Traffic," Paramount "A Man to Remember," RKO; u titled Bob Baker western, Universal "Going Places," 20th Century-Fox.

Those shooting are:

"Girls' School," Columbia; "Th Lady and the Cowboy," Goldwyn "Too Hot to Handle," "Boys' Town "Sweethearts," "Listen Darling "Stablemates," M-G-M; "Zaza," "Th Arkansas Traveler," "King of Alca traz," "Escape from Yesterday Paramount; "Gunga Din," "The Ma Miss Manton," RKO; "Billy the Ki Returns," Republic; "Hold Tha Coed," "Submarine Patrol," "By th Dawn's Early Light," "Sharpshoo ers," 20th Century-Fox; "Yout Takes a Fling," "That Certain Age "The Comet," Universal; "Angel with Dirty Faces," "Brother Rat, "Wings of the Navy," "Heart of th North," "Curtain Call," and "Torch Gets Her Man," Warners.

Those finishing were: "Three Love Has Nancy," M-G-M; "Starligh Over Texas," Monogram; "Roo Service," "Mr. Doodle Kicks Off, untitled George O'Brien vehicl RKO; "There Goes My Heart, Roach; "While New York Sleeps 20th Century-Fox; "The Sisters" an "Blackwell's Island," Warners.

RKO started two short subjects an finished them within the week. M-G-M finished one, leaving two shooting. A total of four is being prepared, an eight are being edited.

Moore to Attend Meet

JACKSONVILLE, Fla., Aug. 9.—M. C Moore, president of the Southeaster Theatre Owners Association, will at tend a conference at Atlanta, Aug. 15 to discuss participation in the industry advertising campaign.

Wall Street

Board Movement on Decline

	Open	High	Low	Close	Net Change
Col.	14⅜	14⅜	14⅛	14⅛	— ⅛
Cons.	1½	1½	1½	1½	.....
Cons. pfd..	8⅝	8⅝	8½	8½	— ⅛
E. K.	178	178	177	177	—1¾
G. T. E...	14¼	14¼	14¼	14¼	— ⅜
Loew	49	49⅞	48¾	49⅞	+ ½
Para.	10⅜	10⅜	10⅛	10¼	— ¼
Para. 2.....	10¼	10½	10¼	10½	+ ⅛
Pathe	8¾	9¼	8¾	9¼	+ ¼
RKO	2¾	2⅞	2¾	2¾	.....
20th Fox..	25¼	25½	24⅞	25⅛	— ½
W. B.	6⅝	6⅝	6⅜	6⅝	+ ⅛

Curb Issues Off

	Open	High	Low	Close	Net Change
G. N.	9/16	⅝	9/16	⅝	.....
Tech.	24⅜	24⅜	23⅝	24	— ¼
Univ. Corp.	3⅜	3⅜	3⅜	3⅜	— ⅛

Bonds Decline Fractionally

	High	Low	Close	Net Change
Para. Pict. '47....	82	82	82	— ¾
W. B. 6s '39.....	78	78	78	— ½

(Quotations at close of Aug. 9)

‘Marines” and Ted Lewis Hit Frisco Peaks

San Francisco, Aug. 9.—“The Marines Are Here,” helped by Ted Lewis and his band, hit the high spots of the Golden Gate by getting $23,000, ver normal by $7,000. It was one of ie best grosses of the year.

“Algiers” continued at the United rtists and took $9,000 in its second eek, up by $2,000. The Orpheum ok a par $8,500 with “Little Tough uy” and “Danger On the Air.”

Total first run business was $74,850. verage is $82,800.

Estimated takings:

Week Ending Aug. 2:

“MARINES ARE HERE” (Monogram)
GOLDEN GATE—(2,850), 35c-40c-55c, 7 ays. Stage: Ted Lewis and vaudeville. **ross:** $23,000. (Average, $16,000)

“ALGIERS” (U. A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-5c-65c, 7 days, 2nd week. **Gross:** $9,000. Average, $7,000)

Week Ending Aug. 3:

“I'LL GIVE A MILLION” (20th-Fox)
“KEEP SMILING” (20th-Fox)
PARAMOUNT — (2,750), 15c-35c-40c-55c-5c, 7 days. **Gross:** $10,000. (Average, 13,000)

“AMAZING DR. CLITTERHOUSE” (W. B.)
“THE CHASER” (M-G-M)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. **ross:** $12,500. (Average, $17,000)

“LITTLE TOUGH GUY” (Univ.)
“DANGER ON THE AIR” (Univ.)
ORPHEUM — (2,440), 15c-35c-40c-55c, 7 lays. **Gross:** $8,500. (Average, $8,500)

“THE TEXANS” (Para.)
“MY BILL” (W. B.)
ST. FRANCIS — (1,400), 15c-35c-40c-55c-5c, 7 days, 2nd week (moved over from Fox). **Gross:** $4,000. (Average, $7,000)

Week Ending Aug. 4:

“PROFESSOR BEWARE” (Para.)
“PENROD'S DOUBLE TROUBLE” (W. B).
WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days, 2nd week. **Gross:** $7,000. (Average, $13,000)

Week Ending Aug. 5:

“LIE OF NINA PETROVNA” (Solar)
CLAY—(400), 15c-35c-40c, 7 days. **Gross:** $850. (Average, $1,300)

“Clitterhouse” Gets $96,000 in 3 Weeks

“The Amazing Dr. Clitterhouse” garnered $96,000 in its three-week run at the Strand, ending last night. The final week's take was $21,000. Previous week's grosses were $44,000 and $31,000.

The Paramount did $27,000 in the second week of “The Texans” with Gene Krupa and his band on the stage, following the first week's $41,000.

“The Chaser” gave the Rialto $5,600. Business is perking up at the house with “Smashing the Rackets,” which got off to a strong start.

“Highway Patrol” at the Globe went to $6,000 in six days.

Prepare “Marie” Opening

With the closing tonight of M-G-M's “Marie Antoinette” museum at the Astor the house will be made ready for the New York premiere of the film next Tuesday. Over 200,000 persons visited the exhibit which has occupied the theatre premises since July 14.

“Amazing” Is Seattle Win; Gets $7,250

Seattle, Aug. 9.—“The Amazing Dr. Clitterhouse,” on a dual with “Sinners in Paradise,” made the best showing of a fair week by getting $7,250 at the Orpheum. This was $1,250 over normal and the combination was held.

“Little Miss Broadway” and “Sky Giant” took a par $7,100 at the Fifth Avenue and the bill was moved to the Music Box. “Professor Beware” and “Prison Farm” went $850 over the line on a take of $6,850 and were moved to the Blue Mouse.

Total first run business was $35,600. Average is $36,500.

Estimated takings for the week ending Aug. 5:

“COWBOY FROM BROOKLYN” (W. B.)
“ACCIDENTS WILL HAPPEN” (W. B.)
BLUE MOUSE—(950), 30c-40c-55c, 7 days, 2nd week, extended run from Orpheum. **Gross:** $3,450. (Average, $4,000)

“LITTLE MISS BROADWAY” (20th-Fox)
“SKY GIANT” (RKO)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. **Gross:** $7,100. (Average, $7,000)

“THE BIRTH OF A BABY” (S. R.)
LIBERTY—(1,800), 20c-30c-40c-55c, 7 days, 3rd week. **Gross:** $4,100. (Average, $5,000)

“ALWAYS GOODBYE” (20th-Fox)
“PASSPORT HUSBAND” (20th-Fox)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 2nd week, extended run from Fifth Avenue. **Gross:** $3,000. (Average, $4,000)

“THE AMAZING DR. CLITTERHOUSE” (W. B.)
“SINNERS IN PARADISE” (Univ.)
ORPHEUM—(2,450), 30c-40c, 7 days. **Gross:** $7,250. (Average, $6,000)

“WOMEN ARE LIKE THAT” (F. N.)
“MYSTERY HOUSE” (F. N.)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by Mercedes. **Gross:** $3,850. (Average, $4,500)

“PROFESSOR BEWARE” (Para.)
“PRISON FARM” (Para.)
PARAMOUNT—(3,050), 30c-40c, 7 days. **Gross:** $6,850. (Average, $6,000)

“Professor” Dual High in Milwaukee

Milwaukee, Aug. 9.—“Professor Beware” and “Mr. Moto Takes a Chance” were winners in a week made somewhat weak by five circus performances and the summer's hottest weather. The combination grossed $6,100 at Fox's Palace.

“The Amazing Dr. Clitterhouse” and “Wives Under Suspicion” were good for $5,600 at the Warner, $600 above par. Other business was just average or below.

Total first run business was $28,700. Average is $26,500.

Estimated takings for the week ending Aug. 4:

“PROFESSOR BEWARE” (Para.)
“MR. MOTO TAKES A CHANCE” (20th-Fox)
PALACE—(2,400), 35c-50c, 7 days. **Gross:** $6,100. (Average, $5,000)

“EXTORTION” (Col.)
RIVERSIDE—(2,300), 25c-30c, 7 days. Stage: Vaudeville. **Gross:** $5,000. (Average, $5,000)

“LITTLE MISS BROADWAY” (20th-Fox)
“ROMANCE OF THE LIMBERLOST” (Monogram)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $4,000. (Average, $4,500)

“ AMAZING DR. CLITTERHOUSE” (F. N.)
“WIVES UNDER SUSPICION” (Univ.)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $5,600. (Average, $5,000)

“I'LL GIVE A MILLION” (20th-Fox)
“GANGS OF NEW YORK” (Republic)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $8,000. (Average, $8,000)

“Cowboy” Out Front In Cincinnati Gain

Cincinnati, Aug. 9.—The traditional dog days slump failed to materialize last week. Heading the list was “Cowboy from Brooklyn,” which corraled $12,000 at the RKO Palace, upping average by $2,000.

“Little Miss Broadway” had a $12,000 take at the RKO Albee, where the normal figure is $12,000. It was moved to the RKO Capitol. “Tropic Holiday” garnered $2,750 on its second downtown showing at the RKO Grand, which is average there.

Total first run business was $45,700. Average is $46,700.

Estimated takings for the week ending Aug. 4:

“LITTLE MISS BROADWAY” (20th-Fox)
RKO ALBEE—(3,300), 35c-42c, 7 days. **Gross:** $12,500. (Average, $12,000)

“COWBOY FROM BROOKLYN” (W.B.)
RKO PALACE—(2,700), 35c-42c, 7 days. **Gross:** $12,000. (Average, $10,000) Moved to RKO Capitol.

“AMAZING DR. CLITTERHOUSE” (F. N.)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. **Gross:** $5,300. (Average, $6,500)

“SKY GIANT” (RKO)
RKO LYRIC—(1,400), 35c-42c, 7 days. **Gross:** $5,000. (Average, $6,500)

“TROPIC HOLIDAY” (Para.)
RKO GRAND—(1,200), 25c-40c, 7 days, 2nd downtown week. **Gross:** $2,750. (Average, $2,750)

“PRISON FARM” (Para.)
(2 days)
“BORDER G-MEN” (Radio)
(2 days)
“YOUNG FUGITIVES” (Univ.)
(3 days)
RKO FAMILY—(1,000), 15c-25c. **Gross:** $2,300. (Average, $2,450)

“I'LL GIVE A MILLION” (20th-Fox)
KEITH'S—(1,500), 30c-40c, 7 days. **Gross:** $5,850. (Average, $6,500)

“Rich,” Hall, Langford Are Phila. Smash

Philadelphia, Aug. 9. — “We're Going to be Rich,” with Frances Langford, Jon Hall and the Schnicklefritz Band, rolled up an extraordinary $19,500 at the Earle in the face of a heat. This was $5,500 over normal.

Total first run business was $64,400. Average is $73,800.

Estimated takings for the week ending Aug. 4:

“ALWAYS GOODBYE” (20th-Fox)
(2nd run)
ARCADIA—(600), 25c-40c-55c, 7 days. **Gross:** $1,800. (Average, $2,800)

“MOTHER CAREY'S CHICKENS” (RKO)
BOYD—(2,400), 40c-55c-75c, 7 days. **Gross:** $10,000. (Average, $14,000)

“WE'RE GOING TO BE RICH” (20th-Fox)
EARLE—(2,000), 25c-40c-55c, 6 days. Stage: Frances Langford, Jon Hall, Schnicklefritz Band. **Gross:** $19,500. (Average, $14,000)

“THE AMAZING DR. CLITTERHOUSE” (W. B.)
FOX—(3,000), 37c-55c-65c, 7 days, 2nd week. **Gross:** $11,000. (Average, $14,000)

“COUNT OF MONTE CRISTO” (U. A.)
(Revival)
KARLTON—(1,000), 25c-40c-55c, 7 days. **Gross:** $2,300. (Average, $4,000)

“COWBOY FROM BROOKLYN” (W. B.)
(2nd run)
KEITH'S—(2,000), 30c-40c-55c, 7 days. **Gross:** $2,800. (Average, $4,000)

“LITTLE MISS BROADWAY” (20th-Fox)
STANLEY—(3,700), 37c-55c-65c, 7 days. **Gross:** $12,000. (Average, $14,000)

“THE SAINT IN NEW YORK” (RKO)
STANTON—(1,700), 30c-40c-55c, 7 days. **Gross:** $5,000. (Average, $7,000)

Shortest COOLEST COAST-TO-COAST
(New York to Los Angeles)

FLY TWA
THE LINDBERGH LINE

COOLEST! Government figures show that average summer temperatures are cooler over the TWA route between New York and Los Angeles than any other transcontinental airline.

HALF FARE FOR CHILDREN

Take your children with you on your next TWA trip! Half fare for children under twelve; under two years, no charge. Finer service to California. Leave New York 5:30 p.m.; arrive Los Angeles 7:56 next morning. Overnight sleeper luxury. Or take scenic daylight flight. Leave New York 8:00 a.m. (9:00 a.m. Daylight Saving Time) on Sun Racer; arrive Los Angeles 11:43 that evening. Convenient TWA schedules and connections to all major cities.

Call TWA, MUrray Hill 6-1640 or PEnnsylvania 6-6000 for reservations.

SHORTEST... FASTEST... COAST TO COAST

Ad Campaign Pledges Rise To $850,000

(*Continued from page 1*)

conducted by the local committee, compromising William K. Jenkins, chairman; Robert Mochri, O. C. Lam and Roy Martin. The Philadelphia and Minneapolis regional meetings are scheduled for today, with Lewen Pizor as chairman of the former and W. A. Steffes, A. W. Smith, Jr., and John J. Friedl conducting the latter.

The meeting for the Charlotte area is scheduled for Friday at the Fort Garry Hotel, in charge of a committee consisting of H. F. Kincey, chairman; Lyle Wilson, George Parr, R. J. Ingram and Ben Rosenwald. The Seattle regional meeting will be held Aug. 16, with John Danz as chairman. A meeting for the Denver area is scheduled for Aug. 17 at the Cosmopolitan Hotel, at which Rick Ricketson will preside.

Plan K. C. Regional

Regional meetings for the Kansas City, Louisville and Memphis territories are being planned and dates will be designated shortly.

Details of the "movie quiz" contest are still awaiting approval by the Post Office department and, until this has been obtained, campaign headquarters is withholding a complete announcement of the prize contest arrangements.

Virginia exhibitors will meet within the next two weeks to pledge their support to the "Motion Pictures' Greatest Year" campaign, says Ben Pitts, president, M. P. T. O. of Virginia. He left last night for Fredericksburg.

Canada Holds Second Advertising Meeting

Ottawa, Aug. 9.—The second of a series of trade rallies in eastern Canada in behalf of the industry's big advertising campaign was held here today with a large attendance of local and district theatre owners and circuit managers.

The meeting, which was held in the Chateau Laurier, was addressed by N. A. Taylor, president of the Motion Picture Section of the Toronto Board of Trade, and Gordon Lightstone of Toronto, Ontario branch manager of Regal Films, Ltd. Details of the campaign to cover the four months ending Dec. 31, including newspaper displays, theatre banners, window cards, heralds and trailers were described and an outline was given of the theatre question contest on new season product.

Ottawa exhibitors signed pledges to pay 10 cents per seat as their share of the campaign cost. Prominent in the discussions was P. J. Nolan of Ottawa, owner of the Avalon, Rexy and Nola.

Shift "Antoinette" Plan

Cleveland, Aug. 9.—"Marie Antoinette," originally scheduled for local roadshowing at the Hanna, will, instead, play Loew's State early in September at popular prices. Under consideration is a plan to open the Mayfair Casino, immediately adjoining the State, for a display of the "Marie Antoinette" Museum now showing in New York.

National Film Buys Resume After Meets

National Theatres' negotiations for United Artists, Universal and Paramount product for 1938-'39 will be resumed following the circuit's regional meetings, which will be concluded in Los Angeles Aug. 17. Spyros Skouras and William Powers, chief film buyer, are attending the sessions.

The two product deals closed by the circuit to date have been for two years. These are with 20th Century-Fox and RKO. Two-year contracts were negotiated with M-G-M, Columbia and Warners last year and are in effect for the coming season. Whether the deals with the remaining three companies will be for one or two years is uncertain, this depending on the kind of deal that can be made.

Twentieth Century-Fox is not making any deals for more than one year, it is said, and the National Theatres two-year contract appears to be an exception.

J. J. Sullivan, Fox West Coast film buyer, who has been here working on new deals is attending the Kansas City and Los Angeles meetings of National Theatres and will probably remain on the coast for a month before returning here.

National to Help in "Ad" Drive—Skouras

Kansas City, Aug. 9.—As its form of participation in the industry's national advertising and business building drive, National Theatres will spend more on advertising, it was stated here today by Charles P. Skouras in a speech delivered at the annual meeting of the circuit being held at the Hotel Muehlebach. Mr. Skouras declared that pictures this year look better than for several years in the past and added that business will improve materially following the last week of August.

The industry's advertising drive is one of the important subjects of discussion at the convention, which is being attended by Spyros Skouras and all division managers of the circuit.

Film contracts and showmanship generally also were treated at today's session.

Rodgers to Attend Meet

William F. Rodgers, M-G-M distribution chief, and E. M. Saunders, western sales manager, are due in Kansas City tomorrow to attend the National Theatres' regional meeting. They will also attend the Los Angeles sessions, starting next Monday and continuing for three days. Earlier this week they were in Detroit on product deals with George Trendle and Cooperative Theatres of Michigan.

Deutsch Canada Unit Still in Talk Stage

(*Continued from page 1*)

United States and Canada later this year and at that time will discuss the matter with Canadian interests that have approached him on the subject.

Already it is known authoritatively that Mr. Deutsch is planning a building and buying organization that will reach Australia and South Africa as well as the Continent. The contemplated Canadian circuit, if it is established, would number more than 100 houses.

Labor Board Says Writers Guild Won

(*Continued from page 1*)

wood producers. The board, however, refused to extend the authority of the guild to the screen writers in five companies where no collective bargaining representatives were elected, dismissing a petition filed by the guild.

While officials of the board refused to comment, today's action in certifying the results of the elections was seen as forecasting an unfavorable decision on the producers' protests against the elections, based on allegations that they had been given no opportunity to verify the employment of the writers who voted.

Guild Support Listed

Voting to select between the guild and the Screen Playwrights as collective bargaining representatives, the board announced, the former received a majority vote from the screen writers employed by Loew's, Selznick International, Samuel Goldwyn, Inc., Republic Productions, Columbia Pictures, Paramount, RKO, Universal, 20th Century-Fox, Warners, Hal Roach Studios, Monogram and Darmour, Inc.

The guild petition which the board dismissed sought to include the writers in Grand National, Trem Carr Pictures, Major Pictures, B. P. Schulberg, Inc., and Walter Wanger Productions in the group which it is to represent. The board, however, pointed out that no votes were cast in the case of four of these companies and but one in the case of Walter Wanger Productions, and held that the principle of collective bargaining presupposes that there is more than one eligible person who desires to bargain. However, it was added, a single employe has the right under the act to designate a representative to act for him.

RKO Sales Running Above Last Year's

(*Continued from page 1*)

houses; Warner Bros. Circuit, 325 houses; Interstate and Texas Consolidated Theatres, 90 houses; Malco Circuit, 50 houses; Sparks Circuit, 70 houses; Chatkin Theatres, five houses; Butterfield Circuit, 90 houses; Durkee Circuit, 18 houses; Minnesota Amusement Co., 40; United Circuit of California, 60; Famous Players Canadian, 100, and numerous independent circuits and houses.

RKO's first product announcement of the new season will be made today. Among the leading productions on the forthcoming schedule will be "Room Service," with the Marx Brothers; "Gunga Din," with Douglas Fairbanks, Jr., Cary Grant and Victor McLaglen; "The Mad Miss Manton," with Barbara Stanwyck and Henry Fonda, and the first of the new "Affairs of Annabel" series.

Robert Moore Joins G.B.

Kansas City, Aug. 9.—Robert Moore, son of Morrill Moore, manager of the Fox Rockhill here, has resigned as shipper with National Screen Service to go with G. B. as booker and city salesman. L. T. Garlow, formerly salesman for the exchange under Douglas Desch, has resigned and is in California.

Zanuck Prophesies Big Producing Rush

(*Continued from page 1*)

allied businesses but to many other branches of endeavor as well. Hollywood payrolls undoubtedly will reach new peaks, adding thousands of unemployed to working payrolls.

"The increased purchasing power of persons connected with the industry will make itself felt throughout this area," Mr. Zanuck said, "and by the same token the better business conditions which are making possible this expanded production program should give the entire country a heartening lift."

"American producing companies will have the best pictures in their history this year. They will provide a broad and firm foundation for the cooperative campaign being undertaken by the industry—a drive involving one of the greatest joint budgets ever undertaken," he said.

Associated British Expansion Finished

By AUBREY FLANAGAN

London, Aug. 9.—At the annual meeting of Associated British Pictures Corp. today Chairman of the Board John Maxwell said the objectives of the directorate had been achieved and that the company's policy is now being directed toward consolidation of the present position. He said expansion had been carried out conservatively out of profits.

Another good year for theatres was forecast with the outlook for improvement over present figures which represented a profit of £1,302,000, an increase over last year of £37,000.

The net proceeds of January's £1,000,000 issue have been used to pay off the floating debt of the company, it was stated. The general reserve is now £2,425,000, plus £200,000 set aside for addition. Liquidation of subsidiaries has progressed, the stockholders were informed. Income and national defense taxes took £315,738. Total assets of the corporation are now nearly £17,000,000.

"Baby" Petition to Go to Higher Court

(*Continued from page 1*)

Esmond, motion picture director. On appeal, Frank P. Graves, Commissioner of Education, viewed the picture and listened to arguments by opposing counsel, subsequently upholding Mr. Esmond in his rejection. Shortly thereafter, during the storm of protests over the rejection, the board of regents amended their rules, taking over appeals on the banned film.

The American Society for Maternal Welfare next appealed to the board of regents, which had already seen the film on December 8, 1937. Decision was withheld until mid-April, when the board as a whole voted against licensing the picture. Appellants, through Ellis Staley of Albany, their counsel, contend in the certiorari proceedings that the picture is educational in nature. Seemingly, action will go to the Appellate Division and possibly later to the Court of Appeals, as did both "Ecstasy" and "Tomorrow's Children."

Banner LINES

THE bangtails at Saratoga, whence we were transported by American Airlines, are getting a hectic lay from the radio crowd. Spotted in he clubhouse the past weekend were l Jolson, Ben Bernie, Louella Par- or[illegible] Goodman Ace, Vincent Lopez, [illegible] Baker, just to mention a few of he outstanding ones. Saw Al Jolson mble over to a bookie and bet $5,000 n El Chico, with the critter gallopg home an easy winner. Miss Parons, too, betting big sums with the mperturbability of a veteran.

Bryan Fields, *New York Times* acing writer and turf broadcaster for BS, playing host to a party which ncluded the writer, Dinty Doyle of he *Journal-American*, Bruce and Mrs. ouche, he is the CBS news editor; Rosaline Callahan of the network's ress department, and Mary O'Neill of he *Albany Knickerbocker News*. Results of the day's betting orgy for this eckless crew: Dinty Doyle was icked for $2, Miss Callahan a winner y $1.20, Bruce Fouche out $18. Mrs. Fouche, however, got her spouse out f the sack by betting $2 on a 20 to 1 shot. We, ouch! were nicked for $16.

▼

Dinty Doyle, persuading Bryan Field to accompany him to a movie, took him to see "The Crowd Roars." The gag being that Clem McCarthy, Mr. Field's arch broadcasting rival, is prominently cast in the film.

▼

Tom Cochran, writer-director, is up to his ears in assignments. So much so, that when he had to rush to Boston last week for a script huddle he took the night boat so as not to lose any writing time. Came morning and a "gangplank" broadcast as the boat was docking. Cochran, recalling his stunt days at KPO, Frisco, let himself be called to the mike.

Then came the pay-off, after he had done his bit. The program was a commercial, Community Opticians. Cochran didn't even get as much as a sample for his stint.

▼

Ed Dukoff, the p. a., seems to have something in an idea. He wrote to a number of out-of-town stations, offering to represent them in the New York trade paper field for a nominal fee. Result, he's got the Yankee and Colonial networks, a number of other stations, with the outlook bright for additional station business.

▼

The Paramount theatre annually makes a great to-do awarding a cup to a bandleader who has been declared the year's most popular maestro by the patrons of that theatre. Standing dusty, tarnished and neglected on the floor in a corner of the office of Tom Fizdale, is the cup won some years ago by Guy Lombardo. The bandleader used to be a Bob Taplinger account, but when Bob sold the business to Fizdale he gave up the services of the organization.

—JACK BANNER

McGee Goes to Coast

Norman S. McGee, sales manager of WQXR, has left for the Pacific Coast to see advertisers and agencies, and to survey radio developments there.

Kyser Re-Signed

The American Tobacco Co. yesterday tore up the current Kay Kyser contract which ended in October, and re-signed the band leader for four more years of "Musical College" broadcasting. The contract, one of the longest term pacts ever written in radio, is reported to be for $1,000,000 for the term. Lord & Thomas negotiated.

Horn Goes Abroad to Discuss Short Waves

Developments abroad in short wave broadcasting will be investigated by Charles W. Horn, director of research and development for NBC, who will sail today on the *Manhattan* for a month's trip.

Television will also be looked into by Mr. Horn, who will confer with BBC in England and the radio administrations in France and Germany. A pioneer in short wave broadcasting, Mr. Horn said the conferences will also deal with furthering an international exchange of programs.

Nathaniel Shilkret Back

Nathaniel Shilkret, formerly musical director for RKO, has returned to New York to resume broadcasting activities. Mr. Shilkret has placed himself under the personal management of Harry Engel of the Fanchon & Marco office.

Willson Goes to Coast

Meredith Willson, conductor on the M-G-M "Good News" program, which will return to the air Sept. 1, will leave today for Hollywood to start preparations for the radio season. He has just returned from a European vacation.

Two Renewals on WNEW

Proctor & Gamble has renewed its spot announcements for Oxydol over WNEW for 26 weeks, 15 weekly. Blackett-Sample-Hummert handled the business. Spear & Co. has purchased participation in the "Make Believe Ballroom" on the same station.

Examiners' Hearings To Be Held Sept. 7

WASHINGTON, Aug. 9.—The Federal Communications Commission today announced that hearings would be held before examiners Sept. 7 on the broadcasting application of KRKO, Everett, Wash., for extension of time from sharing to unlimited and increase of power from 50 watts to 100 watts night, 250 watts day; Cascade Broadcasting Co., Inc., for a 1,420-kilocycle station at Everett, Wash., with 100 watts night, 250 watts day; Tacoma Broadcasters, Inc., for a 142-kilocycle station at Tacoma, Wash., with 100 watts night, 250 watts day, and Michael J. Mingo for a 1,400-kilocycle, 250-watt station at Tacoma.

Oct. 10, examiners' hearings will be held on the applications of KTBS, Shreveport, La., for change of frequency from 1,450 to 620 kilocycles and increase of day power from 1,000 to 5,000 watts; Sentinel Broadcasting Corp., for a 620-kilocycle, 1,000-watt station at Salina, N. Y., and Civic Broadcasting Corp. for a 1,500-kilocycle, 100-watt station at Syracuse.

'Human Relations' Returns to Mutual

Vadsco Sales Corp. will return the "Court of Human Relations" to the Mutual network starting Oct. 9, and Sunday thereafter from 4:30 to 5 P. M. The contract is for 26 weeks, through the Lawrence Gumbinner agency.

Stations which will carry the series are WOR, WGN, WSAI, WCAE, WNAC, WTIC, WCSH and WSYR. It is expected the series will be extended coast-to-coast shortly after its premiere.

Tommy Dorsey Is Ill

HOLLYWOOD, Aug. 9.—Sudden illness of Tommy Dorsey has forced cancellation of his orchestra's engagements until Aug. 17. A guest conductor will take his place on the NBC program tomorrow.

Straight New Sales Head

KANSAS CITY, Aug. 9. — M. H. Straight, with WHB six years, and former editor of continuity, has been named sales manager.

Lohr Asserts Radio Freedom Is Essential to Democracy

(Continued from page 1)

air would be as serious as an infringement upon the freedom of speech and press to the political philosophy upon which this country was founded. He added:

"Radio in America is not a channel for propaganda. The American audience is not compelled to listen to one program, dedicated by a Government agency. The listener has the right to select any of the wealth of programs offered by the keenly competitive system of American broadcasting. The thumb and the forefinger on the dial becomes a censor that, under our commercial system of broadcasting, cannot be disregarded. We could not long remain a free people if these fundamental rights were nullified. Our form of Government demands freedom of expression for survival."

Continuing, Mr. Lohr said that since the beginning of this nation "Americans have guarded their fundamental rights of freedom of speech and freedom of press. Now we have a new right—freedom of the air. It is only by the jealous guarding of these rights that advances . . . are made possible. We must continue to guard them if our form of Government is to survive."

He stated that American broadcasters have been "conscious for many years of their obligations for public service."

Industry Air Defense New Academy Plan

(Continued from page 1)

the policy of the program led the group to shift plans which originally called for sponsorship. On a sustaining basis it is believed the entire industry would be offered in the best light and the program would be available for defense of the business and general collective institutional promotion.

Attending were John Arnold, Lionel Atwill, Joan Bennett, Constance Bennett, Herbert Biberman, Charles Brackett, Houston Branch, Frank Capra, Jack Chertok, Walter Connelly, Donald Crisp Melvyn Douglas, Howard Estabrook, Frederick Gibbons, William Goetz, Edmund Goulding, Sid Grauman, Raymond Hatton, George Irving, James Rian, Grover Jones, Edwin Knopf, Mervin Leroy, Sol Lesser, Anatole Litvak, Frank Lloyd, Harold Lloyd, Gene Lockhart, Ernst Lubitsch, John Lee Mahin, J. Farrell MacDonald, Rouben Mamoulian, E. J. Mannix, Lewis Milestone, Jane Murfin, Ned Marin, Fred Niblo, Jr., Reginald Owen, Ernest Pascal, Mary Pickford, Harry Rapf, Phil Rosen, Hal Rosson, David O. Selznick, Norma Shearer, Joseph Sistrom, Allen Scott, Jo Swerling, Ernest Vadja, Josef Von Sternberg, Walter Wanger, William Wellman, Sol Wurtzel and Darryl F. Zanuck.

Florida Station Is Taken by Publisher

TAMPA, Aug. 9.—Sale of WDAE along with the *Tampa Daily Times* has been completed here by D. B. McKay, former owner. The sale was made by the Tampa Publishing Co., which McKay owns, to the Tampa Times Co., headed by David E. Smiley and Ralph Nicholson.

Renew "Lorenzo Jones"

The Charles H. Phillips Chemical Co. has renewed "Lorenzo Jones," script serial, for another year over 23 stations of NBC's Red network, effective Sept. 26. Blackett-Sample-Hummert Inc. is the agency.

Elizabeth Gau Dead

CINCINNATI, Aug. 9. — Elizabeth Gau, 75, mother of Emil Gau, Jr., maintenance engineer of Crosley Radio Corp., and Frank Gau, radio entertainer, died at the General Hospital today of pneumonia.

New WOR Farm Series

"Voice of the Farm," a new series of programs, will begin over WOR Aug. 15, and Mondays and Fridays from 12:15 to 12:30 P. M. thereafter. Firestone Tire & Rubber Co. is the sponsor. Everett Mitchell will act as master of ceremonies.

Riggs Given NBC Post

PITTSBURGH, Aug. 9.—As a result of winning a competitive audition at Radio City, Glenn Riggs, chief announcer at KDKA, will shift to New York next week to join the senior announcing staff of NBC.

ANOTHER DAY ANOTHER RECORD FOR "ALEXANDER'S RAGTIME BAND" AT THE ROXY!

MONDAY . . . the day when exhibitors sing the blues! But that means nothing to 20th's greatest of all hits . . . nothing to the swarms eager to see it! The attendance count totals 25,970...for Monday! Bigger by nearly 8,000 people than the opening day (a Friday) of "In Old Chicago"!

20th CENTURY FOX

THE KEYSTONE
OF YOUR FUTURE

NOT REM

Alert,
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

. 44. NO. 29 NEW YORK, THURSDAY, AUGUST 11, 1938 TEN CENTS

MAJORS DROP ALL ROADSHOW PLANS

"Marie Antoinette" Sole Two-a-Day in Sight; Seek Quick Profit

That roadshows are virtually a closed chapter at present in picture business is exemplified this year with only M-G-M's "Marie Antoinette" scheduled for two-a-day showings with no other company planning to release films other than through the usual channels. In 1937-'38 there have been nine two-a-day or roadshow films.

A number of factors are militating against two-a-day de luxe runs at increased box-office prices. The chief one seems to be a policy on the part of the companies to obtain as many runs as possible in a short time in order to boost the revenue record. Another reason is the belief that the public is highly show-wise and fan interest in a film mounts during its production, reaching a peak upon its completion. Unless this interest is capitalized quickly, it will diminish, according to some film executives.

It is also maintained that the ballyhoo given a roadshow opening cannot

(Continued on page 3)

RKO Gives 26 Titles in New Season's List

Several Features Ready, Depinet Points Out

RKO Radio's production schedule for the 1938-'39 season will consist of 48 features, six westerns and 199 short subjects, including 104 issues of the RKO Pathe newsreel, Ned E. Depinet, vice-president in charge of distribution, revealed yesterday. The schedule is numerically the same as that for the season just closing. The final release of the company's current season program is the Fred Astaire-Ginger Rogers-Irving Berlin musical, "Carefree," scheduled for Sept. 2. Twenty-six titles are given.

The late announcement of the company's new season production plans finds more pictures either completed or in work for early fall release than the company has ever had at the time of

(Continued on page 3)

M-G-M Sales Up 50%, Says Wm. F. Rodgers

CHICAGO, Aug. 10.—M-G-M sales are 50 per cent ahead of those for the corresponding period last year, it was stated today by William F. Rodgers, general manager of distribution. Mr. Rodgers, who is at the Blackstone with Edward Saunders, Jack Flinn and John Banford, declared that never in the company's history have deals been completed as quickly as this year. Exceptionally good product available, he said, accounts for the readiness with which pacts have been signed.

Mr. Rodgers said that "Test Pilot" brought in greater grosses in a

(Continued on page 2)

Independents Delay Filing B. & K. Suit

CHICAGO, Aug. 10.—The filing of the suit against B. & K. and major distributors by independents here has been delayed until next week, when Joseph Rosenberg, attorney, returns. It is understood that the necessary funds for the conduct of the suit have been raised and that the action definitely will be filed.

Independent leaders here denied reports that further conferences will be held with B. & K. and Austin Keough, Paramount legal head.

Radio News—P. 6.

Closing Trend Ends; Autumn Openings Set

Dark Spots Are Slightly Above Last Year

A generally optimistic outlook for fall business is expressed by circuit executives as they prepare to reopen theatres which were closed for the summer. A survey at circuit headquarters here discloses only a small percentage of increase in theatres darkened during July and August as compared with last year. The larger circuits will be operating full strength by Labor Day or shortly after.

John J. O'Connor of RKO stated that his circuit had six theatres dark the summer of 1937, and 15 this year.

Starting the reopening today, the seven RKO houses in the metropolitan area will be in operation by Sept.

(Continued on page 3)

Corrigan Presents Bell Quigley Award

WASHINGTON, Aug. 10. — Douglas Corrigan took time out in a busy day of welcoming ceremonies today to present the Quigley Silver Plaque to Ray Bell, publicity man for Loew's. The presentation was made in the office of the District Commissioners in the presence of a number of Government officials.

Mr. Bell was the winner in the second quarter contest of the Managers' Round Table of *Motion Picture Herald.*

Blumenstock Heads Radio End of Drive

Mort Blumenstock, eastern director of advertising and publicity for Warners, was appointed chairman of the radio committee for the "Motion Pictures' Greatest Year" campaign by George J. Schaefer, chairman of the executive committee, yesterday.

Irving Rubine of Warners coast publicity department was placed in charge of coast radio activities for the campaign. The personnel of Mr. Blumenstock's committee will be designated later. The unit will have charge of all radio activities connected with the campaign.

Theatre managers of the entire Loew's and Warners' circuits have been enlisted to aid with the campaign. A message to all Loew's district and theatre managers sent out by Joseph R. Vogel emphasizes the need for cooperation with other exhibitors in the course of the campaign and admonishes the men to "take an active part in exhibitor committees formed in your city to promote the industry aspect of the drive."

Warner managers are being visited by Harry Goldberg, director of advertising and publicity for the circuit,

(Continued on page 6)

"Ragtime Band" Shattering All Of Roxy's Attendance Records

"Alexander's Ragtime Band" is shattering every attendance record set at the Roxy in the 11½ years of its existence. By last night, at the conclusion of the first six days of the run, 170,000 admissions had been sold, with an attendance of close to 200,000 for the week indicated.

The first week's gross will tally about $90,000, which is twice what the Roxy does in a big week. Day-by-day attendance figures follow:

Friday	29,614	Monday	25,970
Saturday	34,149	Tuesday	26,134
Sunday	26,630	Wednesday	...27,500

The Wednesday attendance is estimated on the basis of the figure at 6 P. M. Saturday's tally set a new high for the Roxy, and the records smashed include those established in the boom days of 1928-'29, records made on weekends, holidays and even New Year's Eve openings.

Censor Amendment Again Voted Down

ALBANY, Aug. 10.—An attempt to revive the amendment designed to abolish film censorship was defeated, 62-28, by the Constitutional Convention today. The motion to bring the measure out of the Bill of Rights Committee was offered by Henry Hirschberg, its sponsor. The committee previously had tabled the measure.

As phrased, the proposal would have extended freedom of the press to radio, films, stage and "all other mediums for the dissemination of ideas."

No Halt in GN Deal, Hammons Declares

No "unforeseen obstacles" have been encountered in the discussions on the proposed merger of Educational and Grand National which are scheduled to be continued here for the next several days, Earle W. Hammons, Educational president, said yesterday.

Mr. Hammons has been conferring on the proposal with Loyd Wright, co-trustee of Grand National, since

(Continued on page 2)

Second Trans-Lux to Try Feature Policy

So well has the four months' experiment with a changed policy worked at the Trans-Lux at 85th St. and Madison Ave. that Leo Brecher, who operates the theatre, is carrying the experiment further.

Beginning Saturday, the Trans-Lux, at 52nd St. and Lexington Ave., will go into the one feature, newsreels and shorts program at 35 cents daytime and 55 cents evening prices all over the house.

Major L. E. Thompson said while Trans-Lux officials were content to go along with the prevailing policy in the 52nd St. house Mr. Brecher was eager to try the new policy in another house.

The first film to be shown in the 52nd St. house will be Danielle Darrieux's "The Rage of Paris."

Paramount Gets 5 Bands

Paramount has signed for screen appearances five of the nation's prominent name bands, it was stated yesterday by Lou Diamond, head of the company's short subject department. The first unit will be Orrin Tucker and his Edgewater Beach Hotel band. This will be followed by the musical organizations of Henry Busse of the Hotel New Yorker, Hal Kemp of the Hotel Astor, Richard Himber of the Essex House and Larry Clinton of the Glen Island Casino.

Republic Signs Circuits

CHICAGO, Aug. 10.—Republic has closed deals with the Great States and Esseness circuits for the playing of its 1938-'39 product, it was stated today by James R. Grainger, president, who came here with Irving Mandel and Harry Lorch to complete negotiations. Mr. Grainger left for New York tonight on the Broadway Limited.

Sikawitt Closes Deal

Mort Sikawitt, of Guaranteed Pictures, has acquired the foreign distribution rights to all Chesterfield productions, among which are "Missing Girls," "House of Secrets," "August Weekend" and "Dark Hour."

Wall Street

Board Declines Continue

	Open	High	Low	Close	Net Change
Cons. pfd...	8⅜	8⅜	8⅜	8⅜	— ⅛
E. K.	176¾	177¾	176¾	177¾	+ ¾
G. T. E.....	14	14	14	14	— ¼
Loew	49¾	49¾	49¼	49¾	— ⅛
Para.	10¼	10¼	10	10	— ¼
Para. 1.....	84	84	84	84	—5½
Para. 2.....	10¼	10¼	9⅞	10	— ½
Pathe	9⅛	9⅛	8⅝	8⅝	— ⅝
RKO	2¾	2¾	2½	2½	— ¼
20th Fox ..	25¼	25¼	24¾	24¾	— ⅜
W. B.	6⅝	6⅝	6⅜	6⅜	— ¼

Technicolor Up Lightly

	Open	High	Low	Close	Net Change
G. N.	⅝	⅝	9/16	9/16	—1/16
Tech.	24¼	24¼	23¾	23⅞	+ ⅛
Univ. Corp.	3⅜	3⅜	3⅜	3⅜	.....

RKO Bonds Drop

	High	Low	Close	Net Change
Keith 6s '46.......	89	89	89	.....
Loew 3½s '46.....	100½	100¼	100¼	.....
Para. Pict. 6s '55	96	96	96	+ ¼
Para. Pict. '47....	82	82	82	.....
RKO 6s '41......	73⅛	73⅛	73⅛	—1⅝
W. B. 6s '39......	78	77¾	78	.....

(Quotations at close of Aug. 10)

Purely Personal

LEO JUSTIN of the Walter Reade circuit is the father of a baby girl born at Mt. Eden Hospital, in the Bronx Tuesday night. MRS. JUSTIN and the youngster are doing nicely. She will be named SUSAN.

•

ANDREW STONE, Paramount director who was here several weeks shooting backgrounds for a forthcoming film, will return to the coast today via TWA plane with HOLLY MOSS; assistant director.

•

PETER A. LEWIS of the Film Board of Trade will be married Sunday to EVELYN SMITH of Paterson in the latter city. They will honeymoon until early in September.

•

JOHN JOSEPH, Universal advertising and publicity director, is expected in New York early next week from his studio headquarters for a brief stay at the home office.

•

FRED SCOTT, Spectrum Pictures' musical cowboy, has returned to Hollywood after a six-week personal appearance tour.

•

BING CROSBY'S scheduled trip to New York has been postponed He may be here in the fall.

•

H. J. YATES, head of Consolidated Film, is due back from the coast in about 10 days.

•

WINFIELD R. SHEEHAN is en route to the coast after a brief visit here.

•

DR. A. H. GIANNINI left for the coast by train yesterday.

ARTHUR JARRATT, head of the G.B theatre circuit in England, will arrive Saturday at Montreal on the *Empress of Britain.* He will be met by ARTHUR A. LEE, general manager for the company here, who will later accompany MR. JARRATT here.

•

ARTHUR W. STEBBINS, ROSS SHATTUCK and S. W. ISAACS of Hollywood are in town. They are stopping at the Sherry-Netherland.

•

MANNY PEARLSTEIN of the Warner Theatres in Cleveland, and his wife are including New York in their honeymoon itinerary.

•

ROSE STRADNER, who played in "The Last Gangster" opposite EDWARD G. ROBINSON, has arrived from Hollywood to do a play.

•

BEN GRIEFER, Paramount house manager, has returned from his vacation at Schroon Lake.

•

LARRY GRABURN, manager of the Capitol Theatre in Halifax, is vacationing here.

•

MARTHA RAYE has returned to Hollywood after a series of personal appearances.

•

DONALD STEWART left for Hollywood last night on the TWA Skychief.

•

BURT CHAMPION of the U. A. publicity department is vacationing.

•

FRANK LEYENDECKER has resigned as editor of *Film Curb.*

20th-Fox Signs for Pictures in Spanish

HOLLYWOOD, Aug. 10. — Twentieth Century-Fox today entered the Spanish language production field by signing with Ramos Cobian, head of Cobian Productions, for four Spanish films yearly on a term contract. Usual options are provided. The films will be released in Spanish-speaking countries.

Mr. Cobian recently completed "My Two Loves," in Spanish, for Paramount.

No Halt in GN Deal, Hammons Declares

(*Continued from page 1*)

last Friday. Mr. Wright's announced intention of leaving for Chicago tonight to confer there with Edward A. Alperson on the merger proposal tomorrow gave rise to speculation as to whether or not a "hitch" had been encountered in the negotiations.

Mr. Alperson, however, will come on to New York from the coast, eliminating the Chicago conferences which had been planned, but extending the discussions here into next week. Mr. Alperson, also co-trustee of Grand National, is expected to arrive here tomorrow.

Hold Selznick Funeral

PITTSBURGH, Aug. 10.—David J. Selznick, who died here yesterday, was buried today at the Beth Shalom Cemetery.

M-G-M Sales Up 50%, Says Wm. F. Rodgers

(*Continued from page 1*)

shorter period than any picture in the history of M-G-M. He added that "Love Finds Andy Hardy" is doing sensational business everywhere; in some situations, he said, better than "Test Pilot." The executive left tonight for Kansas City, from where he will continue to the coast.

Norman Elson Married

Norman Elson, division manager of the Brandt circuit, was married yesterday to Peggy Jane Krapp at the Belle Terre Club, Port Jefferson, L. I. Lou Brandt was best man. Following the ceremony, the couple left on a five-week honeymoon at Murray Bay and other Canadian points.

Mr. Elson was given a bachelor dinner by 100 friends at the Astor Monday night, arranged by Lou Brandt and Leo Justin. Joe Lee of 20th Century-Fox was toastmaster at the affair.

Music Hall Sets Films

For the approaching season the Music Hall has set bookings for the following pictures: "Four's A Crowd," to open the week of Aug. 11. It will be followed by the Frank Capra production, "You Can't Take It With You." The Fred Astaire-Ginger Rogers film, "Carefree," is set to follow early in September. Other films lined up include "Drums," "The Young in Heart" and "There Goes My Heart."

Warners to Use Air On Series Pictures

HOLLYWOOD, Aug. 10.—Warners, for its new season, is embarking on one of the most extensive radio exploitation campaigns ever given low budget productions. Three radio programs patterned after the characters in three of the four series of pictures contemplated are being offered by Transamerican to prospective air sponsors, while the fourth series already has a companion program on the air.

The air programs now being prepared parallel the "Torchy Blane," "Secret Service," and "Nancy Drew" series, and the one already on the air is "Jane Arden" on CBS for Ward Baking Co. in the east.

Glenda Farrell "Torchy Blane"

The three Transamerican shows will have the Warner actors of the roles in the radio parts. Glenda Farrell and Barton MacLane will play the top roles in the "Torchy Blane" radio program. Ronald Reagan, who will be starred in the "Secret Service" films, will be in the radio program of that name, with W. H. Moran, retired head of the U. S. Secret Service, contributing story material for both the pictures and the broadcasts. The "Nancy Drew" series, featuring a young girl who is an amateur detective, will have Bonita Granville in both air and film shows.

Under present plans, the programs are being transcribed for presentation to prospective sponsors.

The selection of the "Jane Arden" character for the film role will be done through a contest carried on through 152 newspapers running the *Des Moines Register* syndicated comic strip.

The "Secret Service" program will bring back to radio Mr. Reagan, a sports commentator.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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RKO Gives 26 Titles in New Season's List

(*Continued from page* 1)

making public a new season program, Mr. Depinet pointed out. Among these are "Room Service," with the Marx Brothers, which is scheduled for September release; "The Mad Miss Manton," with Barbara Stanwyck and Henry Fonda, already completed, and "Gunga Din," which will be completed shortly after the first of September.

Of the company's 48 new season features, plans have been made for a total of 38 to date. Among these are several from RKO Radio's ranking producer-directors, Pandro S. Berman, studio head, who will produce a group of comedies, dramas and musicals, which will include a new Astaire-Rogers picture; Leo McCarey, whose first picture for RKO, "Love Match," will go before the cameras in about a month; Gregory LaCava, whose first picture for the new season is now in preparation, and George Stevens, who is now producing and directing "Gunga Din."

Walt Disney will deliver 18 subjects for the new program, headed by "The Brave Little Tailor," to be released next month.

Astaire-Rogers Set

The company's plans for its star roster include two pictures with Ginger Rogers in addition to one vehicle with Fred Astaire; Claudette Colbert in one; Irene Dunne and Charles Boyer in one; Victor McLaglen in one in addition to "Gunga Din," which also stars Douglas Fairbanks, Jr., and Cary Grant; Barbara Stanwyck and Henry Fonda in one, the Marx Brothers in one, and others with Tommy Kelly, Bobby Breen, Anna Neagle, Anton Walbrook, Peter Holden, Anne Shirley, Jack Oakie, Lucille Ball, Joe Penner, Harry Carey, Bob Burns, and six westerns with George O'Brien.

The pictures for which plans have been made to date follow:

"Room Service," with the Marx Brothers.

"The Mad Miss Manton," with Barbara Stanwyck and Henry Fonda.

"Gunga Din," with Cary Grant, Douglas Fairbanks, Jr., and Victor McLaglen. George Stevens, producer-director; Pandro Berman, in charge of production.

"Love Match," with Irene Dunne and Charles Boyer, Leo McCarey, producer-director.

A second Leo McCarey production.

A Gregory LaCava production.

One with Fred Astaire and Ginger Rogers.

Two starring Ginger Rogers.

"Pacific Liner," with Victor McLaglen.

"Memory of Love," with Claudette Colbert.

One with Peter Holden and Bob Burns.

"Peck's Bad Boy with the Circus," with Tommy Kelly.

Two Sol Lesser productions with Bobby Breen.

Plan "Annabel" Series

A series of four "Annabel" pictures, with Jack Oakie and Lucille Ball, two of which, "The Affairs of Annabel" and "Annabel Takes a Tour," have been completed.

A mystery series based on the character, "The Saint," and including "The Saint in New York," "The Saint Strikes Back" and "The Saint in London."

"Mr. Doodle Kicks Off," with Joe Penner.

"Law West of Tombstone," with Harry Carey.

"Sorority House," with Anne Shirley and a star cast.

"Virginia City—On the Silver Trail of Nevada."

"The Night of January 16."

"Washington Agent."

"What's Your Number?"

"A Man to Remember," with Anne Shirley, Edward Ellis and Lee Bowman.

"Beauty for the Asking."

"The Inside Room."

"Fugitives for a Night."

"The Miracle Racket," with Sally Eilers.

"Five Came Back."

"Air Pirate."

"Wildcat Bus."

"Sixty Glorious Years," a Herbert Wilcox production with Anna Neagle, Anton Walbrook and C. Aubrey Smith, in Technicolor.

Six George O'Brien westerns.

Disneys Head Shorts

The short subjects list is headed by the 18 Disney cartoons, and include "The Brave Little Tailor," "Farmyard Symphony," "Donald's Golf Game," "Ferdinand the Bull," "Mer-Babies," "Mother Goose Goes Hollywood," "Donald's Lucky Day," "Society Dog Show," "The Practical Pig," "The Hockey Champ," "The Ugly Duckling," "Goofy and Wilbur," "Donald's Cousin Gun," "The Beach Picnic," "Sea Scouts," "The Autograph Hound," "Donald's Penguin" and "The Pointer."

Thirteen March of Time releases.

A new Dionne Quintuplet two-reeler from RKO Pathe.

Four Sheila Barrett Specialties.

Thirteen Nu-Atlas musicals.

Nine RKO Pathe Reelisms, 13 RKO Pathe Sportscopes and 104 issues of RKO Pathe News.

Learning to Fly

Cincinnati, Aug. 10.—Almeda Karnes, night switchboard operator at the RKO division office is an airplane enthusiast, and is taking flying lessons, in which she has 10 hours of dual flying to her credit.

Doob Pinch Hits

Washington, Aug. 10.—When Andrew R. Kelley, dean of local drama editors, was on vacation his column was written by show world personalities. One of the pinch-hitters was Oscar Doob, Loew's director of advertising and publicity.

Mr. Doob's contribution was a dream story on what might happen if the films should suddenly go out of business. The reaction was so favorable the column will be incorporated into the $1,000,000 national advertising campaign.

Closing Trend Ends; Autumn Openings Set

(*Continued from page* 1)

1, and the out-of-town theatres between Aug. 18 and Sept. 10. Mr. O'Connor said prospects for fall are good.

"I base my optimism on reports coming to me from all over the country reflecting a general improvement in business conditions," he said. "The picture output looks far better for the first fall quarter than for the spring quarter, too."

While RKO, Loew's and Skouras closed more theatres this summer than last, the increase is not great. Five Skouras houses will reopen soon at a date not yet announced; Loew's seven local houses will reopen Aug. 25, and its one out of town closing early in September, probably.

Warners closed only six over the entire country and these will reopen about Labor Day. Leonard S. Schlesinger was optimistic about fall business and mentioned the new Strand Theatre policy, which includes a stage show, as indication of better business prospects.

Paramount Closings Few

Paramount's 35 summer closings, less than five per cent of its entire national group, represents only a few above last year's figure. Reopening dates will be set soon.

Randforce will reopen three after Labor Day, as will National Theatres.

The only varying note came from Consolidated Amusement, which said it has no plans to reopen the Ascot, 2301 Grand Concourse, closed July 14, and may even darken four or five others.

Circuits which have announced early reopenings are: Brandt, six houses; Century and Cocalis, each with one theatre resuming. Circuits reporting no theatres were: Interboro, Walter Reade, Prudential & Playhouse Operating Co.

"Carey's Chickens" At $67,000 on Week

"Mother Carey's Chickens" grossed $67,000 at the Music Hall in the week ended last night.

The Capitol did $33,000 with "The Crowd Roars." The film is going a second week.

Clofine Plans Expansion

Plans are under way to increase the European coverage of News of the Day in order to handle the fast-moving events, Michael D. Clofine, managing editor of the newsreel, reported on his arrival yesterday on the *Champlain*. He conferred with representatives in London, Paris and Rome. Mrs. Clofine accompanied him.

DeTitta to Paris Post

WASHINGTON, Aug. 10.—Arthur and Mrs. DeTitta have left for New York. They will sail Wednesday on the *Normandie*. Mr. DeTitta was recently appointed to the Paris office of Movietone News. Prior to his departure he was presented four pieces of luggage by the local Variety Club.

Majors Drop Their Plans on Roadshows

(*Continued from page* 1)

sustain itself until it reaches the subsequent runs.

On the other hand, it is pointed out that where a picture is of a type that merits a roadshow, the distributor can, by proper handling, derive considerable revenue in excess of the normal total. This was the case with "Romeo and Juliet," it is said, 18 two-a-day runs of the film in large centers having grossed $1,780,000. A total of 420 subsequent roadshow engagements in smaller spots returned approximately $1,860,000.

The experience of 20th Century-Fox with its roadshows of "In Old Chicago" early this year convinced the company's sales executives that it is more beneficial to the distributor and exhibitor to release big pictures without two-a-day runs.

When it came time to plan for "Alexander's Ragtime Band," 20th Century-Fox developed a "showmanship" campaign to take the place of two-a-day ballyhoo. It encompassed nationwide exploitation designed to impress the millions with the film's appeal and was planned to surpass that usually given a roadshow because of the greater revenue immediately available with which to recoup costs.

M-G-M has no two-a-day scheduled beyond "Marie Antoinette," which will close the company's 1937-'38 season. In the last year M-G-M has also roadshown "The Good Earth," "Captains Courageous" and "Firefly" on Broadway.

"Antoinette" Release Aug. 26

"Marie Antoinette" two-a-day runs will be limited to the Astor on Broadway, opening next Tuesday; the Geary, San Francisco, starting Sept. 4, and at the Carthay Circle, Beverly Hills, where it has been since July 8.

With the exception of these three territories, the national release date on "Marie Antoinette" is Aug. 26.

In addition to M-G-M's four, films given two-a-day runs in selected key cities or more extensive roadshows during 1937-'38 were: "In Old Chicago" and "Lloyds of London," both 20th Century-Fox films; U. A.'s "Hurricane"; Columbia's "Lost Horizon" and Warners' "Life of Emile Zola."

No Fanfare

"All the traditions having to do with the premiere of a feature picture will be ignored" when M-G-M opens the two-a-day run of "Marie Antoinette" at the Astor Tuesday night, according to a release from Howard Dietz.

"Despite the brilliance of the production, there will be no exploiting of society names, no emphasis on the appearance of celebrities and stars, and none of the ostentation that makes theatre lobbies inaccessible at events of this sort. Instead, simplicity will characterize all arrangements."

FOUR'S A
FOR A

At Radio City Right No

WARNER BROS., Producers

CROWD

ROWD!

Everywhere Labor Day!

① **ERROL FLYNN**

② **OLIVIA DE HAVILLAND**

ROSALIND
③ **RUSSELL**

PATRIC
④ **KNOWLES**

in

"FOUR'S a CROWD"

with

WALTER CONNOLLY · HUGH HERBERT · MELVILLE COOPER

Directed by MICHAEL CURTIZ · Screen Play by Casey Robinson and Sig Herzig · From a Story by Wallace Sullivan

Council Intervenes In WNYC Court Move

Richard J. Barry, counsel to the Councilmanic Committee to Investigate Relief, yesterday applied to N. Y. Supreme Court Justice Peter Schmuck for permission to intervene in the argument to be held today before Justice Kenneth O'Brien on the right of the City Council to investigate WNYC, the municipal station. Mr. Barry contends that the effort to block the WNYC inquiry is designed primarily to block the relief inquiry.

The City Council committee met yesterday but did not have an opportunity to question Morris S. Novik, director of the station, who failed to answer a subpoena. Mr. Novik, meanwhile, was conferring with Mayor LaGuardia at the summer City Hall on the World's Fair grounds. Questioned there, he expressed surprise that the committee had been expecting him because of the order obtained by the Corporation Counsel compelling the committee to show cause why the subpoena should not be vacated.

Three More Programs Set for New Season

Yesterday's developments at CBS in the line of new programs and renewals included one of the former and two of the latter. The new program, a morning period, will offer Richard Maxwell, a tenor-philosopher, Tuesday, Thursday and Saturday at 9 A. M., E.S.T., beginning Oct. 18. Baume Bengue sponsors.

The renewals include the Major Bowes Amateur Hour for one year, effective with the Sept. 15 broadcast and "Big Sisters," featuring Alice Frost and Martin Gable, also for one year, beginning Sept. 19.

Resor in Hollywood

Hollywood, Aug. 10. — Stanley Resor, president of J. Walter Thompson, will arrive here tomorrow for conferences with Danny Danker, Hollywood office head. Accompanying him from San Francisco will be Henry Stevens, vice-president in charge of the Shell account; Arthur Farlow, Pacific Coast manager, and Fred Fidler, in charge of the agency's film division.

New Broadcasting Unit

Albany, Aug. 10. — Greater New York Broadcasting Corp., 10,500 shares, $100; 10,000 shares, no par value, has been chartered here by Morris Zinneman, Bronx, Samuel Levy, Brooklyn and Sylvia Dranoff.

Just Made It

Officials of the Cunard-White Star Line were in considerable of a dither yesterday as the time came for the *Queen Mary* to sail and William S. Paley, president of CBS, and his wife, scheduled passengers, were nowhere in sight. The last gangplank was being hauled off when they came running down the pier, Mrs. Paley leading two dogs. They made it with exactly five seconds to spare.

Plaza Gets Chimes

NBC has installed chimes which will tell the hour via the well known NBC station break signal in the recesses of Rockefeller Plaza. They will go into operation today.

Device to Measure Audience Perfected

A new device for measuring the radio audience has been perfected and will be placed in use in about two months by the A. C. Nielson Co., research organization of Chicago. Called the Audimeter, the device, a box-like affair, is attached to the radio set and records through a perforated tape the periods when a set is in use, and when it is turned off.

The Nielson Co. shortly will make a test survey by placing 5,000 of the machines in as many homes for an indefinite period, while about 1,200 additional Audimeters will be shifted throughout the country. The present method employed by most program rating organizations, including the one most generally used in radio, the Cooperative Analysis of Broadcasting, is to telephone the homes of set owners and asking those called what programs they have listened to.

Goebbels Says Reich To Lead U. S. on Air

Berlin, Aug. 10.—Speaking at the opening of the annual radio exposition here, Paul Joseph Goebbels, Propaganda Minister, asserted that Germany will oust the United States from first place in the field of radio. He also voiced opposition to private ownership of radio, and said that broadcasting "imperatively demands leadership by the state itself." Radio, he declared, "must be one of the most decisive means in the hands of the state for leading the people." Germany, with 9,500,000 radio subscribers, leads Europe in the number of radio listeners.

Sign Big WHN Contract

The Madison Auto Loan Plan of New York has entered into a 26-week contract with WHN and will sponsor four different shows during the period, starting Sept. 11. This includes 17 quarter hours weekly. The programs are Elton Britt's Variety show, daily except Sunday; race results four times weekly, United Press news daily, and Madison News Reporter Sundays. The Klinger agency placed the business.

WHN Signs New Account

New business closed yesterday with WHN includes participation on Ed East's "House Party" by West Disinfectant Co. for nine weeks beginning Aug. 15; renewal of Jimmy Jemail for 13 weeks by No-Rub Shoe White and the renewal of Dr. Brown's Cel-Ray tonic programs, "Buccaneers," by American Beverage Corp., also for 13 weeks, starting Aug. 22.

Hays Honors Lasker

Hollywood, Aug. 10.—Will H. Hays today gave a luncheon at the California Club honoring Albert Lasker, retired head of Lord & Thomas. About 50 persons attended.

Blumenstock Heads Radio End of Drive

(*Continued from page 1*)

in the interests of the campaign. He has met with the circuit's district managers, advertising and publicity men in Chicago, Milwauke and Washington, and will hold meetings in Philadelphia and Newark next Tuesday, in Pittsburgh on Wednesday and Cleveland on Thursday.

"We are absolutely pledged to work cooperatively with all theatres in the coming campaign," Mr. Goldberg said. "We expect our exhibitors to take a major part in the committees formed in various cities for community campaigns and the response on their part has been absolutely enthusiastic."

All sales of accessories, contest booklets and other campaign materials for the drive will be on a strictly cash basis, Mr. Schaefer stated yesterday. The procedure will save time, facilitate distribution of the material and conserve the campaign funds for the primary purposes of national advertising and conducting the prize contest for patrons, he pointed out.

"To avoid setting up extra bookkeeping and accounting arrangements, the executive committee feels that you will heartily approve its decision to make all orders for 'movie quiz' booklets and other campaign accessories a strictly cash with order transaction. All sales will be final. Only in this way can we devote the full amount of our campaign fund to the objective for which it was intended," Mr. Schaefer's message stated.

Trailers on the campaign are now available from National Screen Service. The major circuits have started to ship them to their first run houses throughout the country.

The Strand is the first theatre on Broadway to plug the contest in outside displays. "You must see this picture if you plan to enter," says a sign in the outside lobby.

Creal Heads Omaha Unit

Omaha, Aug. 10.—Approximately 150 theatre and exchange men were given details of the "Motion Pictures' Greatest Year" campaign by G. Ralph Branton, regional committee chairman, at a meeting here yesterday.

Walter Creal was named to head campaign activities in Omaha, and Charles Williams for the activities outside the city. Assisting the latter are W. W. Troxell, Dewitt; C. N. Robinson, Blair; John Noffsinger, Madison, and H. D. Bowers, Weeping Water, Neb., and Toby Stewart, Shenandoah, Ia.

Phila. Pledges Its Aid

Philadelphia, Aug. 10.—Members of the U.M.P.T.O. of Eastern Pennsylvania, Southern New Jersey and Delaware pledged complete cooperation for the "Motion Pictures' Greatest Year" campaign at a meeting here today. George Aarons was named secretary for the local drive committee, which consists of Ted Schlesinger, Lewen Pizor, Ben Amsterdam, Sam Gross, Harry Bodkin, Luke Gring, Milt Rogasner and Leo Posel.

Skouras Pledges Ad Support of National

Kansas City, Aug. 10.—Spyros Skouras today pledged the cooperation of National Theatres in the industry advertising campaign, at the second day's session of district and division managers here.

Mr. Skouras also presented $150 cash prize awards to managers who won in the recent business drive of the circuit. The winners were Mo[illegible] Moore, B. M. Montee, C. H. Zile, [illegible] C. Murray and J. Earl Hayes of the Fox Midwest Division, Ember Brennan, Lowell Parmentier, Gene Kilburg and Harold Knudson of the Wisconsin Division, and Don Dugan, Harold Jones, Jack Copeland and Harry Ashton of the Intermountain Division.

Charles P. Skouras discussed general operating methods, Arch Bowles went into details of theatre operation, and H. J. Fitzgerald urged managers to get back to fundamentals and pay attention to details which count.

Herman Wobber, general sales manager of 20th Century-Fox, and H. E. Jameyson, district manager for Fox Midwest, deplored the activity of radio commentators and newspaper columnists.

All those attending were guests at dinner of E. C. Rhoden of Fox Midwest tonight. Departmental meetings will be held tomorrow and the convention will close Thursday night with a banquet and show.

Minneapolis Gives $4,000

Miinneapolis, Aug. 10.—At a meeting presided over by W. A. Steffes and addressed by A. W. Smith, Jr., of New York, approximately $4,000 was contributed by independent and affiliated exhibitors for the industry's national advertising and business building drive.

Named on committees to promote the campaign in this territory are John Friedl, Will Glaser, Ben Friedman, S. J. Blackmore, John Pillar, Marty Lebedoff, Julius Overmoe, W. H. Workman, Ralph Cramblet, Frank Mantsky, Charles Weiner, Moe Levy, Barry Burke and Eddie Rubin.

Des Moines Raises Fund

Des Moines, Aug. 10.—Approximately 100 circuit and independent theatre men who attended the regional meeting here on the "Motion Pictures' Greatest Year" campaign have pledged financial support to the drive on the established theatre basis of 10 cents per seat, G. Ralph Branton, chairman of the Des Moines and Omaha territory committee, reported today.

Plans were made for local meetings throughout the territory.

Conn. Unit Coming Here

New Haven, Aug. 1.—A temporary general committee was designated here today to confer in New York next Monday with Harold B. Franklin, business manager for "Motion Pictures' Greatest Year" campaign, on local participation in the drive. Members of the committee are Maurice Shulman, Jacob Fishman, Lawrence Caplan, Irving Jacocks and Edward Levy.

Guild Endorses Drive

Hollywood, Aug. 10.—The Screen Actors Guild today unanimously endorsed the campaign plans for "Motion Pictures' Greatest Year."

142,497 PEOPLE IN FIVE DAYS! A DAILY AVERAGE OF 28,499!*

*Bigger by 1,200 than the Roxy's all-time opening-day record of 27,299 (established by "Cock-Eyed World," on Saturday, August 3rd, 1929).

Irving Berlin's
ALEXANDER'S RAGTIME BAND

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

Every Month is a
MONOGRAM MONTH

AUGUST 1938						
S	M	T	W	T	F	S
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"BAREFOOT BOY"

with

JACKIE MORAN • MARCIA MAE JONES
Ralph Morgan • Claire Windsor

★

"UNDER THE BIG TOP"

with

MARJORIE MAIN • ANNE NAGEL • JACK LA RUE

★

BORIS KARLOFF

in

"Mr. Wong, Detective"

Hugh Wiley's Famous Collier's Magazine Character

★

"WANTED BY THE POLICE"

with **FRANKIE DARRO**

★

JACKIE COOPER

in

"GANGSTER'S BOY"

★

TWO SERIES OF ACE WESTERNS

TEX RITTER
Screen's Popular
Singing Cowboy

MONOGRAM MPC PICTURES

JACK RANDALL
Star of Outdoor
Action Dramas

Alert,
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

L. 44. NO. 30 NEW YORK, FRIDAY, AUGUST 12, 1938 TEN CENTS

Almanac Finds Attendance at 83-88 Million

Annual Gross Runs Close To Billion Mark

Weekly attendance ran from 83,000,000 to 88,000,000 last year and the gross from this in the United States was between $900,000,000 and $1,000,000,000, according to statistics compiled in Motion Picture Almanac, the annual issue of which will appear next week.

The Almanac also reveals that the average admission price is 22 cents; that there were 17,541 film theatres last year in this country with a seating capacity of 10,924,484; that 16,251 were open and 1,290 closed, and that the number of new theatres constructed from June, 1937, to June, 1938, was 440.

It is estimated that the total payroll in the United States includes 282,000 individuals; that the Hollywood

(*Continued on page* 8)

Theatre Managers Share Big Contest

Managers of all theatres in the United States and Canada participating in the "Motion Pictures' Greatest Year" campaign will be eligible for a $2,100 prize contest to be conducted by the campaign committee for the best advertising and exploitation conceived by individual theatres during the drive, it was learned yesterday.

While details of the prize contest for theatres have not been completed yet, it is known that there will be con-

(*Continued on page* 15)

Plan "Bandfest" for Blind Musicians Aid

Plans are under way for a blanket broadcast of a series of "bandfests" to be given at Randall's Island Stadium on Aug. 24, Sept. 1, 7 and 14, for the benefit of blind musicians. The project hopes to include all available bands in the New York area and broadcast a half-hour from each concert.

The benefit is being worked out at present with the cooperation of Local 802 of the Musicians Union and the sales departments of the networks and local stations.

More Radio—P. 15

Key City Grosses Showing Steady Mid-Season Upturn

Key city grosses have shown an upturn for three consecutive weeks and are running ahead of June and July, it is shown by reports received by MOTION PICTURE DAILY from first run houses in 23 spots. The total for the week ending Aug. 4-5 was $1,219,473. The previous week the total was $1,203,373.

Both of these totals are ahead of any computed since the first week in June, when the total was $1,237,740, following the Memorial Day weekend impetus. At that time reissues began to make their appearance in the absence of strong first run product and a decline set in which continued for the rest of the month. Since then there has been a gradual pickup.

The latest total is regarded as particularly encouraging, because the number of first runs in operation at present is at the summer low—132. Last winter there were 150 first runs open in these cities. Observers expect the gain to become accelerated during the remainder of August, in spite of the heat, because strong new-season product is coming out.

(*Grosses Tabulation—Page* 11)

Raft Is Suspended For Refusing Role

HOLLYWOOD, Aug. 11.—Paramount today suspended George Raft from the contract list for his refusal to report for work in "St. Louis Blues," it was announced by Adolph Zukor, chairman of the board. Mr. Raft, through his agent, Myron Selznick & Co., refused to start work in the film after having signified his approval of his part in the final script, the courtesy of such approval having been extended to him by the company, notwithstanding that his contract does not require such approval, Mr. Zukor said.

The picture was originally scheduled to start Aug. 1, at which time Mr. Raft signified his readiness to start work in the leading male role. A temporary postponement of approximately 10 days then became necessary as a result of an emergency ap-

(*Continued on page* 8)

Lee Says G.B. Will Try Television Here

Gaumont British is planning to extend its television operations to the United States and Canada and may enter the North American field commercially within the next year, it was learned yesterday. The company controls the Baird television patents.

Word of the company's intention of entering television activities here was first given by Arthur Lee, G-B general manager for America, during his recent western tour. Mr. Lee left yesterday for Montreal, where he will meet Arthur Jarratt, head of Gaumont British theatres, who will arrive there tomorrow from England aboard the *Empress of Britain*.

In Mr. Lee's absence, no statement could be obtained from the company's offices here as to whether or not Mr. Jarratt's visit is associated with the company's television plans.

Studio Labor Pact Talks Begin Monday

Major company heads will meet the presidents of the five international unions which are signatories of the five-year basic labor agreement with studios on Monday to discuss wage revisions, Pat Casey, studio labor representative, said yesterday.

The producing companies have requested a 10 per cent reduction in union scales, it was learned, and other revisions of the agreement of a minor nature. It was also reported that the discussions may consider the possible effects on the basic agreement of the Government anti-trust suit. Official comment on this report could not be obtained, however. What subjects the unions will propose for consideration were not made known.

The five international unions which are signatories of the agreement are

(*Continued on page* 8)

Allied to Ask N. Y. Ascap Control Law

A bill limiting Ascap's activities, patterned on the legislation recently upheld in the state of Washington, will be sponsored by Allied of New York in the next legislature, which will convene in January.

The directors of the organization have authorized Harry G. Kosch, Allied's general counsel, to draft the bill. Mr. Kosch believes it will have a good chance for passage in view of the rejection of Ascap's appeal on the Washington statute by a three-judge Federal statutory court. That law prohibits blanket licensing of the use of music and provides for individual licenses with the copyright owners.

Allied's board also approved the proposal to hold its first annual convention jointly with that of New Jersey Allied Oct. 19-21 at the Ritz Carleton in Atlantic City.

Educational, G.N. Merger Details Set

Signing Expected Today; Creditors Must Act

The proposal for the merger of Educational and Grand National was placed in final form here yesterday and is expected to be signed by the principals today.

Final details of the proposed merger were completed shortly after the arrival in New York yesterday of Edward Alperson, co-trustee of Grand National, who arrived from the coast by plane one day ahead of schedule. The agreement followed a week of conferences between Earle W. Hammons, president of Educational; Loyd Wright, co-trustee of Grand National, and Clinton Latourette, counsel to the Grand National trustees.

In the event the agreement is signed today as scheduled, the Grand National officials will leave for the coast tonight to re-submit the proposal to Grand National creditors for formal approval. The creditors already have given their tentative approval to the substance of the plan.

Franklyn Warner, head of Fine Arts Pictures, which operates at the

(*Continued on page* 15)

"Ragtime" Smashes Record First Week

An all-time attendance record of 192,520 and a gross of $87,489.84 was counted by the Roxy last night at the conclusion of the first week of the run of "Alexander's Ragtime Band." A normal week's business for the house is $35,000.

The film smashed opening day records in other cities, 20th Century-Fox reported last night.

"Business is bigger than anyone predicted," said Jack Partington, president of Fanchon & Marco, which op-

(*Continued on page* 8)

Delay Depositions In the Loew Suits

The taking of additional depositions from Loew officials preparatory to the trial of the Loew's stockholder suits attacking executives' contracts has been postponed one week to next Friday.

Postponement was requested by counsel for the defendants. Emil K. Ellis, attorney for the plaintiffs, who

(*Continued on page* 8)

Rodgers, Wobber at National's Meeting

Kansas City, Aug. 11.—The convention of National Theatres closed today as William F. Rodgers, distribution head of M-G-M, outlined his company's product and Herman Wobber, general sales manager of 20th Century-Fox, cited the industry's improved showmanship which, he said, is overcoming strong competition from baseball, horse racing and other forms of entertainment.

Departmental meetings of bookers, district heads and division managers were held this morning. This afternoon Spyros Skouras brought the sessions to an official termination with an address in which he said that the quality in current releases is so high in entertainment value that theatre men should feel an increased responsibility toward the building of the pictures' success.

Denver Men at Opening

Denver, Aug. 11.—There will be a general exodus of exchange managers next week when most of them will attend the opening of the 700-seat Lobo just finished by the Consolidated Theatres, owned by Karl Hobizelle, Bob O'Donnell and Harry Sachs.

Those attending from here will include: Wayne C. Ball, Columbia; Earl Bell, Warners; Lon T. Fidler, Monogram; Robert Selig, G. B.; H. A. Friedel, M-G-M; Chester J. Bell, Paramount; J. H. Ashby, RKO; Gene Gerbase, Republic; R. J. Morrison, 20th Century-Fox; Al Hoffman, United Artists, and Jack Langan, Universal.

Housing Film on Ships

Washington, Aug. 11.—The Federal Housing Administration has made an arrangement through Modern Film Corp., New York, for the showing of its film, "Today We Build," on a number of European liners docking in New York. The first showing was on the *Normandie*, Aug. 3.

Wall Street

Board Holds to Descent

	Open	High	Low	Close	Net Change
Col.	13⅞	13⅞	13⅞	13⅞	— ¼
Col. pfd...	32⅛	32⅛	32⅛	32⅛	— ⅞
Cons. pfd...	8¼	8¼	8¼	8¼	— ⅛
E. K.	177	177	175	175	—2¾
G. T. E....	14⅛	14¼	13⅞	13⅞	— ⅛
Loew	49¾	49⅞	48¾	48¾	—1
Para.	10⅛	10⅛	9½	9½	— ½
Para. 1.....	82	82	82	82	—2
Para. 2.....	10	10	9½	9½	— ½
Pathe	9⅛	9⅛	8½	8⅝	.....
RKO	2⅝	2⅝	2½	2½	.....
20th Fox...	24⅝	24⅝	24	24	— ¾
20th pfd...	33⅜	33⅜	32½	32½	—1½
Univ. pfd...	43	43	43	43	—2
W. B.	6½	6½	6	6	— ⅜

Curb Issues Off

	Open	High	Low	Close	Net Change
G. N.	9/16	⅝	9/16	9/16	.....
Sonotone	1⅝	1⅝	1⅝	1⅝	.....
Tech.	23¾	24	23	23	—1
Univ. Corp.	3⅜	3⅜	3¼	3¼	— ⅛
Univ. Pict.	5¼	5¼	5¼	5¼	— ¼

Bonds Show Losses

	High	Low	Close	Net Change
Loew 3½s '46.....	100½	100½	100½	+ ¼
Para. B'way 3s '55	63	63	63	.....
Para. Pict. 6s '55	96	96	96	.....
Para. Pict. '47...	81¾	81¾	81¾	— ¼
RKO 6s '41......	72¼	72	72	—1⅛
W. B. 6s '39.....	78	77¼	77¼	— ¾

(Quotations at close of Aug. 11)

◂ Purely Personal ▸

Arthur W. Kelly, U. A. foreign distribution chief, has named Sidney Albright manager for Java, succeeding P. T. Lee, resigned. Mr. Albright has been acting manager in Manila.

•

William J. Heineman, Universal western district manager, will leave for Kansas City tomorrow where he will begin a tour of company exchanges from there through the far west during the next few weeks.

•

Morris J. Yahr, RCA Photophone commercial engineer, will speak on "Recent Developments in Film Recording and Reproduction" at the Fox Intermountain convention at Denver, Aug. 16 and 17.

•

Mrs. Natalie Kalmus, wife of Dr. Herbert T. Kalmus, Technicolor president; Mary Boland, Madeleine Carroll and Ian Keith are due Monday on the *Normandie*.

•

I. E. Lopert, president of Pax Films, will arrive Monday on the *Normandie* after a six-week business trip to Paris.

•

Sammy Cohen of U. A's foreign publicity department will leave today with his wife on the *Kungsholm* for a cruise to Bermuda and Halifax.

•

Leonard Gaynor of the 20th Century-Fox publicity department will leave today for a Maine vacation.

Arthur Greenblatt, G. B. eastern division manager, will leave Monday to complete territorial arrangements for G. B. product in Warner theatres. His first stop will be Albany.

•

Alrert P. Herzenberg, formerly M-G-M booker in Cleveland, sailed yesterday on the *Champlain* to become assistant manager for the company in Johannesburg.

•

Walter J. Williams, treasurer of Wilbar Photo Engraving, and Mrs. Williams will sail today on the Santa Paula on a 16-day Caribbean cruise.

•

Irving Berlin and Rodney Bush of 20th Century-Fox returned yesterday from Boston, where they attended the opening of "Alexander's Ragtime Band."

•

Joseph Geist has signed Jennie Goldstein for a starring role in "Her Sister's Bridegroom," Yiddish film.

•

Jules Levy left yesterday for an upstate business trip with stops scheduled at Albany and Gloversville.

•

Charles McDonald, district manager of RKO theatres, is due back from Italy this week.

•

Henry F. Krecke of M-G-M's foreign department is observing another birthday.

"Alexander" Book Novel

Arch Reeve's 20th Century-Fox pressbook department has turned out an interesting piece of copy on "Alexander's Ragtime Band," The book measures 15 by 22 inches. The front cover is a hand-painted layout of scenes from the film in color and the back cover shows colored samples of one sheets, 24 sheets and other advertising matter. There are 26 pages of ad accessories and suggested tieups in addition to prepared newspaper story material.

Blaydon, Bride to Sail

Richard Blaydon, newly appointed to the post of production manager for David E. Rose, head of Paramount's producing activities in England, will sail for London Aug. 24 accompanied by his bride, the former Margaret Elizabeth Philippi, with whom he is now honeymooning at Ensenada. Mrs. Blaydon before her marriage was a member of the cast of Paramount's "Artists and Models Abroad."

Everett Cole Candidate

Denver, Aug. 11.—Everett Cole, Alamosa, Col., theatre owner and mayor of that city for four years, has been designated as candidate for the Republican nomination for the office of lieutenant governor in the coming primaries.

"Modern Times" Run Set

"Modern Times," Charlie Chaplin's most recent film, will return to Broadway Saturday morning for a run at the Globe. Paulette Goddard is featured with Mr. Chaplin.

Many Invited to "Drums"

Among those scheduled to attend the trade showing of "Drums" at the Hollywood Monday night are: Jack Cohn, Arthur Loew, C. C. Moskowitz, Barney Balaban, Dr. Herbert T. Kalmus, Neil Agnew, Howard Dietz, Si Seadler, Nate Spingold, E. W. Hammons, Arthur A. Lee, Joseph Bernhard, Carl E. Milliken, Arthur DeBra, Paul Gulick, John J. O'Connor, Nate Blumberg, Oscar A. Doob, Joel Swensen, Robert Gillham, George J. Schaefer, Murray Silverstone, Morris Helprin, Emanuel Silverstone, Colvin Brown, Gladys Swarthout, Blair Niles, Clifton Webb, George Skouras, Gus Eyssell, Joseph R. Vogel, Frank C. Walker, Bennett Cerf, Phil Baker, Major Lenox Lohr, Helen Hayes and Charles MacArthur.

Eastman Net $7,051,673

Eastman Kodak Co. had a net of $7,051,673 for the 24 weeks ending June 11. This compares with $11,475,066 for the same period in 1937. The 1938 24-week net is equal to $3.05 per share on the common, after preferred dividends.

Net sales were $57,131,939, compared with $61,273,205 in 1937 for the same period.

Fox Credit Union Gains

Organized in April under the state banking laws, the 20th Century-Fox Employes Credit Union now has 315 members. The purpose of the union is to encourage savings and assist employes financially. Norman B. Steinberg is president and Nat Brower treasurer.

Thomas Claims Reds Run Federal Theatre

Washington, Aug. 11.—Communistic influence in the Federal Theatre Project, long a subject of controversy, today was dragged out into the light by Representative J. Parnell Thomas of New Jersey, member of the House committee investigating un-American activities, who announced he would seek a separate investigation of the project by that committee. He demanded the resignation of officials responsible for the situation.

Congressman Thomas charged the project has proven a "patronage vehicle" for Reds and that, although sponsored for the benefit of unemployed professional actors, it has been supplying jobs to Communists without experience. So complete has been the infiltration of Reds, he alleged, that Communists now dominate the project.

Loudys in Bankruptcy

Loudys Amusement Corp., operators of the Beacon Theatre at 2521 Broadway, filed a voluntary petition in bankruptcy yesterday in the U. S. District Court, listing $53,130 in liabilities, consisting mainly of unsecured creditors, and $12,239 in assets. The petition, which was signed by Louis J. George as president, itemized as the chief creditors the Beacon Hotel Corp. with a judgment for $47,503; Kelley & Connelly, $1,521; RKO Radio Pictures, Inc., $1,300, and Big U Film Exchanges, Inc., $780.

Howard En Route Here

Chicago, Aug. 11.—William K. Howard today passed through here en route to New York, where he will produce and direct "Lady on Horseback," stage play scheduled for fall opening.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Banner, Al Finestone, Thomas Fitzsimmons, Sherwin A. Kane, Irene Kuhn, Joseph Priore.

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NOTHING LIKE IT IN THE HISTORY OF THIS BUSINESS!

NOW LOS ANGELES, PHILADELPHIA, BOSTON, PITTSBURGH JUMP ON 'ALEXANDER'S RAGTIME BAND'-WAGON!

LOS ANGELES: Opening-day record at both Loew's State and Chinese broken by more than $500! Business most sensational in history.

PHILADELPHIA: Biggest opening...by 50 per cent ...of anything in last five years at Stanley!

BOSTON: More than doubling Metropolitan's opening-day record set by "In Old Chicago" on Easter Saturday!

PITTSBURGH: Opening exactly doubles Alvin's previous all-time house record!

While at the Roxy, N. Y., pace of record-breaking business actually increases! Wednesday attendance 26,336—biggest week-day since opening!

20th CENTURY FOX

THE KEYSTONE
OF YOUR FUTURE

What Key City Critics Say . . .

Following are excerpts from the reviews of new films by film critics of key cities:

"Professor Beware"

Los Angeles Herald and Express— . . . The best he (Lloyd) ever made. . . . There isn't a doubt that this film will have an important influence on Hollywood production.

"Mother Carey's Chickens"

Boston Evening Transcript— . . . An appealing film. . . . It is a sentimental story drawing its entertainment value from the unaffected tale of a family which has no permanent home. Miss Weidler is exceptional.

Boston Globe— . . . It is refreshing to find a picture like "Mother Carey's Chickens." . . . Fay Bainter is especially fine. . . . Every child ought to see it. Adults also will probably want to stay over for a second show.

"Gateway"

Los Angeles Times— . . . In preview form moves at a slow pace until a riot scene picks up the tempo. . . . Judicious cutting would seem to be required before general release. . . . Interesting characterizations.

"Painted Desert"

Los Angeles Times— . . . Evidently working on the principle that if one menace makes a western good, six will make it perfect. . . . They fail in their purpose.

"Little Tough Guy"

Chicago Tribune— . . . Just another "Dead End" and "Crime School" so far as story, motif and players are concerned. . . . "Dead Enders" are splendid. . . . Has several dramatic and extremely moving sequences.

"I'll Give a Million"

Boston Evening Transcript— . . . A gay, entertaining bit of nonsense, brimming over with good comedy. . . .

"Letter of Introduction"

Los Angeles Times— . . . Ten strike for Edgar Bergen and Charlie McCarthy. . . . It will prove tops. . . . Many adroit interludes. . . . Has moving qualities, and is rich and rare entertainment.

Los Angeles Examiner— . . . To a capacity preview audience at the Hollywood Pantages, "Letter of Introduction" scored a tremendous hit. . . . Was acclaimed as the happy combination of being "arty" and supremely box-office.

Remodel for F. P. Canada

TORONTO, Aug. 11.—Work is being rushed on the remodelling and refitting of the offices on two floors of the Royal Bank Building, by Famous Players Canadian Corp. The alterations are scheduled to be completed in time for the annual eastern managers' convention Aug. 24-26 when a house-warming party will be on the program along with business sessions at the King Edward Hotel under the direction of N. L. Nathanson.

The western convention will be held at Winnipeg early in September and not at Jasper, Alta., as previously announced.

New York Preview

"Smashing the Rackets"

(RKO)

Another interesting cycle has descended on audiences and exhibitors if this is any indication. The special prosecutor and his cleansing of metropolitan vice and extortion is dramatized here and will provide thrill-entertainment of a reliable sort. This film does that, and very well, too. The opportunities for vivid exploitation are rife.

Chester Morris, a G-man turned assistant district attorney, is later made special prosecutor by a civic-minded body. His opponent is Bruce Cabot who rises from mouthpiece to dictator of a mob. Rita Johnson and Frances Mercer are the women in the case. The former kills a racketeer who attempts to knock off Cabot, her heart interest, and Miss Mercer, her sister, is the girl Morris marries after he has put the criminal syndicate away. In between the romantic moments there are revelatory sequences portraying how racketeers function and how they make their fatal mistakes. The characterizations are colorful and the dialogue utilizes much tight-lipped delivery. The high points of the story will be familiar enough once the action gets going, having been played up all over the front pages of the nation's press at one time or another. This particular story is based on a series of articles by Forrest Davis.

Lew Landers directed and delivered a production with the right elements properly mixed. Lionel Houser handled the screenplay. Also featured are Ed Pawley, Walter Miller, Edith Craig and Theodore von Eltz.

Running time, 70 minutes. "G." JOSEPH PRIORE

Hollywood Preview

"Man from Music Mountain"

(Republic)

HOLLYWOOD, Aug. 11.—Gene Autry rides, shoots and fights again in "Man from Music Mountain." The story is more modern than most western pictures and lends itself to exploitation in situations other than those normally played by outdoor action films. The Boulder Dam water and power lines to surrounding communities are the background of the picture, with Autry successfully preventing the cheating of investors who have bought lots in a ghost town on the premise that water and power lines would be put through that vicinity.

Supporting Autry are Smiley Burnette, Carol Hughes, Sally Payne, Ivan Miller, Edward Cassidy, Lew Kelly, Howard Chase, Albert Terry, Frankie Marvin, Earl Dwire, Lloyd Ingraham, Lillian Drew, Al Taylor, Joe Yrigoyen and Polly Jenkins and Her Plowboys. Joe Kane directed from the script of Betty Burbridge and Luci Ward, based on an original story by Bernard McConville. Charles E. Ford was associate producer.

Autry, a rancher, discovers that some swindlers are selling lots in a ghost town with the promise of water and power from Boulder Dam. Added inducement to investors are free shares in a supposedly defunct gold mine. After rows with the promoters and their henchmen and logs figuratively tossed in Autry's path by Miss Hughes, the love interest, the complexion of the townspeople's troubles clears when gold is discovered in the mine.

Running time, 54 minutes. "G." VANCE KING

Seattle to See "Spawn"

SEATTLE, Aug. 11.—The premiere of "Spawn of the North" will be held at the Paramount Aug. 18. Advice to this effect has just been received from Paramount officials by John Hamrick of Hamrick-Evergreen circuit. Present indications are that a party of film players and studio executives will be here.

Remodel at Walla Walla

SEATTLE, Aug. 11.—The Capitol in Walla Walla, owned and operated by the Mercy Circuit, has been closed for remodeling and refurnishing. Fred Mercy, Jr., is personally supervising the changes.

Ohio Unit Starts Aug. 21

CLEVELAND, Aug. 11.—Milton A. Mooney says his newly organized Cooperative Theatres of Ohio will start functioning Aug. 21. On that date he will start booking for the 46 theatres which have signed for his service. Don Glennie, formerly with the Co-Op of Detroit, has joined Mr. Mooney as booker.

Goldwyn Signs Connell

HOLLYWOOD, Aug. 11. — Richard Connell, short story writer, has been signed by Samuel Goldwyn to write an original for Vera Zorina, who made her screen debut in "Goldwyn Follies."

K. C. Downtown Will Open as the Esquire

KANSAS CITY, Aug. 11.—When remodeling is completed next week on the former Downtown, Fox Midwest will reopen the theatre as a special policy house under the name Esquire. Joe Redmond, formerly of the Tower, will be manager. Paul Reinke, manager of the Downtown, will transfer to the Brookside.

The Esquire, which seats 800, will have a reserved section and will ope[illegible]ate on a single feature policy.

Among several houses in the area currently being refurbished are: E. Van Hyning's Ritz, Parsons, Kan.; Commonwealth's Royal, Trenton, Mo., and the Star, Warrensburg, Mo.

George Harttmann this week broke ground for a new house in Mound City, Mo.

The Blair, Mankato, Kan., on Aug. 14, will be taken over by Bill Blair for individual operation.

Warners Refurnish Schenley

PITTSBURGH, Aug. 11.—Warners in a few days will close the Schenley, Oakland, to install new seats and furnishings. It will reopen Aug. 27.

Start Houma, La., House

NEW ORLEANS, Aug. 11.—Construction has been started by Breaux Brothers on the Bijou, 1,200-seat house at Houma. Bookings will be arranged through Theatre Service Affiliates of New Orleans.

Victoria Exhibitors May Increase Prices

By CLIFF HOLT

SYDNEY, July 15 (*By Airmail via London*).—Victorian exhibitors are debating the advisability of increasing admission prices.

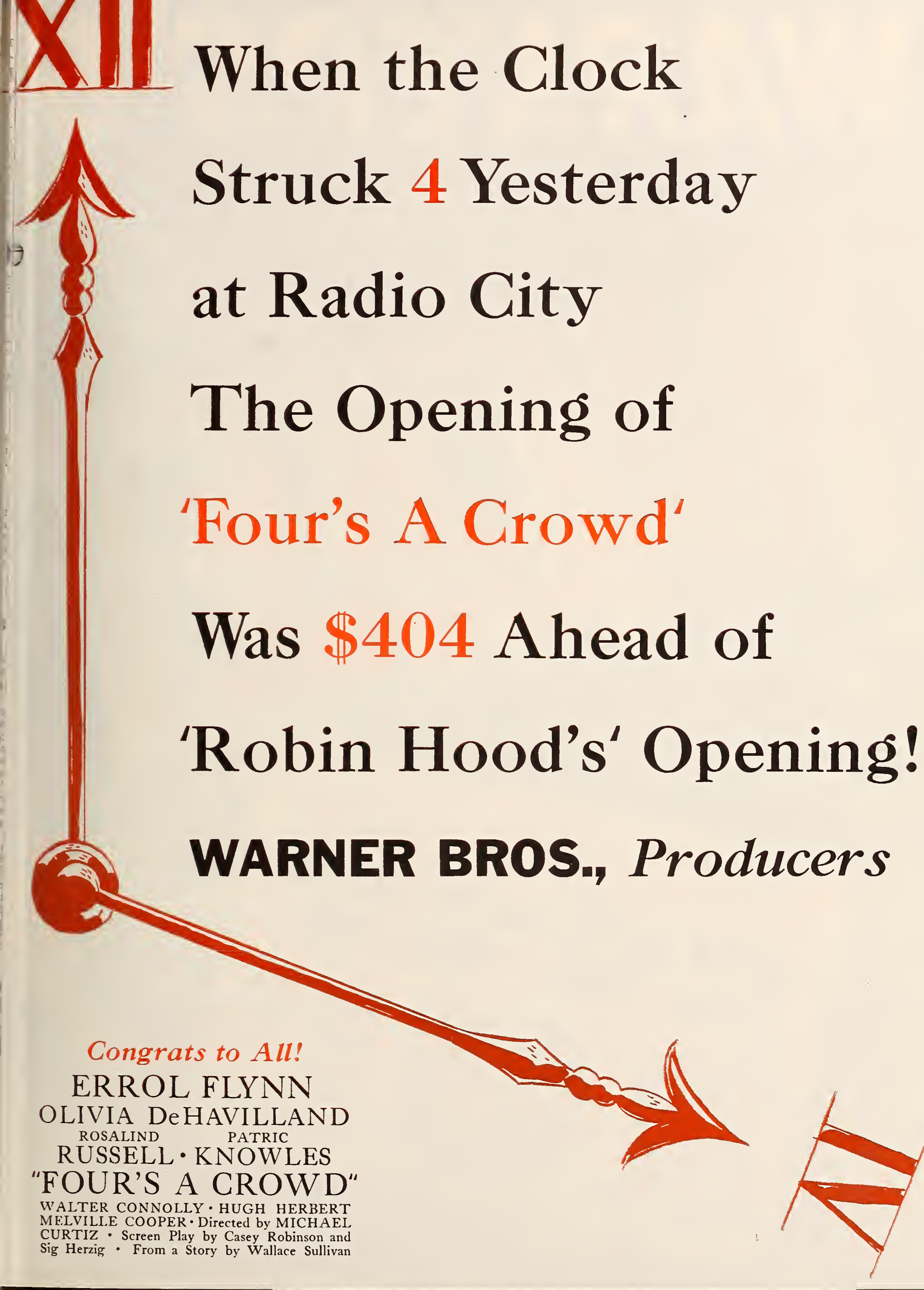
At present a minimum price of one shilling exists throughout Australia. In Victoria this price carries a tax of one penny and there is an additional half-penny tax for every six pence or part thereof by which the price of the ticket exceeds one shilling. Accordingly, if the price of a shilling ticket is raised to one shilling one penny the cost to the public becomes one shilling 2½ pence.

Supporting the proposal to increase admission prices, Robert McLeish, president of the Victoria C.E.A., said that exhibitors had recently been faced with a tremendous load of increased expenditure, to balance which there had been no corresponding increase in theatre admission charges. On the contrary, they were lower than for many years past.

Chairmen Named for Fete at Milwaukee

MILWAUKEE, Aug. 11.—Committee chairmen named in connection with the industry silver jubilee to be held Aug. 30 and 31 at the Schroeder Hotel here include the following:

Mrs. Frank Fischer, ladies activities; Harold Mirisch, hotel reservations; George Langheinrich, registration; Jack Keegan, publicity; E. F. Maertz and E. J. Weisfeldt, banquet; Ray Smith and Sam Shurman, reception; R. A. Tesch, program book; B. J. Miller, speakers; Al Sickles, cruise; Ed Krofta, trophies; Max Krofta, tickets; Merril Devine, exhibits, and Charles Trampe, business meeting.



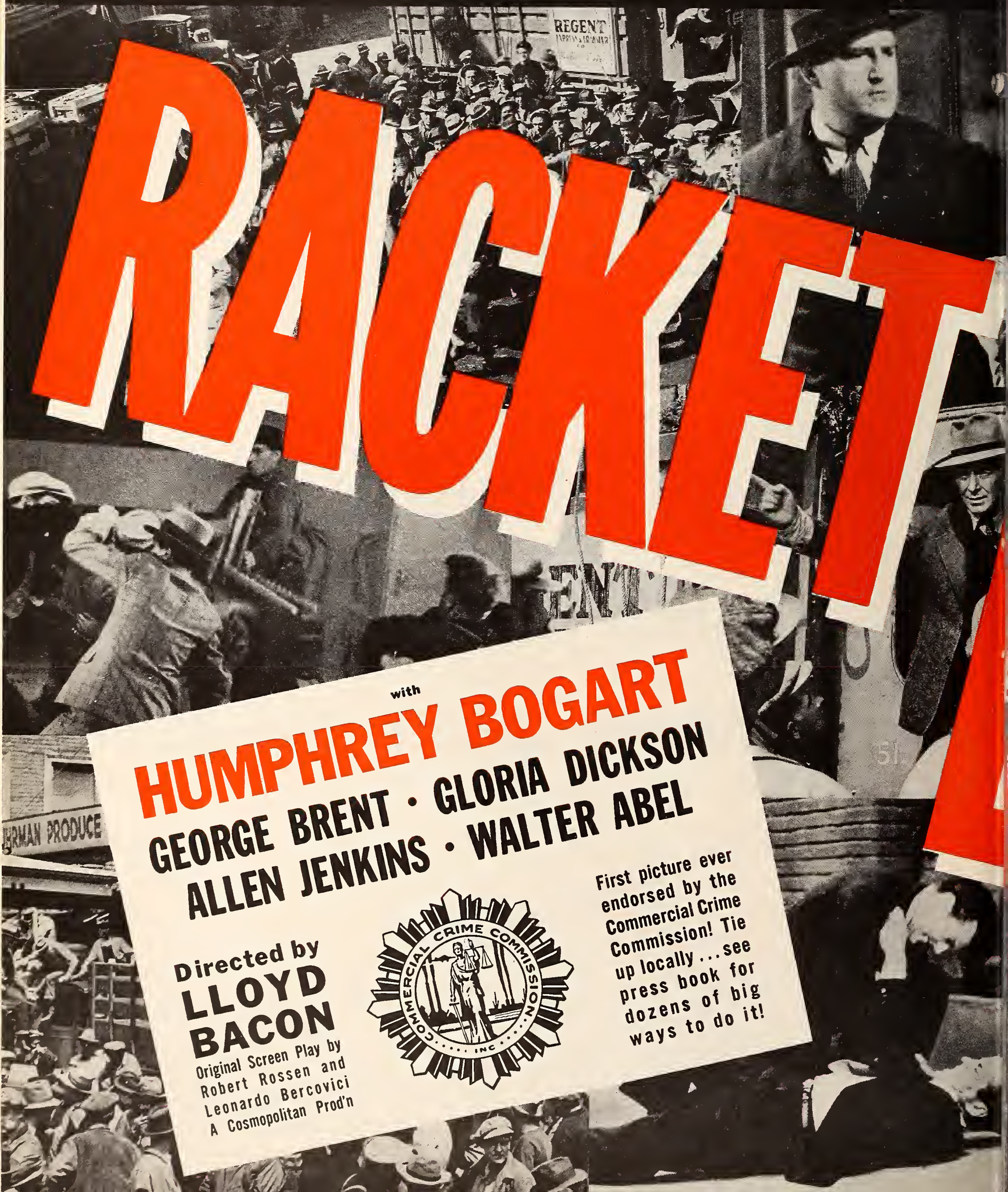
When the Clock Struck 4 Yesterday at Radio City The Opening of 'Four's A Crowd' Was $404 Ahead of 'Robin Hood's' Opening!

WARNER BROS., *Producers*

Congrats to All!

ERROL FLYNN
OLIVIA DeHAVILLAND
ROSALIND PATRIC
RUSSELL · KNOWLES
"FOUR'S A CROWD"
WALTER CONNOLLY · HUGH HERBERT
MELVILLE COOPER · Directed by MICHAEL
CURTIZ · Screen Play by Casey Robinson and
Sig Herzig · From a Story by Wallace Sullivan

WARNERS' G



RACKET

with

HUMPHREY BOGART

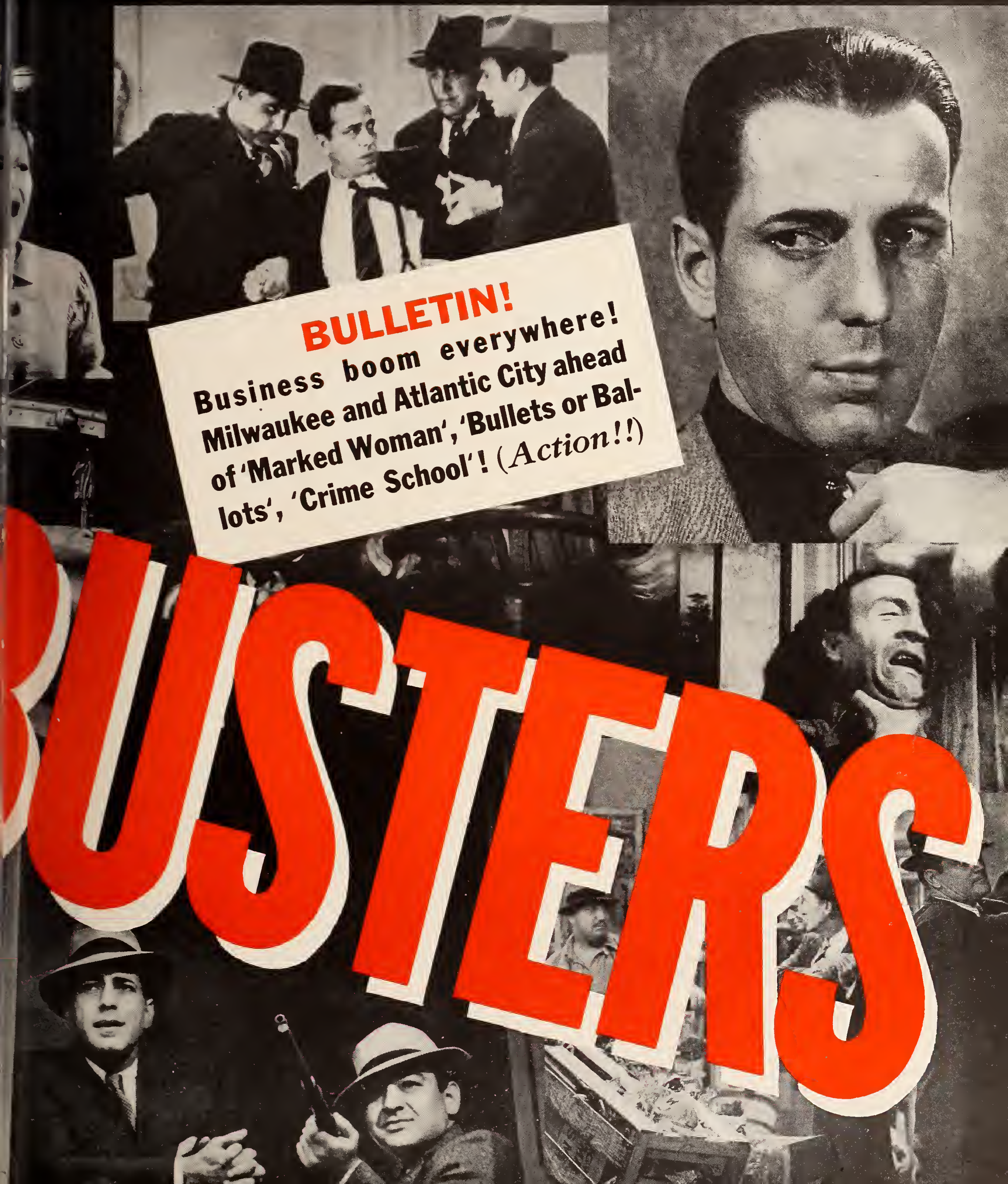
GEORGE BRENT · GLORIA DICKSON

ALLEN JENKINS · WALTER ABEL

Directed by
LLOYD BACON
Original Screen Play by
Robert Rossen and
Leonardo Bercovici
A Cosmopolitan Prod'n

First picture ever endorsed by the Commercial Crime Commission! Tie up locally ... see press book for dozens of big ways to do it!

MEN' of 1938!



BULLETIN!

Business boom everywhere! Milwaukee and Atlantic City ahead of 'Marked Woman', 'Bullets or Ballots', 'Crime School'! (*Action!!*)

BUSTERS

Almanac Finds Attendance at 83-88 Million

(*Continued from page* 1)

payroll reaches $86,000,000 annually and the field distribution payroll $530,000 weekly.

Other interesting statistics included are: 1937-'38 production cost, $135,000,000; estimated at 40 per cent of world production bv volume, and 75 per cent by value; active producing companies, 92; total number of titles registered since beginning of industry, 36,187; total registered in 1937, 3,570; total investment in the United States, $2,000,000,000 world investment, $2,650,000,000; studios, $100,000,000; distribution in the United States, $20,000,000.

The Almanac figures that the principal expenditures by theatres are as follows: Real estate-insurance, taxes, depreciation, etc., 15 per cent; local advertising and publicity, eight per cent; light and heat, five per cent; interest and dividends, four per cent; other taxes and insurance, four per cent; extra attractions (music, prizes, etc.), three per cent; film rentals, 35 per cent.

Delay Depositions In the Loew Suits

(*Continued from page* 1)

returned this week from taking depositions from Loew studio executives, said that the first to be examined next Friday will be Nicholas M. Schenck, president; J. Robert Rubin, vice-president and general counsel, and David Bernstein, vice-president and treasurer. All directors are to be interrogated as well.

Mr. Bernstein will return Monday on the *Normandie* with Mrs. Bernstein from a European vacation.

Chicago Operators To Ask for Raises

CHICAGO, Aug. 11.—The Chicago Operators' Union is notifying local theatre owners that their contract for the past year will expire Aug. 31. Meetings between union officials and theatre executives are scheduled for the last of the month.

It is understood from union officials that a 20 per cent salary increase will be asked when negotiations are started. Special mention will probably be made by the union that it expects this raise to be as voluntary as the union action in reducing wages for July and August by 10 per cent, when the exhibitors made such a requisition early this summer, due to poor business.

Four-Way Contract

Hollywood, Aug. 11.—Lionell Atwill has been signed by 20th Century-Fox to what is believed to be the first four-way contract in the industry. It provides that he shall serve as actor, writer, director or associate producer.

The Newsreel Parade

The midweek issues of the newsreels are widely varied as to their general makeup. Except for President Roosevelt's arrival at Pensacola and certain sporting events the reels offer contrasting material which generally maintains an interesting level from beginning to end.

The reels and their contents follow:

Movietone News: Douglas Corrigan in Washington. President arrives at Pensacola. Bernarr MacFadden enters Bendix Trophy air races at 70. Old Faithful Geyser in Yellowstone Park misses a beat but later resumes hourly eruptions. Barn dance fashions. Riding the rapids of the Colorado River. Marblehead Regatta off Massachusetts. Hambletonian trotting classic at Goshen, N. Y. Lew Lehr and the monkeys in the St. Louis zoo.

News of the Day: Russo-Japanese border conflict. President returns from cruise. Hambletonian. Marblehead Regatta. Women's prison at Niantic, Conn. Father Divine's flock leaves for Krum Elbow "heaven." New Kerr Dam at Polson, Mont.

Paramount News: Hambletonian. President arrives in Florida. New 58-passenger bus in Akron. Corrigan in Washington. South fights beetle plague. Bolivia and Paraguay sign treaty. Government Weather Bureau explains heat wave. Observatory at Mt. Washington. Football players at summer jobs await practice call.

RKO Pathe News: Czechoslovakia expands army air force. President at Pensacola. Unique auto race at Alexandria Bay, N. Y. Arizona National Guard patrols overcrowded prison. Bernarr MacFadden enters air races at 70. Rugby game in Australia. War games in Mississippi. Hambletonian.

Universal Newsreel: Roosevelt returns. Spain celebrates with parade of wounded and army forces on third anniversary of rebel uprising. New French military aircraft. Young Cubans in gymnastic display. Survey clipper plane off on flight to Alaska. Corrigan in Capital. Robbery demonstration in New York. Orphans' outing at Long Beach, L. I. Polo at Westbury. Nightgown swimming contest. Rodeo at Deadwood, S. D.

Theatre Men to View "4 Daughters" Today

Prominent theatre executives have been invited by Warners to attend a luncheon and special screening of "Four Daughters" at the company's home office this afternoon. Among those expected to attend are George Skouras of Skouras Theatres, Y. Frank Freeman and Leon Netter of Paramount, Sam Dembow of Fanchon & Marco, John O'Connor and Fred Myers of RKO, Joe Egan of Wilmer & Vincent and several independents from the metropolitan area.

"Four Daughters" will be released nationally Sept. 24.

Oland Will Leaves Estate to His Wife

HOLLYWOOD, Aug. 11. — Warner Oland left an estate estimated at $50,000 which he bequeathed to his wife, it was revealed here today.

The will was made in May, 1937. The terms of the will also gave small cash legacies to relatives. Mrs. Oland will leave Sunday for New York where she will sail for Stockholm to attend her husband's funeral.

Plan Kalamazoo Party

KALAMAZOO, Aug. 11.—Several hundren Michigan, northwest Ohio and northern Indiana exhibitors have been invited to attend the opening of the Uptown on Aug. 24 by P. C. Schram. The latest RCA Photophone equipment has been installed.

Racket Film for Prison

The prisoners at Sing Sing next Monday afternoon will have a special screening of "Racket Busters." Warden Lewis E. Lawes made the arrangements with Warners for the screening.

Ike Libson in Hollywood

CINCINNATI, Aug. 11.—Ike Libson, managing director RKO Midwest, is vacationing in Hollywood.

Lew Landers Re-Signed

HOLLYWOOD, Aug. 11.—Lew Landers has been given a new directorial contract by RKO.

Denver Convention, Outing Are Set Back

DENVER, Aug. 11. — With all exchange managers planning to be out of town on the date originally set for the Rocky Mountain Screen Club picnic, the dates for both the picnic and the convention of Theatre Owners and Managers of the Rocky Mountain region have been set back to Aug. 24 and 25.

The convention will be at the Cosmopolitan Hotel Aug. 24. One of the questions to be acted on will be this section's contribution to the national advertising fund.

The picnic will be Aug. 25 at Eddie Ott's place and the Evergreen golf course at Evergreen, 40 miles from Denver.

Fisher Sues Chicago Circuits on Slides

CHICAGO, Aug. 11.—Two infringement suits with a request for temporary injunctions and damages have been filed in U. S. Federal Court here bv Philip S. Fisher, president of the Hollywood Amusement Co., against Publix-Great States Theatres and Indiana-Illinois theatres.

The first suit was assigned to Judge Wilkerson's court and the latter one to Judge Holly's court. The Fisher concern states it has patents on electrically operated projection slides and seeks to have the two circuits stop using such slides in connection with various screen games.

"Four's a Crowd" Is Held Over 2nd Week

"Four's a Crowd," Warners' first new season release, will go a second week at the Music Hall, according to indications yesterday, the opening day. Matinee business was heavy and by 4 P. M. the gross was ahead of "Robin Hood" for the similar period. The film played to capacity throughout the day. National release of the film is Sept. 3.

"Army Girl" is continuing at the Criterion. "Booloo" did $5,000 in its final six days at the theatre, following a gross of $7,500 in the first week.

"South Riding" will be held a third week at the Little Carnegie, beginning Monday.

"Ragtime" Smashes Record First Week

(*Continued from page* 1)

erates the Roxy for 20th Century Fox. From indications at the presen time the run may be extended to fiv weeks.

In Boston, the Metropolitan at P. M. had more than doubled th house record set by "In Old Chicago on an Easter Saturday. By noon, receipts at the Stanley, Philadelph were ahead of anything in the las five years and topping such films a "Snow White," "Robin Hood" an "The Great Ziegfeld." At the Alvi Pittsburgh, the picture was ahead "Lost Horizon," which held the hous record.

A similar story is told of the Lo Angeles and Hollywood openings where "Alexander's Ragtime Band topped the previous opening recor held by "Thin Ice."

Raft Is Suspended For Refusing Rol

(*Continued from page* 1)

pendicitis operation performed on Dorothy Lamour, who was to appear opposite Mr. Raft. On Aug. 8, the agen informed the studio that Mr. Raft wa not going to play the part. At th same meeting the agent suggested th advisability of immediately exercisin the option in Mr. Raft's contract. Th option is not due until Dec. 12. Th studio executives refused.

Production schedules are now bein rearranged to enable the picture t start shortly with a new male sta Raoul Walsh will direct. The supporting cast includes Tito Guiza Maxine Sullivan, Jessie Ralph, "Pun kins" Parker, William Frawley an Jerome Cowan. Jeff Lazarus is th producer.

Studio Labor Pact Talks Begin Monda

(*Continued from page* 1)

the I. A. T. S. E., Brotherhood o Carpenters and Joiners, America Federation of Musicians, Brotherhoo of Teamsters and Chauffeurs. and th electricians' international.

Annual negotiations are provide for in the five-year basic agreement Customarily held in March, no request for an annual meeting was mad this year until now by either producer or the unions.

Corrigan Film Heavy

Air express shipments of films and photographs on the Corrigan reception in New York numbered 337 and weighed 2,517 pounds, according to the Railway Express Agency. Theatres in every state in the union received the shipments.

Fourteen shipments, weight 74 pounds, were made to various cities located in the West Indies and Central and South America.

THE YAM

You'll see it!..You'll hear it!..You'll do it!..You'll love it!..]

"THE YAM" . . . a sensational new swing successor to "The Carioca" and "Th Continental". . . Destined to sweep a rhythm-minded nation off it feet — onto its feet! . . . Sure-fire to become the new dance craz from ballroom to porch and living room . . . **AND JUST ONE O THE BIG THINGS** in this biggest of all Astaire-Rogers attractions . . The show that marks the return to t screen of the Music Hall record-holders the top money stars for scores of othe theatres . . . **THEY'RE HEADED YOU WAY FOR SEPTEMBER!**

Come on, Ginger! Hurry, Fred!
Slap that floor and paint it red!
Sing it, swing it, make gloom scram—
Heat your feet and do THE YAM!

FRED ASTAIR
GINGER ROGER
in
"CAREFREE"

with
RALPH BELLAM
LUELLA GEAR
JACK CARSON
CLARENCE KOLB
FRANKLIN PANGBOR

Lyrics and music by
IRVING BERLIN

RKO RADIO PICTURES

A PANDRO S. BERMAN PRODUCTION . . . Directed by Mark Sandrich
Screen Play by Ernest Pagano and Allan Scott . . . Story and Adaptation by Dudley Nichols and Hagar Wilde

"Million" and Bowes Troupe Denver Smash

DENVER, Aug. 11.—"I'll Give a Million," helped by a Major Bowes stage show, led a general pickup and [illegible]ed up $13,500 at the Denver. This [illegible]s $5,000 above average.

"Love Finds Andy Hardy" and "Port of Seven Seas" proved a strong combination at the Orpheum, the grossing going $3,000 over par to $11,500. The bill was moved to the Broadway. A combination of "Romance of the Limberlost" and "Little Miss Thoroughbred" pulled a strong $4,500 at the Paramount.

Total first run business was $41,700. Average is $32,750.

Estimated takings for the week ending Aug. 10:

"LITTLE MISS BROADWAY" (20th-Fox)
ALADDIN—(1,400), 25c-40c, 7 days, after a week at the Denver. **Gross:** $3,000. (Average, $3,500)

"MOTHER CAREY'S CHICKENS" (RKO)
"SKY GIANT" (RKO)
BROADWAY—(1,100), 25c-40c, 7 days, both films after a week at the Broadway. **Gross:** $2,000. (Average, $2,500)

"BOOLOO" (Para.)
DENHAM—(1,750), 25c-35c-40c, 7 days. **Gross:** $5,200. (Average, $5,500)

"I'LL GIVE A MILLION" (20th-Fox)
DENVER—(2,525), 25c-35c-50c, 7 days, and Major Bowes' stage show. **Gross:** $13,500. (Average, $8,500)

"PORT OF SEVEN SEAS" (M-G-M)
"LOVE FINDS ANDY HARDY" (M-G-M)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. **Gross:** $11,500. (Average, $7,500)

"ROMANCE OF THE LIMBERLOST" (Monogram)
"LITTLE MISS THOROUGHBRED" (W. B.)
PARAMOUNT—(2,200), 25c-40c, 7 days. **Gross:** $4,500. (Average, $3,500)

"COWBOY FROM BROOKLYN" (W. B.)
"WE'RE GOING TO BE RICH" (20th-Fox)
RIALTO—(878), 25c-40c, 7 days. "Cowboy From Brooklyn" after a week each at the Denver and Aladdin. **Gross:** $2,000. (Average, $1,750)

"Sinners" Will Get Saratoga Screening

Paramount will show "Sing You Sinners" to a group of metropolitan daily and trade paper representatives at Saratoga tomorrow night. The picture will be put on at the Community, Saratoga Springs.

The picture recently was given a special showing at Bing Crosby's Del Mar racetrack in California, because it features Crosby and Fred MacMurray and has a race background.

N. H. Outing Plans Ready

NEW HAVEN, Aug. 11.—The lineup of events for the 18th annual film district outing on Aug. 25 at Ye Castle Inn, Saybrook, has been completed. Luncheon and dinner will both be served at the Inn. Swimming, baseball, 100-yard and 50-yard dashes for men and women, pie-eating contests for men and women, fat men's race, shoe-kicking, potato-balancing and shotput competitions will fill the day.

Dancing and an amateur contest have been planned for the evening, with awarding of prizes. Barney Pitkin heads the committee which is composed of John Pavone, Lou Wechsler, Thomas Donaldson, Timothy O'Toole, Ben Simon, Morris Joseph, Edward Ruff, Robert Cobe and I. Levine.

Key City Grosses Showing Steady Mid-Season Upturn

Totals for the latest available periods:

	Week Ending July 28-29		*Week Ending Aug. 4-5*	
	No. Theatres	*Gross*	*No. Theatres*	*Gross*
Boston	6	$61,500	6	$57,000
Buffalo	5	36,200	5	38,500
Chicago	7	100,200	7	112,300
Cincinnati	7	38,200	7	45,700
Cleveland	5	55,900	5	33,300
Denver	7	38,700	7	33,700
Detroit	5	36,200	5	41,200
Indianapolis	4	22,700	4	24,800
Kansas City	4	34,500	4	31,500
Los Angeles	11	105,223	11	111,823
Milwaukee	5	28,100	5	28,700
Minneapolis	4	18,500	4	20,000
Montreal	4	22,000	4	23,000
New Haven	4	19,200	4	17,400
New York	7	243,700	7	249,500
Oklahoma City	5	15,700	5	16,900
Omaha	3	20,500	3	26,400
Philadelphia	8	67,400	8	64,400
Pittsburgh	5	47,750	5	54,000
San Francisco	8	75,750	8	74,850
St. Paul	5	13,200	5	14,900
Seattle	7	36,250	7	35,600
Washington	6	66,000	6	64,000
	132	$1,203,373	132	$1,219,473

Key city grosses up to the week ending Aug. 4:

Week Ending	*No. Theatres*	*Gross*
Sept. 3- 4, 1937	142	$1,447,016
Sept. 10-11	149	1,887,424
Sept. 17-18	150	1,625,170
Sept. 24-25	144	1,558,698
Oct. 1- 2	148	1,528,286
Oct. 8- 9	147	1,500,826
Oct. 15-16	147	1,587,879
Oct. 22-23	149	1,546,112
Oct. 29-30	146	1,555,682
Nov. 5- 6	147	1,510,291
Nov. 12-13	151	1,519,420
Nov. 19-20	152	1,544,974
Nov. 26-27	138	1,419,301
Dec. 3- 4	136	1,612,773
Dec. 10-11	137	1,300,818
Dec. 17-18	137	1,193,642
Dec. 24-25	136	1,076,657
Dec. 31-Jan. 1, 1938	136	1,597,409
Jan. 7- 8	150	1,852,759
Jan. 14-15	145	1,482,955
Jan. 21-22	149	1,535,087
Jan. 28-29	147	1,528,720
Feb. 4- 5	147	1,593,065
Feb. 11-12	149	1,519,866
Feb. 18-19	149	1,520,357
Feb. 25-26	145	1,582,285
Mar. 4- 5	144	1,521,797
Mar. 11-12	144	1,485,345
Mar. 18-19	145	1,443,398
Mar. 25-26	144	1,418,494
April 1- 2	144	1,416,745
April 8- 9	143	1,347,244
April 15-16	143	1,158,856
April 22-23	145	1,516,557
April 29-30	143	1,365,866
May 6- 7	143	1,300,772
May 13-14	140	1,212,731
May 20-21	142	1,319,641
May 27-28	140	1,227,080
June 2- 3	137	1,237,740
June 9-10	136	1,133,098
June 16-17	135	1,077,798
June 23-24	135	1,027,924
June 30-July 1	134	1,068,391
July 7- 8	132	1,093,820
July 14-15	132	1,084,720
July 21-22	134	1,121,350
July 28-29	132	1,203,373
Aug. 4- 5	132	1,219,473

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"Love Finds" Washington's Hit, $18,000

WASHINGTON, Aug. 11. — "Love Finds Andy Hardy" at Loew's Palace was an outstanding draw with $18,000, over normal by $6,500.

"My Bill," with Zasu Pitts and Cliff Hall on the stage of the Earle, turned in a strong $18,500, up by $2,500. Other first runs found the competition tough.

Total first run business was $64,000. Average is $62,200.

Estimated takings, exclusive of tax, for the week ending Aug. 4:

"I'LL GIVE A MILLION" (20th-Fox)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Andrews Sisters and Slim Timblin. **Gross:** $13,000. (Average, $15,500)

"LOVE FINDS ANDY HARDY" (M-G-M)
LOEW'S PALACE—(2,370), 25c-55c, 7 days. **Gross:** $18,000. (Average, $11,500)

"MY BILL" (W. B.)
EARLE—(2,218), 25c-66c, 7 days. Stage: Zasu Pitts and Cliff Hall. **Gross:** $18,500. (Average, $16,000)

"MOTHER CAREY'S CHICKENS" (R-K-O)
RKO-KEITH'S—(1,836), 25c-40c, 7 days. **Gross:** $7,500. (Average, $10,000)

"FAST COMPANY" (M-G-M)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days. **Gross:** $3,000. (Average, $4,200)

"GANGS OF NEW YORK" (Republic)
METROPOLITAN—(1,591), 25c-40c, 7 days. **Gross:** $4,000. (Average, $4,000)

Cherry Says Singles Outdraw Dual Bills

HOLLYWOOD, Aug. 11.—Staunch advocate of single bills is James Owen Cherry, Dallas manager for Interstate Theatres, who is visiting Hollywood. Cherry said pictures playing single bills in Dallas do half again as well as the same pictures on double bills in other cities of the same population.

Many times, he declared, he has outgrossed double features in other cities of 300,000 by two to one. Certain short subjects get billing and marquee space with the feature picture—Warner musicals, M-G-M's Crime shorts and Pete Smith Specialties and Disney cartoons being the most popular.

Four French Films Dated by Tapernoux

Four French films have been lined up by the French Motion Picture Corp. for fall release. The first, "Freedom in My Song," opened Aug. 1 in San Francisco. This is said to be the first time a French picture has had its American premiere outside New York.

The other pictures are: "Parisian Laughter," musical comedy with Maurice Chevalier; "Angel in the Shade," starring Fernandel, and "Mademoiselle Mozart," starring Danielle Darrieux. The latter film has been booked into Brandt theatres, according to John S. Tapernoux, general manager of the distributing company.

Garfield for "Nineties"

HOLLYWOOD, Aug. 11.—Warners has designated John Garfield, a member of the cast of "Four Daughters," for a starring role in "The Gay Nineties," a Broadway original written by Louis Sobel.

“Paris” Hits $8,000, Twin Cities’ Top

MINNEAPOLIS, Aug. 11.—“The Rage of Paris” at the Orpheum topped the Minneapolis first runs. It grossed $8,000 in eight days. Average is $4,800, and has been moved to the World for an extended run.

“The Texans” at the State was good for $6,500, up by $4,400.

In St. Paul “Little Miss Broadway” was the leader at the Paramount with $5,000. Par is $4,400. “My Bill” and “Having Wonderful Time” at the Orpheum grossed $4,500 against an average of $3,200.

Total first run business in Minneapolis was $20,000. Average is $14,800. Total first run business in St. Paul was $14,900. Average is $13,200.

Estimated takings for the week ending Aug. 4:

Minneapolis:

“RAGE OF PARIS” (Univ.)
ORPHEUM—(2,900), 25c-40c, 8 days. **Gross:** $8,000. (Average, $4,800)

“THE TEXANS” (Para.)
STATE—(2,300), 25c-40c, 7 days. **Gross:** $6,500. (Average, $4,400)

“ALWAYS GOODBYE” (20th-Fox)
CENTURY—(1,600), 25c-40c, 7 days. **Gross:** $4,500. (Average, $4,000)

“KATHLEEN” (Hoffberg)
WORLD—(400), 25c-55c, 7 days. **Gross:** $1,000. (Average, $1,600)

St. Paul:

“LITTLE MISS BROADWAY” (20th-Fox)
PARAMOUNT—(2,500), 25c-50c, 7 days. **Gross:** $5,000. (Average, $4,400)

“HAVING WONDERFUL TIME” (RKO)
ORPHEUM—(2,000), 25c-40c, 7 days. **Gross:** $4,500. (Average, $3,200)

“MY BILL” (F. N.)
“WIVES UNDER SUSPICION” (Univ.)
RIVIERA—(1,000), 25c-40c, 7 days. **Gross:** $2,500. (Average, $2,400)

“PASSPORT HUSBAND” (20th-Fox)
“PRISON BREAK” (Univ.)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $2,000. (Average, $1,600)

“LITTLE WOMEN” (RKO)
WORLD—(400), 25c-35c, 7 days. **Gross:** $900. (Average, $1,600)

“Hardy” a Buffalo Hit with $15,000

BUFFALO, Aug. 11.—“Love Finds Andy Hardy” brought plenty of sunshine to this heat-stricken town’s first run market. Playing the Buffalo, it ran up a gross of $15,000, top take in recent weeks and $3,000 over par.

The Century’s dual, “Sky Giant” and “Mystery House,” kept up the good work. It left $6,500 in the cash box to crack the norm by $500.

Total first run business was $38,500. Average is $38,600.

Estimated takings for the week ending Aug. 6:

“LOVE FINDS ANDY HARDY” (M-G-M)
BUFFALO—(3,000), 30c-55c, 7 days. **Gross:** $15,000. (Average, $12,000)

“PROFESSOR BEWARE” (Para.)
GREAT LAKES—(3,000), 30c-50c, 7 days. **Gross:** $6,500. (Average, $7,500)

“I’LL GIVE A MILLION” (20th-Fox)
HIPPODROME—(2,500), 25c-40c, 7 days. **Gross:** $6,000. (Average, $6,800)

“SKY GIANT” (RKO)
“MYSTERY HOUSE” (W. B.)
CENTURY—(3,000), 25c, 7 days. **Gross:** $6,500. (Average, $6,000)

“MR. DEEDS GOES TO TOWN” (Col.)
“WOMEN IN PRISON” (Col.)
LAFAYETTE—(3,300), 25c, 7 days. **Gross:** $4,500. (Average, $6,300)

“Andy Hardy” Dual $8,500, New Haven

NEW HAVEN, Aug. 11.—“Love Finds Andy Hardy” and “Mr. Moto Takes a Chance” took the lead in a week of unrelieved heat, grossing $8,500, over by $500. The dual was moved to the College for a second week.

At the Roger Sherman, “The Amazing Dr. Clitterhouse” and “Torchy Blane in Panama” managed to beat par, taking $4,900, up by $200.

Total first run business was $17,400. Average is $19,900.

Estimated takings for the week ending Aug. 5:

“LITTLE MISS BROADWAY” (20th-Fox)
“ONE WILD NIGHT” (20th-Fox)
COLLEGE—(1,499), 35c-50c, 7 days, 2nd week. **Gross:** $1,200. (Average, $2,800)

“LOVE FINDS ANDY HARDY” (M-G-M)
“MR. MOTO TAKES A CHANCE” (20th-Fox)
LOEW-POLI—(3,040), 35c-50c, 7 days. **Gross:** $8,500. (Average, $8,000)

“PROFESSOR BEWARE” (Para.)
“YOUNG FUGITIVES” (Univ.)
PARAMOUNT—(2,348), 35c-50c, 7 days. **Gross:** $2,800. (Average, $4,400)

“AMAZING DR. CLITTERHOUSE” (W. B.)
“TORCHY BLANE IN PANAMA” (W. B.)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. **Gross:** $4,900. (Average, $4,700)

“Amazing” Is $11,500 Lead In Cleveland

CLEVELAND, Aug. 11.—“The Amazing Dr. Clitterhouse” at Warners’ Hippodrome was the only picture that did any business during the week. The take was $11,500, which bettered average by $1,500. The picture was moved to the Allen.

“I’ll Give a Million” at the RKO Palace held to $8,000 which was par, while “Booloo” at Loew’s Stillman ended the run with a par score of $3,000.

Total first run business was $33,300. Average is $35,000.

Estimated takings for the week ending Aug. 5:

“WE’RE GOING TO BE RICH” (20th-Fox) (4 days)
“REFORMATORY” (Col.) (3 days)
ALLEN—(3,000), 30c-35c-42c, 7 days. **Gross:** $2,800. (Average, $4,000)

“AMAZING DR. CLITTERHOUSE” (W. B.)
WARNER’S HIPPODROME—(3,800), 30c-35c-42c, 7 days. **Gross:** $11,500. (Average, $10,000)

“I’LL GIVE A MILLION” (20th-Fox)
RKO PALACE—(3,100), 30c-35c-42c, 7 days. **Gross:** $8,000. (Average, $8,000)

“PROFESSOR BEWARE” (Para.)
LOEW’S STATE—(3,500), 30c,35c-42c, 7 days. **Gross:** $8,000. (Average, $10,000)

“BOOLOO” (Para.)
LOEW’S STILLMAN—(1,900), 30c-35c-42c, 7 days. **Gross:** $3,000. (Average, $3,000)

Ohio Censors Get Rest

CINCINNATI, Aug. 11.—The smallest number of reels submitted to the Ohio censors in the past year and a half was reviewed in July, when a total of 349 reels were censored, and 24 eliminations ordered. In June, 1938, there were 519 reels censored, with 25 eliminations ordered. The figures for July, 1937, were 485 reels and 15 eliminations.

“Cowboy” Oklahoma City’s Pace-Setter

OKLAHOMA CITY, Aug. 11.—“Cowboy from Brooklyn” stepped out front in a week that showed some signs of a pickup among the first runs. It grossed $5,000, over normal by $500, at the Midwest.

“Gangs of New York” and “She Married Her Boss” ran $300 over the line on a take of $2,800 at the State.

Total first run business was $16,900. Average is $17,200.

Estimated takings for the week ending Aug 3:

“PROFESSOR BEWARE” (Para.)
CRITERION—(1,500), 25c-35c-40c, 6 days. **Gross:** $4,000. (Average, $5,200)

“AIR DEVILS” (Univ.)
“BELOVED BRAT” (F. N.)
LIBERTY—(1,200), 20c-25c, 4 days. **Gross:** $1,600. (Average, $1,800)

“LIFE BEGINS AT 40” (20th-Fox) (Reissue)
“DEVIL’S PARTY” (Univ.)
LIBERTY—(1,200), 20c-25c, 3 days. **Gross:** $900. (Average, $700)

“COWBOY FROM BROOKLYN” (W. B.)
MIDWEST—(1,500), 25c-35c-40c, 7 days. **Gross:** $5,000. (Average, $4,500)

“GANGS OF NEW YORK” (Republic)
“SHE MARRIED HER BOSS” (Col.) (Re-issue)
STATE—(1,100), 20c-25c, 7 days. **Gross:** $2,800. (Average, $2,500)

“I’LL GIVE A MILLION” (20th-Fox)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $2,600. (Average, $2,500)

“Andy Hardy” Is Strong on Boston Dual

BOSTON, Aug. 11.—“Love Finds Andy Hardy,” on a dual with “Storm in a Teacup,” went out front in a big way at Loew’s Orpheum, grossing $16,000, which was $4,000 over normal. At Loew’s State the same combination took a par $11,000.

“Mother Carey’s Chickens” and “Sky Giant” grossed an average $13,000 at the RKO Memorial.

Total first run business was $57,000. Average is $59,500.

Estimated takings for the week ending Aug. 6:

“I’LL GIVE A MILLION” (20th-Fox)
“BOOLOO” (Para.)
FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $3,000. (Average, $4,500)

“LOVE FINDS ANDY HARDY” (M-G-M)
“STORM IN A TEACUP” (U. A.)
LOEW’S ORPHEUM—(2,970), 25c-30c-40c-55c, 7 days. **Gross:** $16,000. (Average, $12,000)

“LOVE FINDS ANDY HARDY” (M-G-M)
“STORM IN A TEACUP” (U. A.)
LOEW’S STATE—(3,537), 25c-30c-40c-55c, 7 days. **Gross:** $11,000. (Average, $11,000)

“AMAZING DR. CLITTERHOUSE” (W. B.)
“PASSPORT HUSBAND” (20th-Fox)
METROPOLITAN—(4,332), 25c-35c-55c, 7 days. **Gross:** $9,000. (Average, $11,000)

“I’LL GIVE A MILLION” (20th-Fox)
“BOOLOO” (Para.)
PARAMOUNT—(1,793), 30c-40c-55c, 7 days. **Gross:** $5,000. (Average, $8,000)

“MOTHER CAREY’S CHICKENS” (RKO)
“SKY GIANT” (RKO)
RKO MEMORIAL—(2,907), 30c-50c-65c, 7 days. **Gross:** $13,000. (Average, $13,000)

Savannah House Opened

SAVANNAH, Aug. 11.—A new neighborhood house, the Victory, has been opened here at Bull and 41st Sts. by Lucas & Jenkins. Frank Barragan, Jr., has been made manager.

“Amazing” Up For 2d Week On the Coast

LOS ANGELES, Aug. 11. — “Th Amazing Dr. Clitterhouse,” on a dua with “Mr. Chump,” held up in it second week at Warners’ Downto by grossing $14,600, over normal $2,600. At Warners’ Hollywood th same bill went $500 over the line o a take of $14,500.

The only other attraction to mak a showing was “Little Tough Guy,” with “I’m from the City,” at th Hillstreet where the take was $8,900 The same bill at the Pantages wa weak with $6,800.

Total first run business was $94,925 Average is $100,950.

Estimated takings for the week ending Aug. 10:

“MARIE ANTOINETTE” (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, days, 5th week. **Gross:** $8,400. (Average $10,000)

“I’LL GIVE A MILLION” (20th-Fox)
“ARMY GIRL” (Republic)
CHINESE—(2,500), 30c-75c, 7 days **Gross:** $10,129. (Average, $12,500)

“MOONLIGHT SONATA (Pall-Mall-U.A.
ESQUIRE—(900), 40c-55c, 7 days, 7t week. **Gross:** $1,100. (Average, $2,500)

“ALGIERS” (U. A.)
4 STAR—(900), 40c-55c, 7 days, 4th week **Gross:** $1,336. (Average, $3,250)

“THE GREAT JOHN ERICSSON” (Scandinavian)
GRAND—(750), 35c-40c, 7 days. **Gross** $800. (Average, $1,200)

“LITTLE TOUGH GUY” (Univ.)
“I’M FROM THE CITY” (RKO)
HILLSTREET—(2,700), 30c-65c, 7 days **Gross:** $8,900. (Average, $6,500)

“I’LL GIVE A MILLION” (20th-Fox)
“ARMY GIRL” (Republic)
LOEW’S STATE—(2,500), 30c-75c, 7 days **Gross:** $10,730. (Average, $14,000)

“LITTLE TOUGH GUY” (Univ.)
“I’M FROM THE CITY” (RKO)
PANTAGES—(3,000), 30c-65c, 7 days **Gross:** $6,800. (Average, $7,000)

“PROFESSOR BEWARE” (Para.)
PARAMOUNT—(3,595), 30c-65c, 7 days 2nd week. Stage: F. & M. revue, Pau Chotteau, Rube Wolf and his orchestra **Gross:** $12,000. (Average, $18,000)

“AMAZING DR. CLITTERHOUSE” (F. N.)
“MR. CHUMP” (W. B.)
WARNER BROS. (Hollywood)—(3,000) 30c-65c, 7 days, 2nd week. **Gross:** $14,500 (Average, $14,000)

“AMAZING DR. CLITTERHOUSE” (F. N.)
“MR. CHUMP” (W. B.)
WARNER BROS. (Downtown)—(3,400) 30c-65c, 7 days, 2nd week. **Gross:** $14,600 (Average, $12,000)

“Wonderful Time” Best Montreal Bet

MONTREAL, Aug. 11.—During a tepid week “Having Wonderful Time,” on a double bill at the Capitol, took $8,000, as against average of $9,500.

“Professor Beware,” on a dual at the Princess, gathered a weak $4,500.

Total first run business was $23,000. Average is $32,500.

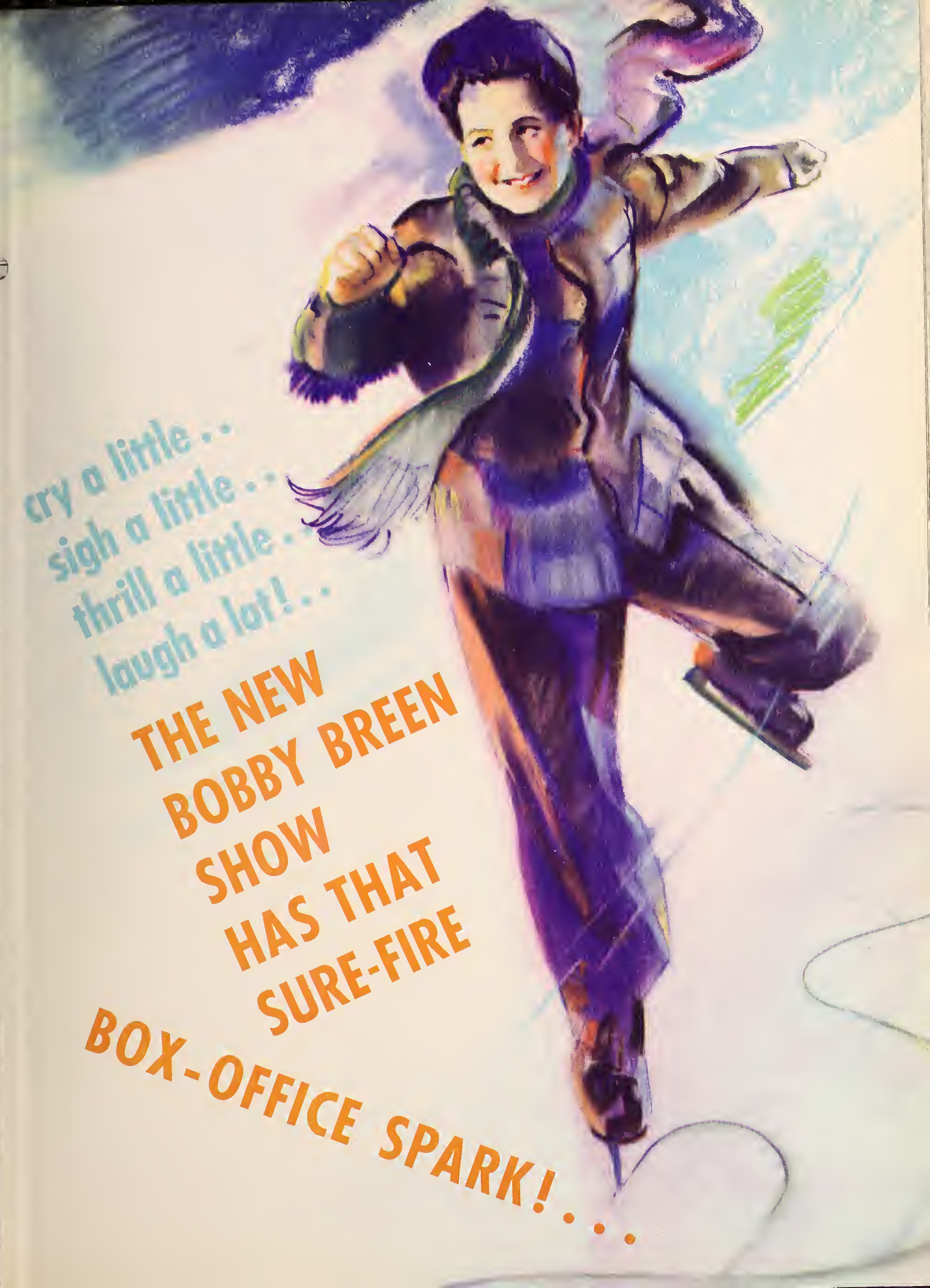
Estimated takings for the week ending Aug. 6:

“HAVING WONDERFUL TIME” (RKO)
“NIGHT SPOT” (RKO)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $8,000. (Average, $9,500)

“DINNER AT THE RITZ” (20th-Fox)
“BIG TOWN GIRL” (20th-Fox)
ORPHEUM—(919), 25c-35c-50c, 7 days. **Gross:** $3,500. (Average, $5,000)

“SHOPWORN ANGEL” (M-G-M)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. **Gross:** $7,000. (Average, $11,000)

“PROFESSOR BEWARE” (Para.)
“THE SHADOW” (Col.)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. **Gross:** $4,500. (Average, $7,000)


cry a little . .
sigh a little . .
thrill a little . .
laugh a lot! . .
THE NEW
BOBBY BREEN
SHOW
HAS THAT
SURE-FIRE
BOX-OFFICE SPARK! . . .

GLOWING HEART DRAMA..

of a swell kid with a soul filled with song ... and of kindly people who fill your heart with gladness ... Bringing you a great marquee cast headed by Bobby Breen, and presenting for the first time a sensational new star on skates, a five-year-old girl who'll steal your heart and win your applause .. BOX-OFFICE BIGNESS ALL THE WAY!

BOBBY BREEN
IN
"Breaking the Ice
CHARLIE **RUGGLES** ★ DOLORES **COSTELLO**
ROBERT BARRAT · DOROTHY PETERSON
BILLY GILBERT · CHARLIE MURRAY
THE WORLD'S YOUNGEST ICE SKATER
IRENE DARE
PRODUCED BY SOL LESSER
DIRECTED BY EDWARD F. CLINE
SCREEN PLAY BY MARY McCALL, JR., MANUEL SEFF, BERNARD SCHUBERT

LITHO U.S.A.

Educational, G.N. Merger Details Set

(Continued from page 1)

Grand National studio, will accom- y the reorganization officials to coast.

Principals in the negotiations said hat no complications had arisen prior o the agreement and that the Educational proposal underwent no important modification. As reported earlier, the proposal, in substance, provides for making available approximately $1,000,000 in new financing for the new company, which will also have combined residuary revenues from the unamortized films and other assets of both companies amounting to an estimated $2,900,000. Grand National creditors will be offered either part cash and part stock or all stock in exchange for their $350,000 of claims. The name of the new company is to be New Grand National.

After formal approval by the creditors, the proposal must obtain the approval of the Federal court in Los Angeles. If no objections are encountered, the principals state, the merger should be in effect during September.

Theatre Managers Share Big Contest

(Continued from page 1)

tests for three separate theatre classifications. The first will be for theatres in localities up to 15;000 population, the second for communities from 15,000 to 100,000, and the third for communities over 100,000. The first prize in each classification will be $500; second prize, $100; third prize, $50; fourth and fifth prizes, $25.

Entries will be judged on the advertising, exploitation and accessories originated by the individual theatres in addition to those suggested by or made available in the official press book for the national campaign.

A new committee to handle special features of the industry drive was named yesterday by George J. Schaefer, executive committee chairman. Charles L. O'Reilly, former president of the Theatre Owners Chamber of Commerce, is chairman of the new committee. Members are Tony Sudekum, Nashville; John Balaban, Chicago; George W. Trendle, Detroit; R. J. O'Donnell, Dallas, and Charles Skouras, Los Angeles.

Sidney C. Davidson, former exploitation director for Warners, was added to the campaign headquarters staff yesterday and assigned to general promotion work and tie-ups. He will establish advertising agencies to effect campaign tie-ups with other national advertising projects.

Watch 16mm in Chicago

Chicago, Aug. 11.—Investigation is being made by the local operators' union into the showing of 16 mm film in local taverns. So far few drinking establishments have fostered the plan, but the union is keeping tab on the number in order to protect themselves and theatre owners, according to Neil Bishop, union exceutive.

CBS Group to Attend Dedication of KSFO

San Francisco, Aug. 11.—A chartered airplane will bring a number of Hollywood celebrities for the dedication tomorrow night of the new $350,000 CBS-KSFO studios here. The network stars will include Lud Gluskin, Tito Guizar, Jo Stafford's Pied Pipers and the Simeone Singers. Following the dedicatory broadcast, guests and network executives will be feted at a banquet for 1,000, staged by the Chamber of Commerce as a gesture to the network.

CBS officials making the trip will include Donald W. Thornburgh, vice-president in charge of Pacific Coast operation; John Dolph, his assistant, and Harry Witt, Pacific Coast sales chief.

CBS Will Broadcast Doubles Title Play

The National Doubles Tennis Championships of the U.S.L.T.A. will be broadcast by CBS during the week of Aug. 23 to 27. Ted Husing will be at the microphone each day, and on the last broadcast will be on the air for an hour and a half, giving a stroke by stroke description of the games.

The matches will be held at the Longwood Cricket Club at Chestnut Hill, Mass. There will be a 15-minute period each day from 6:15 to 6:30 P. M., E.D.S.T., and on Aug. 23 the play by play coverage will be from 2:30 to 4 P. M., E.D.S.T.

To Air Sound Film History in Ad Drive

Hollywood, Aug. 11.—All studios will contribute to the making of a 15-minute radio transcription which will trace the development of sound films for program use in connection with the "Motion Pictures' Greatest Year" campaign. Preparation of the transcription will be under the direction of the Hollywood radio committee, of which Irving Rubine of Warners is chairman.

Sound tracks will be contributed by studios for re-recording in transcription and will include Al Jolson's "Mammy" song from his first sound film, Clark Gable, Claudette Colbert, Shirley Temple and others in some of their outstanding recordings. Will H. Hays will contribute an introductory resume of the history of sound film.

George L. Bagnall, Paramount executive studio manager, today was named campaign treasurer for the west coast.

WHN Gets Opera Series

WHN will broadcast the series of operas to be presented from the Randall's Island Stadium beginning Saturday evening. The initial program will offer "La Traviata." Program will be aired from 8:30 to 9:45 P.M., E.D.S.T.

Paavo Nurmi to Be Heard

Paavo Nurmi, the "Flying Finn" of track fame, who now runs a haberdashery shop in Helsingfors, will be heard in a special CBS broadcast Aug. 18 from Finland, discussing the 1940 Olympic Games. Various civic and government officials will also speak. The period will go on at 6:45 P. M., E.D.S.T.

Hospital to Studio For Dorothy Lamour

Hollywood, Aug. 11.—Dorothy Lamour on Sunday will broadcast from a wheelchair on the Chase & Sanborn Hour over NBC. The actress is recuperating from an appendicitis operation and expects to leave the Good Samaritan Hospital by the end of the week.

Within 10 days it is expected that Miss Lamour will resume her film work in "St. Louis Blues," in which Paramount is co-starring her with George Raft.

Reserves WNYC Ruling

N. Y. Supreme Court Justice Kenneth O'Brien yesterday reserved decision on the application of the City of New York to vacate a subpoena served upon Morris Novick, director of the city-owned broadcasting station, WNYC, by the investigating committee of the City Council. The subpoena seeks to require the attendance of Mr. Novick before the committee to testify as to the broadcasting activities of WNYC and also asks the production of all the books and records of the broadcasting station. The city contends that the subpoena is invalid and void.

Hampden with Vallee

Guests lined up for the Rudy Vallee broadcast next Thursday include Walter Hampden and Zasu Pitts. Miss Pitts will do a comedy skit written by Keith Fowler, called "Miss Pringle Gets A Ticket."

KSO Staff Vacationing

Des Moines, Aug. 11.— Wayne Ackley, KSO announcer, is spending his vacation in Minnesota, and Bill Hippee of the KSO news department, has returned from a trip through the west and Mexico. Six staff members of WHO are off for two-week vacations. They are: Lyle Flanagan, Ed. Lucas, Lorana Ellsworth, Stan Widney, Don Anderson and Cliff Melloh.

Jones and Hare Return

Billy Jones and Ernie Hare will return to the air on Aug. 17. They will be heard from 8:15 to 8:30 P. M., E. D. S. T., on Wednesday and from 2 to 2:30 P. M. on Sunday. The program will be sponsored by the Sachs Quality Furniture Co.

Neville Miller to Talk

Neville Miller, president of the National Association of Broadcasters, will make his first public address when he speaks before the Peabody Teachers College at Nashville Aug. 19. The NBC-Blue will carry the event from 10 to 10:30 P. M., E. D. S. T.

Knox Takes "Magazine"

The Charles B. Knox Gelatine Co. will sponsor "The Women's Magazine of the Air" over five Pacific Coast stations beginning Sept. 16. The program is heard on Fridays. The agency handling the account is Kenyon & Eckhardt, Inc.

Zerwick Joins Popkin

M. B. Zerwick, publicity man, has become associated with Louis Popkin of Planned Publicity Service, handling general assignments.

▸ *Radio Personals* ◂

HERBERT L. PETTEY, associate director of WHN, has returned from a business trip to Detroit. . . . Julian Fuhs, European conductor and composer, will make his American radio debut tonight over WJZ at 10 P.M., E.D.S.T. . . . Felix Knight, tenor and feature of the Schaefer Hour, has been signed for a two week extension on that commercial.

+

Eleanor Hurley of WOR, who was injured in an automobile accident recently, will return to her desk next week. . . .

+

Albany

Local ballyhoo re "Sales Mean Jobs," being handled by Jimmy Carrier, ex-Hollywood film advertising man. . . . New announcers on WOKO are Ralph Kenna, formerly with WELI, New Haven, and Elliott Gove, from WMBO, Auburn. . . . Mary O'Neill, former Saturday radio editor for the *Knickerbocker News* here, interviewed Charles Coburn, screen character actor, on her air column the other day. . . . Forrest Willis has taken over the Socony newscast on WOKO. . . . Harriet Champagne, assistant program director for WOKO, is vacationing at Hampton Beach.

+

Louisville

George M. Kuhn is out as manager of WGRC, New Albany, Ind. His duties have been taken over by Charles Lee Harris, president of the North Side Broadcasting Co., until a new manager and sales chief, both of whom have been signed, are free to take over the reins. . . . Gene Edwards in town for a few days before joining Mutual. He was formerly with WTOL, Toledo. . . . Bill Sherman has switched from the WGRC staff to that of WAVE, and is now handling regular announcing assignments.

+

Oklahoma City

Marvin Krause, WKY announcer, has resigned to join the announcing staff of KOCY, Oklahoma City. . . . Eddie Gallaher, sports announcer at KTUL, Tulsa, Okla., has resigned to go to WCCO, Minneapolis, as chief sports announcer. . . . Ken Douglas of WBAP, Fort Worth, is acting manager of KTOK, key station of the Oklahoma Network in Oklahoma City while Joseph W. Lee, KTOK manager is away on a vacation trip. . . . Ben Bezoff, WKY newsman, is off to Colorado on vacation. . . .

+

Pittsburgh

Maurice Spitalny, musical director at KDKA, is vacationing in Canada on Lake Muskoka. . . . Jackie Heller was here for a few days visiting his family. . . . Rev. Jack Munyon who conducts morning devotionals daily over WWSW, is celebrating his seventh anniversary with that station. . . . Darrell V. Martin, radio editor of the *Post Gazette*, is back from a trip to New York. . . . The Walt Framers of WWSW expect an addition to the family any day now. . . . Bob McKee, announcer at WCAE, has turned out a serial script which is being auditioned commercially at that station. . . .

IN JUSTICE TO A GREAT PICTURE

Through an unfortunate combination of circumstances, the phenomenal business being done by the Twentieth-Century-Fox picture, "ALEXANDER'S RAGTIME BAND", at the Roxy Theatre, has given rise to the publication of several misleading accounts in the trade press as to the amount of business which the picture would do in the first week of its present engagement at the Roxy Theatre.

Most of the published estimates—and indeed our own—were far short of the actual amount paid into the box-office by audiences which, in size, broke all existing house records. In view of this, the Roxy Theatre management feels that it is only simple justice to a great attraction and to exhibitors who have booked this attraction, to publish the correct figures as sworn to and attested by the treasurer of the theatre.

The truth is that for the first 7 days of the engagement of "ALEXANDER'S RAGTIME BAND" at the Roxy Theatre

192,520 persons paid

$87,489.84 in admissions (after Federal tax)

While this business is so much bigger than anybody could reasonably expect a motion picture to gross in this theatre that erroneous estimates are understandable, nevertheless, we regret the publication of false figures and take this advertisement so that exhibitors throughout America will know the true facts.

Irving M Lesser.

Managing Director of the ROXY THEATRE

DO NOT REMOVE

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

OL. 44. NO. 31 NEW YORK, MONDAY, AUGUST 15, 1938 TEN CENTS

Rockefeller Expected on RKO's Board

Nelson Taking an Active Role in New Setup

That Nelson Rockefeller, 30-year-d son of John D., II, will become member of the board of directors reorganized RKO as the represen-tive of Rockefeller Center, now is ing taken for granted among reor-nization principals.

Inquiries concerning the report, hich has been shuttled between Wil-am St. and the Center for several eeks past, meet with no denials from urces well qualified to speak for KO's landlord. An official confirma-on is wanting, it would appear, only cause the major creditor factors in-lved in the RKO reorganization ve not yet seriously entered into at fascinating phase of evolving a w company at which directorates e created.

That Rockefeller Center, however, ith a claim against RKO for dam-ges and lease adjustments which was

(Continued on page 6)

RKO Getting Ready To Start 12 Films

Hollywood, Aug. 14.—RKO is get-ng ready for a production rush. welve features are scheduled to go efore the cameras this month and ext and two are being edited.

"Room Service," the Marx Brothers ature, and "Carefree," Fred Astaire-inger Rogers musical, are the ones eing edited.

About ready to start are "A Man to emember," "Annabel Takes a Tour," Love Match," "Law West of Tombstone," "Miss X," "Picardy Max," Pacific Liner," "Sorority House," Miracle Racket."

Local 306 to Start New Picket Drive

A "last push" to organize film the-tres in the metropolitan area 100 per ent will be launched today by Local 06, with the support of the stage-ands and musicians when picket lines vill be posted at Century Circuit ouses in Brooklyn and on Long Island.

Pickets are to take their places at oon at eight theatres, as follows:

(Continued on page 7)

Radio News—P. 7

Preliminary Studio Labor Talks Start

Preliminary conferences on the request of major studios for a 10 per cent reduction in the basic wage scales in effect for the five international unions which are signatories of the five-year basic agreement with the studios were held here yesterday. The discussions will be concluded at a meeting scheduled for this morning in the offices of Pat Casey, studio labor contact.

Little, if any, material change in existing schedules is expected to result from the parleys. It was reported that the unions countered with a request for increases in several labor classifications and that the discussions probably will close with a stand-off agreement to continue present scales until the 1939 parleys next spring.

Over the weekend Mr. Casey emphatically denied reports that the conference was concerned with any possible effect of the Government's anti-trust suit on the studio's basic labor agreement.

Participating in today's conference in addition to Mr. Casey, are Barney

(Continued on page 6)

Warner District Men Here for Conference

Warners' district managers will arrive in New York today to discuss the merchandising of forthcoming product with Gradwell L. Sears, general sales manager, and other home office executives.

Attending will be Ed Schnitzer, eastern district head; Robert Smeltzer of Washington; Rud Lohrenz, acting

(Continued on page 2)

DETAILS COMPLETE FOR $250,000 "QUIZ"

5,404 Prizes

There will be 5,404 prizes totalling $250,000 in the "Movie Quiz" contest from Sept. 1 to Dec. 31 which will feature the "Motion Pictures' Greatest Year" campaign. They follow:

First Prize............	$50,000
Second Prize..........	$25,000
2 prizes of	$10,000
5 prizes of	$5,000
5 prizes of	$2,000
10 prizes of	$1,000
40 prizes of	$500
40 prizes of	$250
300 prizes of	$100
5,000 prizes of	$10

Patrons Must Answer 30 Queries on 94 Films Aug. 1-Oct. 31

Final details for the conduct of the $250,000 "Movie Quiz" prize contest for patrons of theatres participating in the "Motion Pictures' Greatest Year" campaign were completed over the weekend immediately following approval of the contest by postal authorities.

The contest, which is regarded as the most direct means of bringing new patrons to participating theatres during the campaign, will open Sept. 1 and continue to Dec. 31. During this period theatre patrons will have opportunities to see 94 new season pictures which will be released from Aug. 1 to Oct. 31. The "Movie Quiz" contest consists of questions concerning the contents of these 94 pictures. Theatre patrons will be obliged to see the contest films in order to answer the questions and become eligible for prizes. A contestant will qualify for a prize by answering 30 of the 94 questions comprising the contest.

Contest Booklet Prepared

The complete list of contest questions, together with rules, instructions to entrants, titles, casts, illustrations and descriptive matter on each of the 94 contest pictures, have been compiled in a 32-page booklet prepared by the contest committee, which is headed by Charles E. McCarthy and Robert Gillham.

Approximately 100,000,000 copies of these booklets will be printed and distributed to participating theatres through exchanges in every key city. The booklets are to be distributed to patrons free by the theatres. Because

(Continued on page 6)

Pact Signing Halts G.N. Control Talks

With the formal signing by principals late last week of the proposal for a merger of Educational and Grand National all other offers involving acquisition of control of the latter company through reorganization proceedings will be left in abeyance, G. N. officials stated over the weekend.

The final agreement for the merger of the two companies was signed on Friday as predicted by Motion Picture Daily that day. Earle W.

(Continued on page 7)

U.S. and Canada Residents Eligible; To Close Dec. 31

Points covered in the rules governing the contest follow:

Persons residing within the 48 states, the District of Columbia and Canada will be eligible, with the exception of employes in the industry and their relatives; boards of review and censor boards, radio reviewers and commentators and employes of advertising agencies connected with the contest.

Questions to be asked will be contained in the booklets which will include the 94 films to be released from Aug. 1 to Oct. 31. Each question will belong to one picture.

When 30 questions have been answered a 50-word letter must be written to accompany the answers, in which the writer will tell what picture he liked best and why.

Each statement must be original and over the name of the writer.

It will not be necesary to wait until the end of the contest.

Winners will be judged by the highest number of correct answers. In the event of ties the best 50-word statements will be graded on the basis of sincerity, merit, originality and advertising value.

In the further event of ties duplicate prizes will be awarded.

Entries must be sent by first class mail. No correspondence will follow.

All entries must be postmarked not later than Dec. 31.

British Film Duties Will Go Up Aug. 20

London, Aug. 14.—The Board of Trade yesterday published the terms of the import duties which will go into effect Aug. 20. Previous duties imposed under the Finance Act of 1925 are increased for blank film by one-third penny per foot. Positive film is increased a penny per foot; foreign negative five pence per foot.

British negatives made by British companies, or available for quota, pay the blank film duty only.

Purely Personal

NANCY CARROLL arrived by plane Saturday from the coast and continued on to Cohasset, Mass., to play the leading role opposite PETER ARNO in a tryout of a new play by RICHARD ALDRICH.

•

JIMMY RITZ arrived Saturday from Chicago where the Ritz Brothers completed an engagement at the Chicago Theatre. AL RITZ has gone to Saratoga and HARRY has returned to Hollywood.

•

FELIX JENKINS, 20th Century-Fox general counsel, attended the National Theatres meeting in Kansas City and will attend the Los Angeles meeting this week.

•

· LES WHALEN, 20th Century-Fox foreign publicity director, has been spending his honeymoon motoring to the coast and back. He is due at his office today.

•

THEODORE A. SHAW, assistant to WILLIAM GEHRING, 20th Century-Fox division manager, will leave for Detroit today on business and will go from there to Indianapolis.

•

HAROLD McCRACKEN of Courier Production has revised his book, "Commander-in-Chief Pershing," for early republication. It came out originally in 1931.

•

PETE HARRISON, who was operated on recently, left Roosevelt Hospital over the weekend. He will return to his office in about a week.

•

WAYNE MORRIS and JOHNNIE DAVIS, who have completed "Brother Rat" for Warners, will leave the coast tomorrow for an eastern vacation.

•

VICTOR DELGRANOS, son of the Spanish composer, has arrived from Spain to negotiate with film companies for the use of Spanish music.

•

MRS. SIDNEY SKOLSKY, wife of the Hollywood columnist, and daughter, STEPHANIE, sailed Saturday for Los Angeles, via the Panama canal.

•

SAM SAX, in charge of Warners' shorts production is due from the coast shortly to resume operations at the Vitaphone studio.

•

LOUIS SILVERS, general musical director of 20th Century-Fox, is in New York for a short vacation following completion of "My Lucky Star."

•

W. C. GEHRING, central division manager for 20th Century-Fox, has returned from Detroit.

•

SAM FORGOTSON of the M-G-M ad department has returned from his vacation.

•

LOUIS PHILLIPS of the Paramount legal department will return to his office today from a vacation in Mexico.

•

Y. FRANK FREEMAN, Paramount theatre head, is expected back from a vacation in Atlanta within a few days.

•

LOUELLA PARSONS returned to Hollywood over the weekend.

'Four's a Crowd' Received Well by N. Y. Reviewers

"Four's A Crowd" was received in a generally favorable tone by the metropolitan critics following its Music Hall opening. They classified it as one of the "screwball comedy" variety and dwelt on its characterizations and scattered comedy moments. Excerpts from reviews follow:

Herald-Tribune—Depends almost entirely on daffy situations and antic performing. . . . At its best, even though that is nothing to get very excited about, when it turns loose its funny men in funny interludes.

Journal-American—Definitely on the wacky side. . . . A succession of farcical mixups. . . . The sets are handsome, the heroine's frocks are smart and the tempo is lively.

Mirror—Cast is gay and sparkling. . . . Rollicking good fun. . . . It is a beautifully mounted and smartly costumed production. . . . Has an exhilarating pace. . . . Everybody will enjoy it.

News—Strikes just the right light note for this heavy August weather. . . . Principals work smoothly. . . . Dialogue sparkles now and then to the amused satisfaction of the audience. . . .

Post—Qualifies as relaxing entertainment of a semi-farce nature. . . . Among first class pictures it is moderately entertaining.

Sun—The plot, as often as complicated as it is frothy, is occasionally tiresome. . . . Most of the time the fun is fast and furious—furious to the point of slapstick.

Times—May be listed among the more successful comedies of, on the whole, a rather tragic summer.

World Telegram—There is a general air of slapstick goofiness about "Four's a Crowd" that makes it the proper kind of hot weather entertainment.

British Licensing Protest Spreading

LONDON, Aug. 14.—The Surrey County Council has joined the ranks of those advocating an amendment of the Cinematograph Act of 1909 so that municipalities may issue—or reject—film house licenses in advance. The council has fallen into line with Warwickshire and London, and has asked the County Councils' Association, corporate body of British licensing authorities, to press the Home Office for amendment of the Act.

As it stands at present, the 1909 Act—under which all cinema licensing is controlled—and as interpreted by High Court decision, does not permit local authorities to issue licenses until the buildings have been erected.

By this interpretation of the Act opponents of overbuilding are debarred from voicing early opposition at the preliminary licensing sessions.

It is very likely the whole matter will come before the C.E.A. at an early session and that the association will ask for legislation to be pushed forward during 1938-39.

Such legislation would bring the procedure into direct line with that which exists in regard to saloons—known in England as public houses.

* * *

Standing in theatres is to be prohibited entirely in future by Sheffield, one of Britain's largest industrial cities. It has already been tabooed in new houses and the Watch Committee now intends to apply the ban generally.

Starts Time Contest

Jules Levy has developed a plan whereby RKO salesmen can compete for $3,000 in prizes for the best sales accomplishment on March of Time. It will be retroactive to July 1 and will end Feb. 24.

The plan is to restore all contracts which have lapsed and to develop as many new accounts as possible. The United States and Canada campaigns will be separate with 10 U. S. awards of $125 each; 10 of $100 and 10 of $75 in this country. In Canada first prize will be $125; second, $75, and third, $50.

Warner District Men Here for Conferences

(Continued from page 1)

midwest district chief at Chicago; Fred Jack, Dallas; W. E. Callaway, Los Angeles, and Wolfe Cohen, Toronto.

In addition to Mr. Sears, executives participating in the meetings will be Carl Leserman, assistant general sales manager; Roy Haines, eastern and Canadian sales head; Ben Kalmenson, southern and western chief, and Mort Blumenstock, eastern director of advertising and publicity.

Among films to be discussed are "Four Daughters," "Boy Meets Girl," "Four's a Crowd," "Valley of the Giants," "Garden of the Moon" and "Sisters."

Ask Coburn Examination

Jacob J. Shubert will make an application today to the N. Y. Supreme Court for an order directing the examination before trial of Charles D. Coburn, the defendant in a suit brought by Shubert in behalf of Douco Corp. as its vice-president and director, to recover the proceeds of an alleged sale of the film rights of a play, "The Farmer's Wife." Shubert claims that Duoco Corp. was the owner of a one-half interest in the play and that Coburn, who is allegedly president and a director of Duoco Corp., failed to turn over the proceeds of the sale to it. Coburn, in his answer, denies that any part of the proceeds belong to the corporation.

Lloyd Nolan in Raft Role

HOLLYWOOD, Aug. 14.—Paramount has named Lloyd Nolan to substitute for George Raft in "St. Louis Blues." Shooting will start tomorrow. Raft was suspended last week for refusing the role.

MacKenna Married

Kenneth MacKenna, eastern story editor for M-G-M, is on his honeymoon, having been married at Bridgeport on Friday to Mary Phillips, actress.

Mayor's Help Aske
For Musical Sho

A request that Mayor F. H.
Guardia appoint a fact finding
mission to determine the merits
controversy between the Vode-V
Corp. and the American Feder
of Musicians has been made by
company, which proposed to inst
novel type of entertainment in
theatres.

The shows would consist of s
length films using musicians, da
and singers, with some of the
on the stage as well as the
Joseph N. Weber, president of
A.F.M., withholds the use of men
for the recordings on the ground
such "canned music" would make
return of musicians to theatres "
tically impossible."

Pitts-Roth Seek Hou

A deal for several theateres is
der way by Ben Pitts and Ch
Roth, Virginia circuit operators,
have joint operations in a nu
of towns. Negotiations were st
here last week. Mr. Pitts, wh
president of the M.P.T.O. of Virg
has returned to Fredericksburg.

Mr. Roth was here also to say g
bye to his brother-in-law, Dan M
love of 20th Century-Fox, who
Sunday for Australia.

Blankenhorn Return

David Blankenhorn, Presiden
Cosmocolor of Hollywood, return
the coast Saturday, after negoti
deals with companies in New Y
and signing a contract for 14 pro
tions.

Mr. Blankenhorn will return to
York the early part of Septembe
arrange for the extension of the
mocolor in the east.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and
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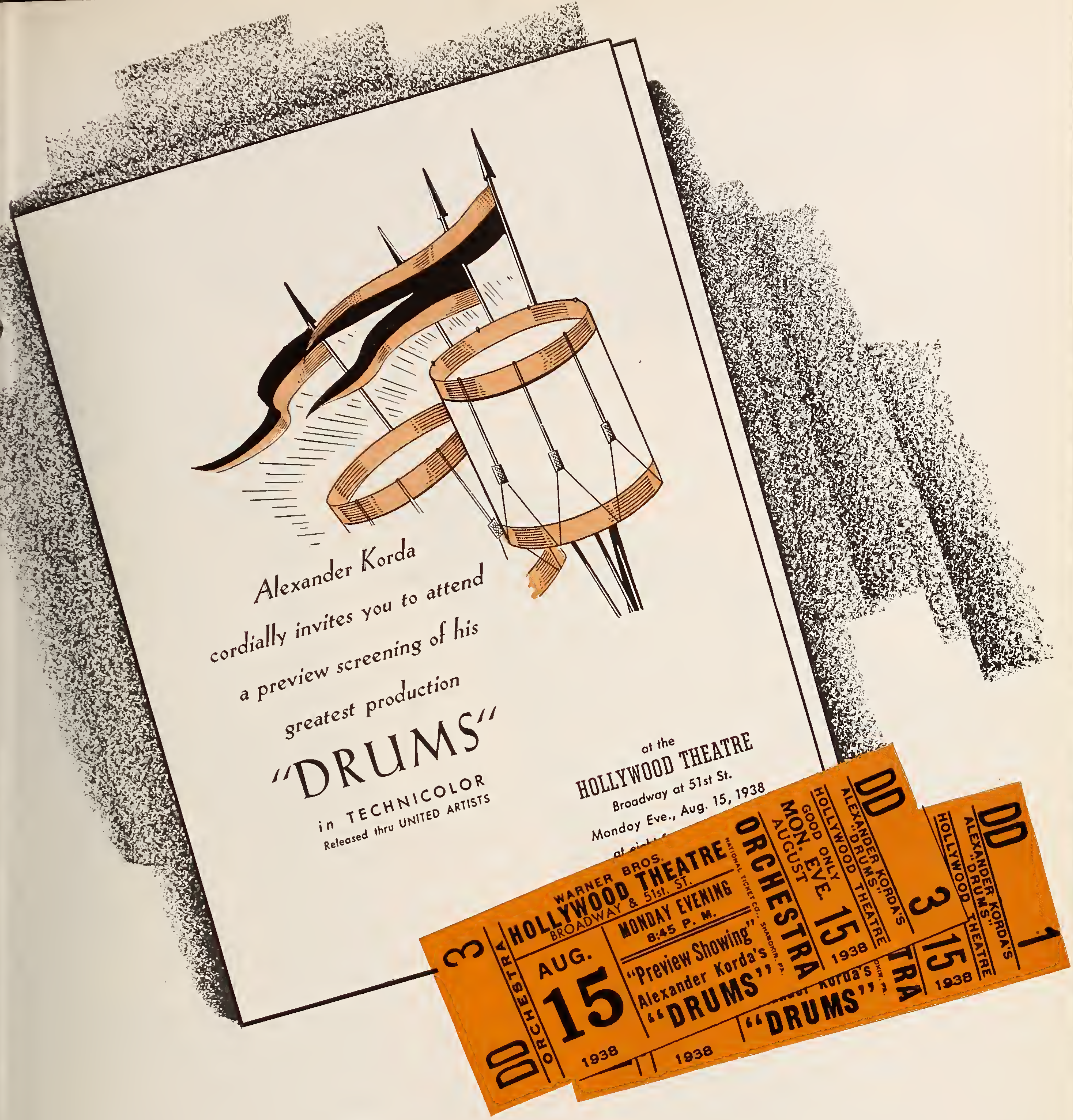


Alexander Korda
cordially invites you to attend
a preview screening of his
greatest production
"DRUMS"
in TECHNICOLOR
Released thru UNITED ARTISTS

at the
HOLLYWOOD THEATRE
Broadway at 51st St.
Monday Eve., Aug. 15, 1938

3
ORCHESTRA
DD
WARNER BROS.
HOLLYWOOD THEATRE
BROADWAY & 51st. ST.
AUG.
15
1938
MONDAY EVENING
8:45 P. M.
"Preview Showing"
Alexander Korda's
"DRUMS"
NATIONAL TICKET CO., SHAMOKIN, PA.
ORCHESTRA
GOOD ONLY
MON. EVE.
AUGUST
15
1938
HOLLYWOOD THEATRE
ALEXANDER KORDA'S
"DRUMS"
3
DD

1938
"DRUMS"
15
1938
HOLLYWOOD THEATRE
ALEXANDER KORDA'S
"DRUMS"
1
DD

Tonight at 8:45

the fifteen hundred and twenty-one persons who have been lucky enough to receive these tickets to the Hollywood Theatre will see one of the great pictures of our time. Tonight an audience will be enthralled . . . tomorrow the entire world will know that Alexander Korda's "Drums", in Technicolor, is the biggest boxoffice picture of his career.

UNIVERSAL'S "LETTER
BATS A THOUSAND!

7

Wham!
a Natural!
nature takes
its course
at the
Box Office

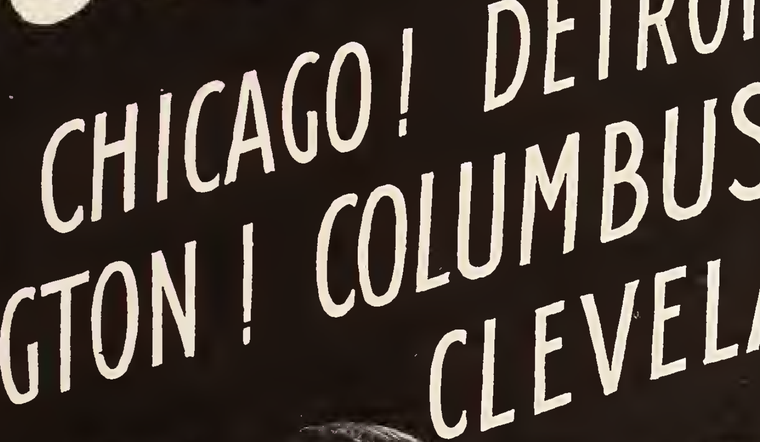
KEY
KEY

BOSTON!

OF INTRODUCTION"

CITY OPENINGS
CITY HOLDOVERS

HILADELPHIA! CHICAGO! DETROIT!
WASHINGTON! COLUMBUS!
CLEVELAND!



A JOHN M. STAHL
Production

ADOLPHE MENJOU • ANDREA LEEDS • EDGAR BERGEN *and*
"CHARLIE McCARTHY" • GEORGE MURPHY
Rita Johnson • Ann Sheridan • Eve Arden • Ernest Cossart

CHARLES R. ROGERS
Executive Vice-President in Charge of Production

Screen Play by Sheridan Gibney and Leonard Spigelgass
Based on an original story by Bernice Boone
Directed by JOHN M. STAHL

Details Set In $250,000 "Movie Quiz"

(Continued from page 1)

of the huge quantity ordered, the contest committee will be able to supply the booklet at a cost to exhibitors of $5.50 per 1,000. The booklet should be in all exchanges by the end of the month.

In addition to the contents specified, the booklet will contain the industry's message to the public, outlining its reasons for the campaign slogan, "Motion Pictures Are Your Best Entertainment." The booklet will contain a blank page on which the contestant can state, in 50 words, his preference among the contest pictures he has seen, and his reasons for the choice. The 50-word letter is required of all contestants.

The back of the booklet is left blank for the imprint of the theatre distributing it.

Pictures Listed

The "Movie Quiz" contest and the booklet, itself, will be given space in all the institutional and promotional copy to be run in more than 1,900 daily newspapers in the industry's $600,000 national advertising campaign to be conducted as part of the drive.

The pictures included in the contest and their release dates are:

July 29—"Mother Carey's Chickens," RKO; "The Chaser," M-G-M; "The Amazing Dr. Clitterhouse," Warners; "Professor Beware," Paramount; "Little Miss Broadway," 20th Century-Fox.

Aug. 3—"Barefoot Boy," Monogram.

Aug. 5—"Algiers," United Artists; "The Crowd Roars," M-G-M; "Gateway," 20th Century-Fox; "Bulldog Drummond in Africa," Paramount; "Letter of Introduction," Universal; "I'm from the City," RKO.

Aug. 8—"Mr. Chump," Warners.

Aug. 12—"Rich Man, Poor Girl," M-G-M; "Keep Smiling," 20th Century-Fox; "The Texans," Paramount; "The Missing Guest," Universal; "Painted Desert," RKO.

Aug. 13—"Racket Busters," Warners.

Aug. 15—"The Gladiator," Columbia.

Aug. 19—"Block-Heads," M-G-M; "Alexander's Ragtime Band," 20th Century-Fox; "Give Me a Sailor," Paramount; "Smashing the Rackets," RKO.

Aug. 26—"Marie Antoinette," M-G-M; "Dark Rapture," Universal; "Speed to Burn," 20th Century-Fox; "Spawn of the North," Paramount; "Breaking the Ice," RKO.

Aug. 27—"Boy Meets Girl," Warners.

Aug. 31—"Under the Big Top," Monogram.

Sept. 2—"I Am the Law," Columbia; "Three Loves Has Nancy," M-G-M; "My Lucky Star," 20th Century-Fox; "Sing You Sinners," Paramount; "Freshman Year," Universal; "Carefree," RKO; "Four's a Crowd," Warners.

Sept. 9—"The Jones Family," 20th Century-Fox; "In Old Mexico," Paramount; "The Comet," Universal; "The Affairs of Annabel," RKO; "Boys' Town," M-G-M.

Sept. 10—"Secrets of an Actress," Warners.

Sept. 14—"The Lady Objects," Columbia.

Sept. 15—"Juvenile Court," Columbia.

Sept. 16—"Road to Reno," Universal; "Hold That Co-Ed," 20th Century-Fox; "Sons of the Legion," Paramount; "Ranger Code," RKO; "Too Hot to Handle," M-G-M.

Sept. 17—"The Valley of the Giants," Warners.

Sept. 22—"Drums," United Artists.

Sept. 23—"Listen Darling," M-G-M; "Last Express," Universal; "Time Out for Murder," 20th Century-Fox; "Campus Confessions," Paramount; "Fugitives for a Night," RKO.

Sept. 24—"Four Daughters," Warners; "Wanted by the Police," Monogram.

Sept. 28—"Mr. Wong, Detective," Monogram; "Girls' School," Columbia.

Sept. 29—"You Can't Take It With You," Columbia.

Sept. 30—"Submarine Patrol," 20th Century-Fox; "Room Service," RKO; "You Takes a Fling," Universal; "Stablemates," M-G-M.

Runs Through October

Oct. 1—"Garden of the Moon," Warners.

Oct. 4—"Crime Takes a Holiday," Columbia.

Oct. 7—"The Young in Heart," United Artists; "Vacation from Love," M-G-M; "Touchdown, Army," Paramount; "Meet the Girls," 20th Century-Fox; "Mr. Doodle Kicks Off," RKO; "Swing That Cheer," Universal.

Oct. 8—"Broadway Musketeers," Warners.

Oct. 14—"There Goes My Heart," United Artists; "That Certain Age," Universal; "The Great Waltz," M-G-M; "Arkansas Traveler," Paramount; "Straight, Place and Show," 20th Century-Fox.

Oct. 15—"The Sisters," Warners.

Oct. 21—"The Cowboy and the Lady," United Artists; "Mysterious Rider," Paramount; "Mysterious Mr. Moto," 20th Century-Fox; "Young Dr. Kildare," M-G-M; "King of Alcatraz," Paramount; "The Mad Miss Manton," RKO.

Oct. 22—"Girls on Probation," Warners.

Oct. 28—"Sweethearts," M-G-M; "Suez," 20th Century-Fox.

Oct. 29—"Brother Rat," Warners.

Oct. 31—"Thoroughbred," Columbia.

October Special—"Men With Wings," Paramount.

What the Exhibitor Must Do

Here are the essentials of what every exhibitor must do if his theatre and patrons are to become participants in the $250,000 "Movie Quiz" contest:

1. Become a participant in the "Motion Pictures' Greatest Year" campaign by subscribing to the campaign fund at the established rate of 10 cents per seat.
2. Arrange to book at least 30 of the 94 contest pictures being released between Aug. 1 and Oct. 31.
3. Obtain his supply of the official "Movie Quiz" contest booklets, containing rules and instructions for contestants and a list of the contest pictures, for distribution to his patrons on or after Sept. 1.
4. Arrange for proper accessories and local advertising to call the attention of his community to his "contest" theatre and his play dates for pictures involved in the "contest."

Wall Street

Paramount Lone Board Gain

	Open	High	Low	Close	Net Change
Col.	13	13	12½	12½	—1⅜
Cons.	1¼	1¼	1¼	1¼	— ¼
Cons. pfd...	8⅛	8⅛	8	8	— ⅛
E. K.	174	174	171	171	—4
G. T. E. ..	13¾	13¾	12¾	12¾	—1⅛
Loew	46¾	46¾	45⅝	46⅜	—1⅜
Para.	9⅜	9½	8⅞	9⅛	— ⅜
Para. 1.....	85	85	85	85	+3
Para. 2.....	9¼	9½	9¼	9¼	— ¼
Pathe	8⅜	8⅜	8½	8⅜	— ¼
RKO	2½	2½	2⅜	2⅜	— ⅛
20th Fox ..	23¾	24⅛	23½	23¾	— ¼
20th pfd. ..	32⅛	32⅛	32⅛	32⅛	— ⅜
Univ. pfd...	41	41	41	41	—2
W. B.	6	6	5⅝	5¾	— ¼
W. B. pfd.	38	38	38	38	—5

Curb Declines Fractionally

	Open	High	Low	Close	Net Change
Tech.	22½	22¾	22	22¾	— ¼
Trans-Lux	2⅜	2⅜	2⅜	2⅜	.....
Univ. Corp.	3¼	3¼	3	3	— ¼

Bonds Maintain Drop

	High	Low	Close	Net Change
Loew 3½s '46.....	100½	100⅛	100⅛	— ⅜
Para. B'way 3s '55	63	63	63	.....
Para. Pict. 6s '55	96⅛	96	96	.....
Para. Pict. '47....	81¾	80¾	80¾	—1
RKO 6s '41........	71¼	71	71	—1
W. B. 6s '39......	76½	76½	76½	— ¾

Plan Boston Hearing

BOSTON, Aug. 14.—A hearing before the Massachusetts Labor Board is scheduled for tomorrow in the State House for representatives of M. & P. Theatres and Engineers' Local 849 A. F. of L.

Film Workers Asked To Build Up Contest

Employes in every branch of the industry will be asked to participate in the "Motion Pictures' Greatest Year" campaign by personally pledging 10 acquaintances to enter the $250,000 Movie Quiz prize contest.

Exchange and theatre employes nationally already are pledged to this activity and the results obtained to date encouraged the campaign theatre committee to extend the assignment to every industry employe. Pledge cards will be supplied to every company office in the country.

Oscar Doob, chairman of the theatre committee, said that employes of Loew's already have been supplied with the pledge cards and it was hoped that 100,000 entrants would be obtained through them. Other members of the theatre committee are Harry Goldberg, Warners, and John Dowd, RKO.

Line Up 17 Writers For Ad Drive Aid

HOLLYWOOD, Aug. 14.—Among the writers contributing special articles on "Motion Pictures Are Your Best Entertainment" to be released to magazines and newspapers are:

Laurence Stallings, Sam Hellman, Stephen Morehouse Avery, Anita Loos, Gene Markey, Niven Busch, Myles Connolly, Grover Jones, Nunnally Johnson, Charles Grayson, Seton I. Miller, John Meehan, Earl Baldwin, Dudley Nichols, Jeanie Macpherson, Crane Wilbur and Sig Herzig.

The list will be augmented.

Washington Drive Set

WASHINGTON, Aug. 14.—Committees have been named to handle the industry ad campaign in this territory. Four districts have been set up. The districts and their chairmen are: Washington—John J. Payette, chairman; Robert Folliard and Samuel Galanty; Baltimore—Carter Barron, Chairman; Rudy Berger and Samuel chairman; Fred Beirsdorf, Samuel Flax; Virginia—Robert Smeltzer, chairman; Fred Veirsdorf, Samuel Wheeler, Harry Bachman and Fred Rohrs; Maryland—Sidney Lust, chairman; Edward Fontaine, Joseph Kalitzky and Nathan Sauber.

Talks Release Deal

Gabriel Pascal, producer, will return to New York from the coast by plane tomorrow to resume conferences with major company distribution heads for a release arrangement for his picture, "Pygmalion."

Rockefeller Expected on RKO's Boar

(Continued from page 1)

allowed by Special Master Thom
D. Thacher for $9,150,000 and subs
quently settled under the reorganiz
tion plan for 500,000 shares of
RKO common stock, is entitled t
least one representative on the boar
of reorganized RKO, and that M
Rockefeller will be that represent
tive, is a natural conclusion which
one yet has attempted to upset.

Not only is Mr. Rockefeller,
president of the Center, the logic
choice of that corporation for its re
resentative on the RKO board, but
all appearances his own inclinatio
point in that direction. His intere
in the reorganization of RKO in i
relation to his company (Rockefell
Center, Inc.), as the largest unsecure
creditor, is well established by no
He was the principal in the lengt
negotiations with the RKO trustee a
the proponents of the RKO reorgan
zation plan for the settlement of t
Center's claim—a settlement whi
was essential to the completion of t
reorganization. Those negotiatio
date back almost three years and we
conducted at regular intervals f
about two years.

Center Theatre a Factor

Moreover, it is known that in t
past few years Mr. Rockefeller h
given more thought to the proble
presented by the unused Center Th
atre, originally constructed for RK
than probably any other unit in t
impressive aggregation of mid-tow
realty of which he is president. T
theatre is still his problem.

With RCA, first cousin to Rock
feller Center, destined to be holdi
about 45,000 shares of new RKO fi
preferred and about 315,000 shares
common, the Rockefeller influence
the new RKO company cannot be u
derestimated. If RCA were to exe
cise the conversion privilege on i
first preferred the combined holdin
of these cousins would aggregate a
estimated 1,174,000 shares of ne
RKO common, or, roughly, 30 p
cent of the total to be outstandin
This would compare with the co
mon holdings of Atlas Corp., als
after allowing for conversion, of abo
825,000 shares.

Preliminary Studio Labor Talks Star

(Continued from page 1)

Balaban, Jack Cohn, Nate J. Blun
berg, Nicholas M. Schenck, Le
Spitz, W. C. Michel, Albert W. Wa
ner and Harry D. Buckley, for t
producers, and George Browne, I.
T.S.E.; William Gillespie, Teamste
& Chauffeurs; Joseph N. Webe
American Federation of Musician
Daniel Tracy, electricians' union, a
William Hutchinson, or an alternat
for the Carpenters & Joiners unio
William Bioff, head of the I.A.T.S.
Hollywood office, also will attend t
sessions.

Radio ersonals ◀

ON NOVIS will fly to Amarillo, Tex., next week to sing at the ning of the Will Rogers Memorial hway. . . . Jane Froman will give concert in Chicago Aug. 26. . . . acie Allen and George Burns will in New York Sept. 27 to open the ibit of Gracie's surrealistic pics, which will be hung in a leading lery here. . . . Press Agent Tom dale got the *Chicago News* to dee three entire pages to Benny odman's concert in that city. . . . mmy Grierely, formerly vocalist for ul Whiteman, has been signed to g with George Olsen's crew. . . . Desfor, NBC photographer, flew Eastport, Me., to make pictures of mes Roosevelt. . . . Gene Thomas of OR left on vacation Saturday. . . . ank Broucher, WOR sales head, ll start his vacation Aug. 22. . . . Irving Fine, of Paramount's west ast publicity office, now in New rk, will be interviewed on Sam ylor's WHN program tonight. . . .

ull Length Feature Televised by B.B.C.

London, Aug. 14.—The B.B.C. toy experimentally televised the full gth feature film, "The Student of ague." The running time on the r was 90 minutes. It is likely that her full-length films will be telesed by B.B.C. in the future.

The first full-length motion picture er televised in this country was he Return of the Scarlet Pimperl," which was telecast by NBC rly this summer.

Don Winslow" Gets 'Singing Lady" Time

"Don Winslow of the Navy," dramic serial, will succeed Irene Wicker's Singing Lady" program over the BC-Blue network beginning Aug. , for the Kellogg Co. It will be eard henceforth Mondays through ridays from 5:30 to 5:45 P. M. It ill also continue in its 7 to 7:15 P. spot on a limited NBC-Red netork, consisting of WMAQ, WLW, DAF, WOW and WTAM, also nder Kellogg Co. sponsorship.

rders Evans Testimony

N. Y. Supreme Court Justice Keneth O'Brien has ordered Archie R. vans, a president of Franklin Facrs Corp., to appear for examination efore trial upon the request of Halon Radio Mfg. Corp., plaintiff in a uit against Franklin Factors, for an ccounting.

The plaintiff is suing under an aleged factoring agreement whereby it ad received advances exceeding 250,000 and had allegedly assigned ccounts for the collection of which he plaintiff now seeks an accounting.

Pick Contest Winners

The winners of the "Boy Meets irl" contest conducted by WNEW n collaboration with Warners, prolucers of "Boy Meets Girl," will be hosen tonight at the studio.

St. Louis Radio Pay Poor, States Casey

St. Louis, Aug, 14.—Most of the radio actors in St. Louis earn their living at something else, clerking for railroads, selling insurance, practicing law, etc., according to Arthur Casey, productions head of KMOX and erstwhile stock impresario, in testimony given before Trial Examiner J. J. Fitzpatrick of the NLRB in the hearing of the petition of the American Federation of Radio Actors to be certified as the proper bargaining agency for radio actors, singers and announcers.

The radio stations involved, KSD, KMOX, KWK and WEW, are insisting that the announcers be organized in a separate unit because they are regarded as staff employes and are in a supervisory capacity over actors and singers. Also, the station managements declare, there are few staff singers and actors employed, most of them being free lance performers.

Mr. Casey testified that there are fewer qualified actors in St. Louis than in any other city of comparable size in the United States, amplifying the statement by declaring there are 10 times as many professional actors in Cleveland as in St. Louis.

France Laux, chief announcer for KMOX and a member of A.F.R.A., testified he preferred a separate unit for announcers, declaring he did not think free lance entertainers should have an equal voice with announcers on questions of wages, hours and other working conditions.

WMCA to Broadcast Hines Racket Trial

With microphones barred from the courtroom where James J. Hines, Tammany leader, is to stand trial for alleged participation in the "Dutch" Schultz numbers racker, WMCA has set up equipment in a building nearby the courtroom, and beginning today will broadcast details of the trial.

Due to the uncertainty of time on the trial, definite broadcasting periods have not been allotted. Tentative arrangements, however, provide for daily broadcasts beginning 15 minutes before court opens at about 10 A. M., again at the noon recess between 1 and 2 P. M., and a final broadcast at the adjournment of each day's session about 5 P. M. Harry Hershfield, the newspaper man and cartoonist, and Frankie Basch, will handle the assignment.

WMCA's coverage of the Hines trial is reminiscent of the way in which KNEW covered the trial of Bruno Hauptman in the Lindbergh kidnapping case.

Foster May Loses Out

Omaha, Aug. 14.— Foster May, WOW news announcer, failed in his "front porch" campaign to obtain the Democratic nomination to Congress from the Omaha district. Mr. May did most of his campaigning from his home via paid time over WAAW, Omaha.

WHN to Air "Marie"

WHN will broadcast from the lobby of the Astor Theatre tomorrow night at the opening of "Marie Antoinette." Nils T. Granlund will be the master of ceremonies.

AFRA Pact On Announcers Is Signed by NBC

The American Federation of Radio Artists on Friday completed a contract with NBC covering conditions of employment of sustaining NBC announcers in New York. The contract is for two years, and will run concurrently with the contract A. F. R. A. secured for network sustaining actors and singers some weeks ago.

The contract will grant a 10 per cent increase in wage for the announcers, although in many individual instances the increases will range as high as 17 per cent. The salary scale for the sustaining announcers has been set at from $250 to $396 per month for seniors, and from $110 to $175 per month for juniors. The pact sets a limitation upon the number of juniors, at a ratio of 1 to 4. At the moment there are 32 sustaining announcers at NBC's New York studios, 26 seniors and six juniors.

The salary increases are retroactive to July 1.

The pact grants NBC the right to hire and fire without consulting A. F. R. A. However, the network will give four weeks' severance notice to announcers it wishes to discharge. Another benefit to the announcers is that NBC no longer will be permitted to offer staff announcers on commercial programs free of charge to sponsors.

A. F. R. A. will continue to work with the agencies for a pact covering artists appearing on sponsored programs.

Communications Men Meeting in Chicago

Chicago, Aug. 14.—The American Communications Association, C.I.O. union for CBS engineers, and Associated Broadcast Technician leaders, met at the Hotel Sherman yesterday prior to an election tomorrow by all CBS engineers, following which the National Labor Relations Board will choose the bargaining agent. The Associated Broadcast Technicians is currently in power as an independent group, and is striving to hold the advantage.

Among those present at the meeting were Louis Goyette, Fred Lange, Robert Brockway and Edward Knight.

WJZ-WEAF to Start New Morning Service

NBC's metropolitan outlets, WJZ and WEAF, will begin their broadcasting day at 6:30 A. M., one hour earlier than heretofore, WJZ effective today and WEAF one week later, Aug. 22.

The purpose of the extension is to supply early-rising listeners with weather forecasts, frequent announcements of the correct time, news bulletins and information on road conditions.

Information on the program is to be interspersed with recorded musical selections. The broadcasting of transcribed music is allowed over the local NBC stations until 9 A. M., although barred over the networks.

Pact Signing Halts G.N. Control Talks

(*Continued from page 1*)

Hammons, president of Educational, signed for his company and Loyd Wright and Edward L. Alperson, cotrustees of Grand National, for theirs. The two Grand National principals left for the coast immediately following the close of the deal and today will call a meeting of Grand National creditors to be held in Los Angeles this week for formal ratification of the agreement.

If the agreement receives final approval at the meeting this week, it will be presented to the U. S. District Court in Los Angeles immediately thereafter. With the anticipated approval of the court, the new company's 1938-'39 production plans may be completed early in September. Mr. Hammons will head the new company with Mr. Alperson in charge of distribution.

"Sing You Sinners" Shown at Saratoga

Saratoga Springs, Aug. 14.—"Sing You Sinners," co-starring Bing Crosby and Fred MacMurray, was given a premiere here in this region of horse racing enthusiasts at the Community Theatre last night. Representatives of New York dailies and trade papers and a group of prominent persons here for the racing season were among the guests.

Barney Balaban, Paramount president, and Robert M. Gillham, director of advertising and publicity, headed a group of company officials who came up from New York for the occasion.

Local 306 to Start New Picket Drive

(*Continued from page 1*)

Oceania, Avalon, Kingsway, Mayfair, Midwood, Vogue, Bliss and Merrick. By Wednesday the union says it will have pickets at nine more theatres.

Musicians' Local 802 and Local 4 of the stagehands in Brooklyn will augment Local 306 pickets.

The Century Circuit is the last major group to refuse to deal with Local 306. It employs members of the Empire State Union. An official of Empire State some time stated that it would seek a charter from the C.I.O.

Other theatres not employing Local 306 operators will be picketed later, the union states.

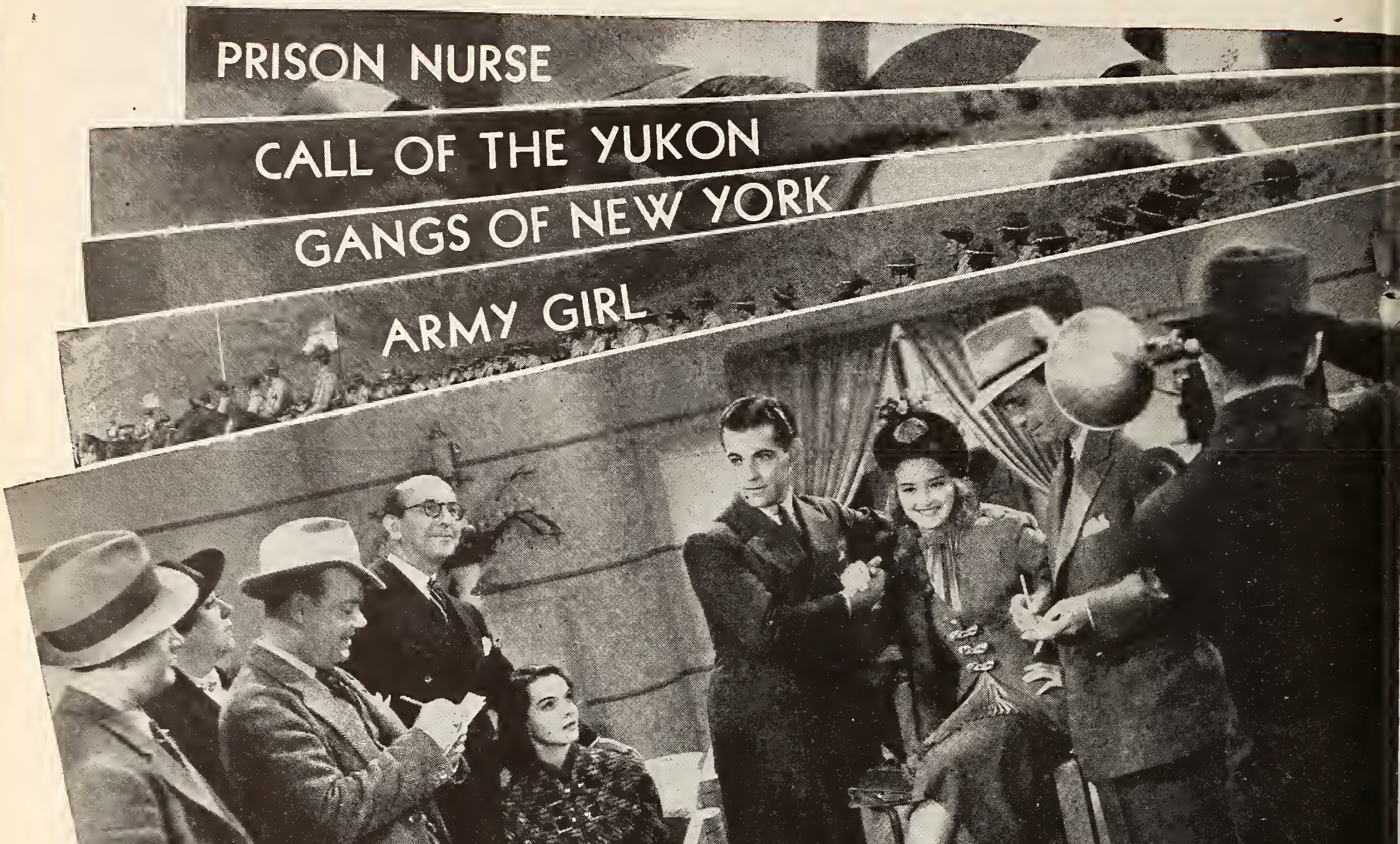
Show "Drums" Tonight

Exhibitors, circuit buyers, film executives and others will attend a showing of Alexander Korda's "Drums" at the Hollywood tonight. Sirdar Kumar J. J. Singh, president of the India Chamber of Commerce; N. R. Checker, chairman of the India League and other Indian officials will attend.

To Reopen at Bridgeport

Bridgeport, Aug. 14.—Warners will reopen the Cameo Aug. 17 with "The Amazing Dr. Clitterhouse." The house has been rebuilt except for walls and foundation.

REPUBLIC "CLICKS" AGAIN!


PRISON NURSE
CALL OF THE YUKON
GANGS OF NEW YORK
ARMY GIRL

Ramon NOVARRO

A DESPERATE ADVENTURE

with MARIAN MARSH
ERIC BLORE · ANDREW TOMBES
Original story by Hans Kraly and M. Coates Webster
Associate producer and director JOHN H. AUER

Introducing lovely
MARGARET
TALLICHET

Republic

DO NOT REMOVE

lert.
ntelligent
nd
ndispensable
o the Motion
icture
ndustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

L. 44. NO. 32 NEW YORK, TUESDAY, AUGUST 16, 1938 TEN CENTS

udio Wages To Remain at Present Level

greement Signed After Two-Hour Conference

\ stand-off agreement under which
sting wage and hour schedules estab-
ed in March, 1937, for the five
rnational unions which are signa-
ies of the five-year basic agreement
h studios will continue in effect
il next spring was reached yester-
during a two-hour conference of
jor company heads and representa-
s of the internationals.

As predicted, the unions replied to
major companies' request for a 10
cent decrease in existing sched-
s by asking a 10 per cent increase.
e stand-off agreement resulted, hav-
been reached after a two-hour dis-
sion, one of the shortest negotiat-
sessions to occur in the history of
annual conferences involving the
ic agreement.

Pat Casey, studio labor contact, who
ved as chairman of the meeting,
ns to return to Hollywood at the

(*Continued on page* 11)

o Trade Practice Session, Says Kent

No formal meetings of the distribu-
s' negotiating committee on trade
actice regulation are scheduled for
next few weeks and the prob-
ility is that none will be held until
er Labor Day, Sidney R. Kent,
airman, said yesterday.

Mr. Kent came to New York from
vacation home at Rangely, Me.,
the meeting yesterday of major
mpany heads with representatives of

(*Continued on page* 14)

eserves Decision On Fox Cash Offer

Atlantic City, Aug. 15.—Credi-
rs of William Fox met here today
consider a $500,000 cash offer to
ar part of the Fox bankruptcy situ-
ion. Federal Referee Allen B. Endi-
tt, Jr., who presided, took the offer
der advisement. Counsel for Mrs.
va Fox and Mrs. Mona Tauzig and
rs. Belle Schwartz, daughters, made
e offer conditional on withdrawal

(*Continued on page* 14)

Radio News—P. 16

Look for $80,000 2nd. "Band" Week

"Alexander's Ragtime Band" continues at a record-breaking pace at the Roxy, where an $80,000 gross is anticipated for the second week on the strength of weekend business. A six or seven-week run is expected.

The second week's figures to date are not much behind the first, it was reported, with the attendance count

(*Continued on page* 11)

Harrison Sees Extension of Admission Tax

Washington, Aug. 15.—Extension of the admission tax was forecast today by Senator Pat Harrison of Missisipi, chairman of the Senate Finance Committee, who also predicted that needs of the Treasury may well result in a broadening of the tax base through the lowering of personal exemptions.

Discussing the Government's financial situation, Senator Harrison said that he could see no way to avoid consideration of a complete new tax bill at the next session of Congress, but stood firm against the imposition of any taxes or rates which would serve to slow down business.

The admission and other nuisance levies are due to expire June 30 next, unless extended, and while there had been some suggestions that they might be abandoned, Senator Harrison's views today merely reinforced those previously expressed by Treasury officials that the revenue from these levies was too important to be released.

Pledges Pass $900,000 in Big Ad Drive

Many Regional Meetings Still to Be Held

Industry pledges to the "Motion Pictures' Greatest Year" campaign passed the $900,000 mark yesterday with the receipt of approximately $40,000 in pledges during the past eight days, according to a tabulation compiled from reports on regional meetings held last week. A prior tabulation placed the total of pledges at more than $875,000.

Indications are that the $1,000,000 goal for the campaign will be reached before the end of the month, inasmuch as there are still nearly a score of regional meetings in the United States and Canada at which pledges will

(*Continued on page* 11)

Decree Ready for No. Dakota Court

Preparation of the decree giving effect to the recent Federal statutory court decision upholding the constitutionality of the North Dakota affiliated theatre "divorce" law was completed by attorneys for Paramount and the state in Minneapolis yesterday, according to information received in New York. The decree will be entered in Federal court at Fargo in a day or two, it is believed.

Under the form of decree agreed upon, a 30-day stay of enforcement of the statute will be granted Para-

(*Continued on page* 14)

M-G-M's Total For Season to Be Forty-Five

Will Deliver One Over Contract Minimum

M-G-M will deliver 45 out of the maximum of 52 features scheduled for 1937-'38, closing the season Aug. 26 with national release of "Marie Antoinette." Contracts were sold on the basis of a minimum of 44 and a maximum of 52 features, and the delivery total is one more than the minimum promised.

Of the seven titles that will not be delivered on 1937-'38 contracts, two are in the 35 per cent allocation, one in the 30 per cent group and four designated at 20 per cent. All of the 25 per cent pictures have been made and delivered.

"Marie Antoinette" is the last of four 1937-'38 pictures allocated at 40 per cent. The others, all delivered, are: "Test Pilot," "Rosalie" and "Girl of the Golden West."

The sales department reports contracts for 1938-'39 are exceeding last year's at this time in number. By last

(*Continued on page* 14)

Nov. 1 Extensions Set in Trust Suit

Stipulations were filed yesterday in the U. S. District Court in which the Government extended to Nov. 1 the time to answer of 39 of the defendants in the anti-trust suit against the eight major companies. Consent, which operates as an extension from Aug. 9, was given in behalf of the Government by Wendell Berge, special assistant to the Attorney General.

J. Robert Rubin, as attorney, signed the stipulation in behalf of Loew's, Inc., Metro-Goldwyn-Mayer Corp.,

(*Continued on page* 14)

National Theatres Opens L.A. Meeting

Los Angeles, Aug. 15.—More than 100 operating heads, district managerial delegates and executives of National Theatres, Inc., today opened the three-day western regional meeting at the Ambassador Hotel. Following the welcome by Charles P. Skouras the delegates immediately launched into the business sessions at which various executives discussed intramural problems of organization. The first order of business was the

(*Continued on page* 3)

"Drums" Gets One of Those New Swank Trade Showings

By J. M. JERAULD

A year or so back a trade show was a trade show. Exhibitors and their wives and sisters-in-law dropped into the Astor or some place—usually in the morning—and saw a picture, and the exhibitors went home for dinner and argued about how much they should pay for it.

Of late something has come over trade shows. They're a mild form of premiere without the bright lights, but with flashlight bulbs and crowds on the sidewalk and an occasional autograph hunter who can't tell a circuit operator from a star. (There are some!)

Last night's showing of "Drums" at the Hollywood Theatre was one of those new kind of trade showings. Automobiles with chauffeurs pulled up to the curb. Harry Cohn and Nate Spingold and Harry Charnas arrived that way. Arthur W. Kelly and Mrs. Kelly also impressed the waiting crowd and the photographers got busy

(*Continued on page* 3)

Purely Personal

DON AMECHE, accompanied by MRS. AMECHE, will arrive tomorrow on the *Rex,* spend one day in the city and then continue on to Hollywood where he will be starred in "Kentucky" by 20th Century-Fox.

•

DAVID BERNSTEIN, vice-president and treasurer of Loew's, Inc., returned yesterday on the *Normandie* from a European vacation. He was accompanied by MRS. BERNSTEIN.

•

MAX HERSCHMAN, special service representative for National Screen Service, is the father of a seven-pound boy, born at Jewish Hospital, Brooklyn.

•

JOHN L. DAY, JR., general manager of Paramount's distribution in South America, will arrive from France today aboard the *Aquitania.*

•

J. W. PIPER, Paramount manager in Japan, is here for conferences with JOHN W. HICKS, JR., general manager of the foreign department.

•

FRED ASTAIRE arrived in town yesterday morning. His latest is "Carefree," in which he is again co-starred with GINGER ROGERS.

•

NORMA SHEARER will arrive in New York this morning to attend the premiere of "Marie Antoinette" at the Astor this evening.

•

LOUIS PHILLIPS of Paramount will arrive in New York today on the *Orizaba* from Vera Cruz, Mexico, after an annual vacation.

•

ARTHUR WILLI, talent scout for RKO, is on a three-week talent search among New England summer stock companies.

•

AMERICO ABOAF, Paramount's managing director in Italy, on Sunday will leave New York for a visit at the studios.

•

JACK HANEY, Movietone News assignment editor, has returned from a three-week vacation at Marblehead, Mass.

•

DR. SAUL C. COLIN, president of Continental Productions, will return from Hollywood next Monday.

•

STANLEY HAND, special representative of Altec Service Corp., has left on a business trip to Philadelphia.

•

HARMON GILBERT of Dupont left over the weekend for a two-week vacation in New Hampshire.

•

ARTHUR LEE and ARTHUR JARRATT of G. B. are expected in New York tonight from Montreal.

•

JAMES C. DUNN, Rivoli house manager, is doubling as press agent for the house.

•

P. M. HAMILTON of Dufaycolor will return from Boston today.

•

GABRIEL PASCAL is due here tonight from the coast by plane.

Graetz and Lopert Oppose Scramble for French Films

The scramble by American foreign film distributors for French pictures has reached "ridiculous" heights and has created "a terrible situation" because inferior product is being brought in by distributors who think that anything French will go, in the opinion of Paul Graetz, head of Paris-Exportfilm, who arrived in New York yesterday.

Of 110 features scheduled for production in France this year, only 10 will have box-office potentialities for the American market, he estimated. Many of the French pictures being imported cannot make the grade in Paris and are shunted to the smaller towns, he said.

"Unless American importers concentrate on the 'A' product, the market will be demoralized for everybody," he said. During his present visits he will attempt to stabilize the situation and will negotiate a deal for the distribution of eight films through one channel. Two of these are Danielle Darrieux pictures.

Another comment on the situation was given by E. I. Lopert, head of Pax Film, who returned from Paris yesterday. Mr. Lopert said the American demand has shot the price of American rights to French films to a prohibitive level.

Mr. Lopert plans to make a picture here next year, with Seymour Nebenzahl, who made "Mayerling" and "M," as the producer. The film will be in English, and a story is being sought. He arranged to import two Nebenzahl pictures, "Hostages" and "Werther." The Paris market at present offers little for America, he said, but he predicts that the quality of French films will be better in the fall and winter.

Showmanship Static, Says Herman Wobber

Production has made great progress in the past five years. but the exploitation and presentation of films by exhibitors has remained static, in the opinion of Herman Wobber, 20th Century-Fox distribution chief.

"Just as we look to the studio for box-office pictures of superior earning power and quality, so does the studio look to us for the means to continue to make big, money-making productions," he says in a message to his sales force.

"That support does not stop with the sale and booking of pictures. It goes beyond that. It is our definite responsibility to see that our productions are properly presented, effectively exploited, not just in a few spots, but in every single situation."

Localized efforts by exhibitors to get "the last possible dollar out of every picture," must be more emphatic this season than ever before, Mr. Wobber says. An "honest inventory" of exhibitors' showmanship efforts over the last five years would show that this phase has not progressed, and, in fact, "many exhibitors have not held their own," he added.

Confirm Death of Frank

Truman H. Talley, head of Movietone News, yesterday received a cable from Berlin verifying the death of Harold Frank, attached to the Prague office, and his wife, in the crash Saturday of a Czechoslovak airliner near Kiehl, Germany. The plane was en route from Prague to Paris. Sixteen persons were killed, including Grit Haid, Vienna film actress. Mr. Frank was a sound man.

Warner Dines Executives

HOLLYWOOD, Aug. 15.—D. C. Dobie and J. W. Brown, First National and Warner Bros. sales managers in Great Britain, were guests of Jack Warner at a dinner tonight at the Vendome Restaurant. The affair was attended by 125 Hollywood personalities. The two executives arrived in Hollywood this morning for studio conferences and will leave for New York Thursday.

Grainger Talks Deal With Schine Circuit

James R. Grainger, Republic president, left for Gloversville last night to complete a new season deal with the Schine circuit. Discussions were started there last week with Myer and Louis Schine and George Lynch, film buyer. Jack Berkowitz and Nat Lefton, Buffalo franchise owners, are assisting Mr. Grainger, who will return tomorrow.

A 1938-'39 deal for Republic films has been closed with the Affiliated circuit which has 12 theatres in Philadelphia, Westchester, Pa., and Atlantic City.

Ryan Not Going West

BOSTON, Aug. 15.—George S. Ryan, local attorney heading the A. B. Momand anti-trust action, will not be present in Oklahoma City on Friday when motions are heard in the U. S. District Court in connection with the case. Mr. Ryan indicated that the matter is not of sufficient importance for him to leave the taking of depositions in New York in connection with the action of Morse & Rothenberg, in which he is the attorney.

Open Drive-In Theatre

WASHINGTON, Aug. 15.—The Mount Vernon Theatre, new drive-in open air theatre, opened tonight. The house is the newest link in the E. M. Loew circuit of outdoor film houses. A staff of 40 is employed to handle cars and park them. The screen is largest in the south—60 by 40 feet. Harold Gould is manager.

Diamond West Aug. 29

Lou Diamond, manager of Paramount's short subject department, will leave New York to arrive in Hollywood, Aug. 29. He will make his headquarters at the Paramount studio, where he will view the short subject material of independent producers.

Heads Monogram Office

PITTSBURGH, Aug. 15.—Mark Goldman has resigned as manager of the GB branch here to manage the Monogram exchange. He fills the post vacated by the death of D. J. Selznick.

Warner Men Discus
Selling of 3 Film

Merchandising plans on three Wa
ner films were set yesterday at a d
trict managers' meeting at the ho
office after they had been screened
the officials. The pictures are "Fo
Daughters," "Garden of the Moo
and "Valley of the Giants," the la
ter in Technicolor.

Plans were discussed with Gradw
L. Sears, general sales manager; C
Leserman, assistant to Mr. Sears; R
Haines, eastern and Canadian
chief; Ben Kalmenson, in charg
the western and southern territor
and Mort Blumenstock, eastern
vertising chief.

The district managers will lea
today for their territories. Atten
ing are Ed Schnitzer, eastern distr
manager; Robert Smeltzer, Washi
ton; Rud Lohrenz, Chicago; F
Jack, Dallas; W. E. Callaway, I
Angeles, and Wolfe Cohen, Toron

Extend Nathanson's
Option to Buy Sto

TORONTO, Aug. 15.—The option h
by N. L. Nathanson, president of
mous Players Canadian Corp., for
purchase of a block of 1,000 comm
shares at $14 per share, to be ex
cised on July 1 last, has been exten
by the company to December, acco
ing to T. J. Bragg, secretary-treas
er.

Under a five-year agreement
tween Mr. Nathanson and the co
pany, effective last year, he is p
ileged to buy 1,000 shares annually
a sliding scale starting with the p
of $13 per share in 1937. The opt
was used before July 1 last year.
current market quotation on Fam
Players common on the Tor
Stock Exchange is $35 per share.

MOTION PICTURE
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gatan 19C; Charlotte Laszlo, representa
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Uhelny trh 2, Prague I; Harry Knopf, represe
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Della Mercede; Joseph D. Ravotto, representa
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Capital Theatre Building, 142 Museum Road;
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gatan 36; Ragnar Allberg, representative. TOK
880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. T
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and foreign $12. Single copies 10 cents.

ary Boland Returns r Paramount Film

ary Boland is set to make a pic- for 20th Century-Fox in Eng- , she reported yesterday on her ival on the *Normandie* from a -week vacation in London. She she signed a new three-picture with Paramount before leaving er trip and that she will continue co-starred with Charles Ruggles omestic comedies.

er next for Paramount will start Oct. 1, and when it is com- Miss Boland will return to land in November for the 20th tury-Fox picture. She left for the t last night by train.

atalie Kalmus, wife of Dr. Her- T. Kalmus, head of Technicolor, another arrival. She was in Lon- six months, acting as technical ser on three Technicolor films— e Mikado," produced by Geoffrey e with the Gilbert & Sullivan ra Co.; "Sixty Glorious Years," Herbert Wilcox production, and xander Korda's "Four Feathers," ch is in the making.

Irs. Kalmus plans to resume her k in Europe in a few weeks, after itioning with her husband at their ie on Cape Cod.

in Hay, playwright, came over to with Lee Shubert about a new for winter production on Broad- and about road tours of his play, chelor Born," now current at the eum. He will return tomorrow on *Normandie.*

mong other arrivals on the boat e Madeleine Carroll, who indica- she had no immediate picture plans will do some radio work; Felix ene, North American representa- for BBC, and Conde Nast.

epublic Signs for Australasia, Italy

hree-year deals for distribution in stralasia and Italy and contracts other European countries have n closed by Republic's foreign de- tment.

ritish Empire Films, Ltd., Repub- present distributor, has signed iree-year contract extending to the 0-'41 season, for Australia and w Zealand. Capt. Harold Auten resented B. E. F. in the negotia- is. The films will be shown in Greater Union circuit, affiliate of E. F., in 60 Australia houses, and 160 theatres of the Mason circuit New Zealand.

Vord was received yesterday from rris Goodman, vice-president in rge of foreign distribution, who n Europe, that a contract for 1936- , 1937-'38 and 1938-'39 product has n closed with Scalera Film of ly.

Another new outlet is Minerva ms of Brussels, which has taken 37-'38 and 1938-'39 product for Bel- im, Luxembourg and the Belgian onies. Monopol Films of Zurich contracted for Switzerland dis- bution of the 1936-'37 and 1937-'38 ts. The entire output is involved the deals.

Cantor's Film Titled

Hollywood, Aug. 15.—Eddie Can- 's next film for 20th Century-Fox s been permanently titled "The verage Man." It is based on the ry "What the Public Wants." ooting is scheduled to start late this nth. John Ford will direct.

New York Preview

"The Show Goes On"

(G. B.)

What is otherwise a rather ordinary story of three circus trapeze performers, a woman and two men, and their personal problem of jealousy and revenge, becomes far more acceptable as audience material by reason of unusually effective suspense action staged high above a theatre audience.

For American audiences, this British picture, produced and directed by Herbert Wilcox for G. B. release, has three known performers in the leading roles of the triangle, Anna Neagle, Tullio Carminati and Leslie Banks. Herman Mankiewicz adapted the story by Nicholas Farkas.

Banks, the dour member of the troupe, and the "catcher" in the trapeze act, is in love with Miss Neagle, but is too shy to tell her. Carminati only realizes that he himself loves her when Banks asks him to be his "voice" in asking the girl to marry. Banks misunderstands and plans his revenge high in the air on the occasion of the opening of their big show. As he is about to drop Carminati, the girl faints, and Banks tosses his partner back in time to catch her. There is a tremendous amount of suspense packed into a few minutes.

Running time, 69 minutes. "G." Charles S. Aaronson

"Drums" Gets One of Those New Swank Trade Showings

(*Continued from page 1*)

while inside the lobby Lynn Farnol greeted arrivals in a dignified way and Monroe Greenthal glad-handed some of the guests. There was only one reminder of the good old informal trade shows—the advertising salesmen. How those boys devote themselves to their duties wherever there's a cooling system in August!

The Hollywood is a fine place for a trade showing. The lobby is long and cool and the foyer is spacious—also cool. The women have an opportunity to powder their noses before the photographers do their candid camera shots.

Maurice Bergman was there. Others who came in were: Max Cohen, Martin Starr, Si Seadler—attired as faultlessly as though it were the "Marie Antoinette" opening—and Al Sherman, also in a sartorial creation; M. H. Schlesinger, Jack Alicoate, Louis Frisch, Sam Rinzler, Laurence Bolognino, License Commissioner Paul Moss, William and Harry Brandt, Al Sussman, Dave Chatkin, Emanuel Silverstone and Murray Silverstone, Vincent Kearney and Mrs. Kearney, Jack Harris and John Burnett.

The picture went on about 8:50 with no shorts or newsreel to precede it, and in no time at all the audience was looking at Khyber Pass and mountain peaks with snow done in Technicolor. It was a fine way to forget the humidity, and the audience was applauding before the action had really begun at Tokot up in Afghanistan.

If A. W. Smith, Jr., didn't raise the percentages about the end of the second reel it was his own fault.

"Drums" was reviewed in Motion Picture Daily July 26.

Moore Joins Warners

Pittsburgh, Aug. 15. — Dinty Moore, veteran West Virginia theatre operator, has given up his house there to join Harry Seeds' Warner sales force here.

National Theatres Opens L. A. Meeting

(*Continued from page 1*)

presentation to nine managers of cash awards for outstanding work. A. M. Bowles was chairman of the initial session.

Mr. Skouras painted a promising picture of the future with regard to business and the nation's economic situation. He declared that theatre conditions of the last six months were very satisfactory in the face of a general business slump.

W. T. Powers gave a technical talk on film buying deals and was followed by J. J. Sullivan.

After a luncheon recess Spyros Skouras told of the importance to the organization of man power and said that the reputation of the company in the eyes of the public must be maintained.

C. A. Buckley of legal staff, Cullen Espy, Irving Epstein, W. H. Lollier and Dick Dickson also spoke.

Century Refuses to Sign

The Century circuit has no intention of signing with operators' Local 306, which yesterday starting a picketing campaign against the circuit in Brooklyn, a Century spokesman said. Only three theatres were being picketed yesterday, he said, one by the operators' union and the others by musicians, who are assisting the operators in their unionization drive. Business was not affected.

"Band" Big in Chicago

Chicago, Aug. 15.—"Alexander's Ragtime Band" is setting new records at the Chicago here, having opened Friday to the biggest business in the history of the house. Attendance is equivalent to World's Fair days. The theatre is running nine shows daily, with the stage show cut to 25 minutes.

Charge Stars Aiding Reds Causes No Stir

Washington, Aug. 15.—Alleged participation by Hollywood film stars in Communistic activities, charged yesterday by Edward Sullivan, investigator for the special House committee studying un-American activities, aroused little reaction in Washington today, where it was pointed out that this has been common knowledge for a long time.

Mr. Sullivan charged that many film personalities have contributed to various Communistic organizations and that others, opposed to such activities, have been afraid to make their position known because they would lose their work.

The committee investigator mentioned no names in his report, but the identity of a number of film performers who have participated in red organizations has been known in Washington for some time. He alleged that "all phases of radical and Communistic activities are rampant among the studios of Hollywood."

Thorough investigation of all charges of Communistic activity which have been laid before the committee, it was declared by Representative Martin Dies of Texas, chairman, would require time and funds beyond the resources of the committee thus far appropriated.

Hollywood Unit Answers Dies

Hollywood, Aug. 15. — Donald Ogden Stewart, president; Marion Spitzer, vice - president, and Alan Campbell, secretary, of the Hollywood Anti-Nazi League for the Defense of American Democracy, today issued the following statement:

"It is ominous that the Dies investigating committee has adopted the practice of making accusations without revealed facts to substantiate them. When Hitler is mobilizing a million men at the Czechoslovakian border, when another investigator of the Dies committee finds that the National Guard is being invaded by the Nazi Bund, and that there is an effective spy ring throughout the country, these charges leveled at an organization devoted to the task of combating Nazism are in themselves a threat to democracy. The Hollywood Anti-Nazi League repudiates this attack. We stand on our record and call for a real investigation of Nazi activities in this country which, after exposing Nazi activity, will eliminate the need for action against this activity instead of attacking organizations formed for the purpose of taking such action."

Seven New Pictures Win Legion Approval

The National Legion of Decency has approved seven out of eight new pictures reviewed and classified for the current week, five for general patronage and two for adults. One was classed as objectionable in part. The new films and their classification follow.

Class A-1, Unobjectionable for General Patronage—"Four's A Crowd," "Kinderartz Dr. Engel," "Painted Desert," "Rich Man, Poor Girl," "South of Arizona." Class A-2, Unobjectionable for Adults—"Bulldog Drummond in Africa," "Der Mustergatte." Class B, Objectionable in Part—"Alexander's Ragtime Band."

1920 'HUMORESQUE'

1932 'BACK STREET'

1934 'IMITATION OF LIFE'

. . . and now

1938's SUPREME D

Fannie Hurst's Greatest Boxo

Daug

with **PRISCILLA LANE • ROSEMARY LANE**
LOLA LANE • GALE PAGE
and **CLAUDE RAINS • JOHN GARFIELD**
JEFFREY LYNN • DICK FORAN
Frank McHugh • May Robson
Directed by MICHAEL CURTIZ
Screen Play by Julius J. Epstein and Lenore Coffee • From the Cosmopolitan Magazine Story
Music by Max Steiner • A First National Picture

MATIC ACHIEVEMENT!

Four
hters

RKO
SALE NOW

Premiere RADIO CITY *Thursday!*

Only the world's largest theatre is big enough for an event as important as this to the entire industry.

SEE IT, MR. EXHIBITOR!

Screen it for yourself. See what a great property it really is . . . and we are sure you will agree with the important showmen who have already been thrilled, that it is *the* finest picture ever to come from the studios of

Warner Bros.

ONLY ONE PICTUR

ONLY ONE COMPAN

NEW YORK . . . 70,433 people jam Roxy in second week-end bringing ten-day total to 271,953 admissions. Hold-over week-end gross within 10% of opening week-end! Hold-over Saturday drew 4,491 more people than "Cock Eyed World" record-holding opening day!

LOS ANGELES . . . Every new day sets a new record in sensational Chinese and Loew's State runs!

BOSTON . . . Sunday (4th day of run) at Metropolitan tops smash Easter Sunday gross of "In Old Chicago" by $140.

PITTSBURGH . . . Biggest single day's business in history of Alvin on Saturday . . . after cracking all-time opening-day record set on Labor Day years ago.

PHILADELPHIA . . . Still blasting all top figures at Stanley after 5-year record opening!

COULD BE DOING THIS!*

COULD HAVE MADE IT!*

PORTLAND (ORE.) . . . More than doubling "In Old Chicago's" sockeroo run at the Paramount!

CHICAGO . . . Shatters Chicago Theatre's 5-year opening-day record—established with top-price names in stage show!

ATLANTIC CITY . . . Beats all records at Apollo by over $200 . . . as house plays to over-capacity night and day.

HOUSTON . . . First two days top "In Old Chicago" by $1752 at Majestic Theatre.

DALLAS . . . Running far ahead of amazing "In Old Chicago" run at Majestic.

CLEVELAND . . . Saturday opening at Hippodrome tops "In Old Chicago's" Easter Sunday start by nearly $1,000!

**"Alexander's Ragtime Band", of course, made by 20th Century-Fox!*

SPECIAL RACKET BUSTING EXTRA

TODAY'S

AT

Vol. 1 No. 1 ★ ★ ★ ★

RUNNING RACKET
GEM OF BOX-OFF

MILLIONS AWAIT ROBINSON'S MOST DYNAMIC PERFORMANCE IN "I AM THE LAW"!

Headline Character Provides Kind Of Part That Made Eddie Famous

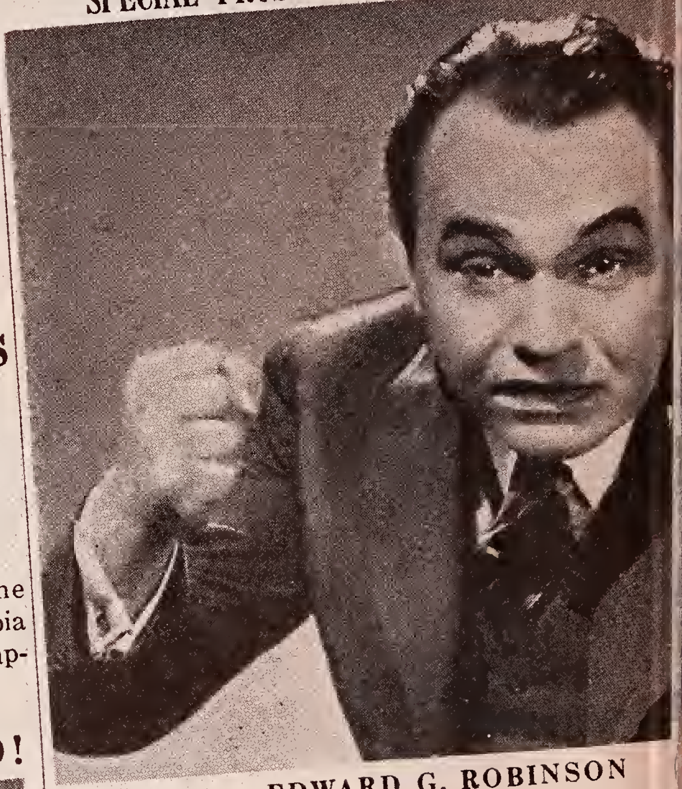
NEW YORK.—Seldom has any screen event aroused such widespread popular interest as Edward G. Robinson's forthcoming picture, "I Am The Law", produced by Columbia with an impressively strong supporting cast.

BIG SHOT HIDE-AWAYS UNCOVERED!

OTTO KRUGER PLAYS WITH BLONDE DYNAMITE

NEW YORK.—Startling revelations are promised in Edward G. Robinson's latest screen sensation, "I Am The Law", as the close in on the luxurious of these gilded cages of beauty and crime are said to exist in some of the city's most exclusive neighborhoods. Certain well-known ladies of the night spots to get the shock of their

SPECIAL PROSECUTOR IN FIGHTING MOOD



EDWARD G. ROBINSON

FIGHTING PROSECUTOR
INTO ACTION TO SMAS
EXISTING EXCITEMENT RE

NEW YORK.—Aroused to a white hot pitch of fighting fury, Edward G. Robinson in "I Am The Law" is said to top every role of his hit-filled career, in this bullet-streaked story of the final mop up in the war on crime. Portraying a fearless prosecutor who can't be bought, he proves that the unknown big shots of the rackets can be brought to

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RS RAGGED IN A ENTERTAINMENT

ENING AT CAPITOL THEATRE EW YORK CITY ON THURSDAY AUGUST TWENTY-FIFTH!

IE CZARS BROUGHT TO THEIR ES . . . TO BRING AUDIENCES O THEIR FEET CHEERING!

NEW YORK CITY.—All Broadway is breathlessly awaiting the sensational underworld revelations, said to be contained in the new Edward G. Robinson film, "I Am The Law", which dramatizes the new

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HOOT TO KILL!

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A thunderbolt of drama that will rock audiences back on their heels!

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EDWARD G. ROBINSON

in

"I AM THE LAW"

with

BARBARA O'NEIL • JOHN BEAL

WENDY BARRIE • OTTO KRUGER

Story based upon Liberty Magazine serial by Fred Allhoff • Screen play by Jo Swerling • Directed by Alexander Hall • Produced by Everett Riskin

PICTURE

"Gateway" and Ritz Brothers Chicago Wow

CHICAGO, Aug. 15.—"Gateway" and the Ritz Brothers in person gave the Chicago its biggest week of the year, $53,800, which was $21,800 above average. Six shows a day to fine business accounted for the big gross.

At the Palace "Letter of Introduction" found the Charlie McCarthy fans to be very numerous and the first week showed a $22,000 gross, which was $3,000 above normal. Other pictures that did well were "Racket Busters" at the Garrick, "Dr. Clitterhouse at the Apollo," "Love Finds Andy Hardy" at the U. A. and "Little Miss Broadway" at the Roosevelt.

Total first run business was $121,400. Average is $102,000.

Estimated takings:

Week Ending Aug. 11:

"AMAZING DR. CLITTERHOUSE" (W. B.)
APOLLO—(1,400), 35c-55c-65c, 7 days. **Gross:** $6,600. (Average, $6,500)

"GATEWAY" (20th-Fox)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Ritz Bros. and Revue. **Gross:** $53,800. (Average, $32,000)

"RACKET BUSTERS" (W. B.)
GARRICK—(900), 35c-55c-75c, 7 days. **Gross:** $5,660. (Average, $6,500)

"LETTER OF INTRODUCTION" (Univ.)
PALACE—(2,500), 35c-55c-75c, 7 days. Stage: Al Trahan & Revue. **Gross:** $22,000. (Average, $19,000)

"BLIND ALIBI" (RKO)
STATE-LAKE—(2,776), 20c-40c-55c, 7 days. Stage: Edmund Lowe and revue. **Gross:** $11,000. (Average, $13,000)

Week Ending Aug. 12:

"LITTLE MISS BROADWAY" (20th-Fox)
ROOSEVELT—(1,300), 35c-55c-75c, 7 days, 2nd week. **Gross:** $10,600. (Average, $11,000)

"LOVE FINDS ANDY HARDY" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 2nd week. **Gross:** $11,800. (Average, $15,000)

Rivoli Negotiating For Strong Product

Facing a shortage of first run product, the management of the Rivoli, which reopened 10 days ago, is negotiating with two major companies with a view to returning the house to its former policy of extended runs.

Big pictures and those which require individual treatment admittedly will be needed for the policy, and the Rivoli believes it will be able to line them up as the season progresses and the film supply from the studio increases. Universal is one of the companies that may provide pictures, it is understood.

For the time being at least the Rivoli will operate on a picture to picture basis, but John Wright, managing director, says the theatre will remain open and that present negotiations will assure a product supply.

"Gateway," which re-lighted the Rivoli after it had been dark 11 weeks, grossed a weak $9,000 in seven days. The film was held an additional four days to permit Universal's "Little Tough Guy" to start today.

At the Rialto, "Smashing the Rackets" proved a good attraction, taking $10,000 in eight days.

Columbia's "I Am the Law" will start at the Capitol Aug. 25. "Four Daughters" will open Thursday at the Music Hall and will be released nationally Sept. 24.

Out Hollywood Way

HOLLYWOOD, Aug. 15.—Warners is planning a sequel to "Out Where the Stars Begin," color short, using the same players—Fritz Feld and Charlie Foy—in the cast. . . . Irene Castle McLaughlin, who has been signed by RKO as costume designer, technical adviser and writer on "The Castles," starring Ginger Rogers and Fred Astaire, has arrived here.

Ted Magee, western representative for *Pictureplay* magazine, became the father of a seven-pound girl last week. . . . Douglas Churchill has begun a series of monthly articles for the *Saturday Evening Post,* and a monthly picture review for *Red Book.* . . . Evalyn Knapp and Robert Kent have been signed to play leading roles in Frankie Darro's initial series picture at Monogram, as yet untitled. . . . Tom Kennedy fractured a rib and received minor injuries in a car wreck Saturday, but reported for Warners' "Torchy Gets Her Man" Monday as usual. . . . A special trailer using Jimmy Fiddler has been made by Warners for "Garden of the Moon." Fiddler is shown doing a broadcast in which he describes the picture. . . . The old sets at the United Artists lot have been razed to make way for six and a half acres of sets for Goldwyn's "The Last Frontier."

✚

Casting — Tom Brown, Robert Wilcox, Andy Devine, Samuel S. Hinds and Constance Moore head the cast of "Swing That Cheer," Universal. . . . Kay Linaker in "The Comet," Universal. . . . Roger Davis in "Youth Takes a Fling," same lot. . . . Reginald Owen in M-G-M's "Vacation From Love." . . . Henry Kolker in "The Lady and the Cowboy," Goldwyn.

✚

Writers—Universal has assigned Tom Reed to write the script for "Big Town Czar." . . . Gertrude Purcell and Leonard Spigelgass are working on Universal's "Service de Luxe." . . . Earl Baldwin is working on "Brother Orchid," to star Edward G. Robinson and Wayne Morris.

✚

Directors—Harold Schuster will direct Universal's "Swing That Cheer."

✚

Contracts—Ann Morris has been given a contract extension by M-G-M because of her work in "The Chaser."

✚

Title change—Harry Sherman has changed the title of "Silver Trail Patrol" to "Sunset Trail."

"Letter" Hits Washington's Top, $14,700

WASHINGTON, Aug. 15.—"Letter of Introduction" at RKO Keith's made the best showing of the week with a take of $14,700, over normal by $4,700.

The only other attraction to get into the profit column was "It Happened One Night" which took $4,200 at Warners' Metropolitan.

Total first run business was $61,600. Average is $62,200.

Estimated takings, exclusive of tax, for the week ending Aug. 11:

GATEWAY" (20th-Fox)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Charlie Carlile, Jack Powell, Chester Hale Texas Comets. **Gross:** $13,500. (Average, $16,500)

"LOVE FINDS ANDY HARDY" (M-G-M)
LOEW'S PALACE—(2,370), 25c-55c, 7 days, 2nd week. **Gross:** $11,200. (Average, $11,500)

"PROFESSOR BEWARE" (Para.)
WARNERS' EARLE—(2,218), 25c-66c, 7 days. Stage: Frances Langford, Jon Hall, Gali Gali. **Gross:** $14,800. (Average, $16,000)

"LETTER OF INTRODUCTION" (Univ.)
RKO-KEITH'S—(1,836), 25c-40c, 7 days. **Gross:** $14,700. (Average, $10,000)

"LITTLE MISS BROADWAY" (20th-Fox)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days. **Gross:** $3,200. (Average, $4,200)

"IT HAPPENED ONE NIGHT" (Col.)
WARNER'S METROPOLITAN—(1,591), 25c-40c, 7 days. **Gross:** $4,200. (Average, $4,000)

To Reissue Maynards

HOLLYWOOD, Aug. 15.—Universal will reissue a series of Ken Maynard westerns for the new season. The only westerns on the current schedule are the Bob Baker series being produced by Trem Carr.

"Texans" Dual Gets $7,400; Seattle Best

SEATTLE, Aug. 15.—"The Texans," with "The Chaser" as the other half of a dual bill, made the best showing of the week, $7,400, at the Paramount. This was $1,400 over normal. The bill was moved to the Music Box.

"The Crowd Roars" and "My Bill" were strong at $8,100 in the Fifth Avenue. "When Were You Born?" with a Major Bowes unit on the Palomar stage took $5,300.

Total first run business was $36,050. Average is $36,500.

Estimated takings for the week ending Aug. 12:

"PROFESSOR BEWARE" (Para.)
"PRISON FARM" (Para.)
BLUE MOUSE—(950), 30c-40c-55c, 7 days, 2nd week, extended run from Paramount. **Gross:** $2,950. (Average, $4,000)

"THE CROWD ROARS" (M-G-M)
"MY BILL" (F. N.)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. **Gross:** $8,100. (Average, $7,000)

"THE BIRTH OF A BABY" (S. R.)
LIBERTY—(1,800), 20c-30c-40c-55c, 7 days, 4th week. **Gross:** $3,600. (Average, $5,000)

"LITTLE MISS BROADWAY" (20th-Fox)
"SKY GIANT" (RKO)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 2nd week, extended run from Fifth Avenue. **Gross:** $3,160. (Average, $4,000)

"AMAZING DR. CLITTERHOUSE" (W. B.)
"SINNERS IN PARADISE" (Univ.)
ORPHEUM—(2,450), 30c-40c, 7 days, 2nd week. **Gross:** $5,600. (Average, $6,000)

"WHEN WERE YOU BORN" (F. N.)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Stage: Major Bowes' Collegiate unit. **Gross:** $5,300. (Average, $4,500)

"THE TEXANS" (Para.)
"THE CHASER" (M-G-M)
PARAMOUNT—(3,050), 30c-40c, 7 days. **Gross:** $7,400. (Average, $6,600)

Minneapolis Smash Vallee &"Company

MINNEAPOLIS, Aug. 15.—Rudy Va lee on the stage of the Orpheum f five days and "Fast Company" on t screen for seven turned in a smas $21,000. Normal for the hous $4,800.

"The Crowd Roars" went into t profit column in a big way with a ta of $7,000 at the State. This w $2,600 over the line. "The Rage Paris" at the World here and "A ways Goodbye" at the St. Paul Rivie also did well.

Total first run busines in Minn apolis was $32,700. Average is $1 800. Total first run business in Paul was $12,100. Average is $13,2

Estimated takings for the we ending Aug. 11:

Minneapolis:

"COWBOY FROM BROOKLYN" (W.
CENTURY—(1,600), 25c-40c, 7 da **Gross:** $2,800. (Average, $4,000)

"FAST COMPANY" (M-G-M)
ORPHEUM—(2,900), 25c-40c, 7 da Stage: Rudy Vallee for five days. **Gro** $21,000. (Average, $4,800)

"THE CROWD ROARS" (M-G-M)
STATE—(2,300), 25c-40c, 7 days. **Gro** $7,000. (Average, $4,400)

"THE RAGE OF PARIS" (Univ.)
WORLD—(400), 25c-35c, 7 days. **Gro** $1,900. (Average, $1,600)

St. Paul:

"PROFESSOR BEWARE" (Para.)
ORPHEUM—(2,000), 25c-40c, 7 da **Gross:** $2,700. (Average, $3,200)

"THE TEXANS" (Para.)
PARAMOUNT—(2,500), 25c-40c, 7 d **Gross:** $3,800. (Average, $4,400)

"ALWAYS GOODBYE" (20th-Fox)
RIVIERA—(1,000), 25c, 7 days. **Gro** $2,800. Average, $2,400)

"BULLDOG DRUMMOND IN AFRIC (Para.)
"PENROD'S DOUBLE TROUBLE" (F.
TOWER—(1,000), 25c, 7 days. **Gro** $2,100. (Average, $1,600)

"I COVER THE WATERFRONT" (U. (4 days)
"GAIETY GIRLS" (U. A.) (3 days)
WORLD—(4,000), 25c-35c. **Gross:** $ (Average, $1,600)

"Algiers" Goes Out Front at Montre

MONTREAL, Aug. 15.—"Algie stepped up to the front among fi runs with $4,500 at the Orpheu Average at this house is $5,000. T was the best showing locally in so time.

"The Amazing Dr. Clitterhous topping a double-header, attrac $6,500 to the Capitol where all-y average is $9,500.

Total first runbusiness was $21,5 Average is $32,500.

Estimated takings for the week e ing Aug. 13:

"AMAZING DR. CLITTERHOUSE' (W. B.)
"MR. CHUMP" (W. B.)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, days. **Gross:** $6,500. (Average, $9,500)

"ALGIERS" (U. A.)
ORPHEUM—(919), 25c-35c-50c, 7 d **Gross:** $4,500. (Average, $5,000)

"THE GAY LADY X" (British)
PALACE—(2,600), 25c-35c-40c-50c-65c, days. **Gross:** $6,000. (Average, $11,000)

"LOVE FINDS ANDY HARDY" (M-G
"MR. MOTO TAKES A CHANCE" (20th-Fox)
PRINCESS—(2,272), 25c-30c-35c-50c-65 days. **Gross:** $4,500. (Average, $7,000)

ledges Pass $900,000 in Big Ad Drive

(*Continued from page* 1)

sought from exhibitors who plan participate in the campaign.

xhibitors in the New Haven area meet today to receive details of drive from a committee which ne to New York yesterday to ob- n complete information on cam- ign plans from Harold B. Frank- , campaign business manager.

New York metropolitan area exhib- rs will formulate plans for par- ipating in the drive at a meeting to held Thursday at the Astor. More an 100 theatre operators are ex- cted at the session at which approxi- ately 50 "community" committees ll be named to conduct campaign ork in individual neighborhoods roughout the five boroughs, adjoin- g counties and New Jersey.

Joseph Seider, Max Cohen, Harry randt and Irving Dollinger are co- airmen of the metropolitan area mmittee. Mr. Cohen is treasurer, eon Rosenblatt, secretary, and Leo brams, chairman of the distributors' mmittee for the area. Committee embers include Jack Bowen, aurence Bolognino, Arthur Rapf, M. Hirshblond, David M. Levy, ee Newbury, Robert Wolf, Samuel inzler, Edward Bell, Harry Ran- ll, Rudolph Sanders, David Snap- r, Samuel Strausberg and others.

More Meetings Scheduled

Additional regional meetings are heduled for Seattle and St. John, . B., today, and for Louisville and oledo later in the week. Martin mith, chairman of the Toledo cam- aign, is engineering a special ex- loitation fund for local parades and reet decorations to plug the drive.

Exhibitors in the Dallas territory et yesterday and pledged support to e campaign after hearing detailed lans for the drive from R. E. Griffith. lans were made for putting the drive n a statewide basis with local com- ittees in charge.

Montreal exhibitors also pledged eir cooperation to the campaign at meeting yesterday presided over by . J. Fitzgibbons, chairman of the anadian committee.

o Meet in Conn. Today

New Haven, Aug. 15.—Allied Theatres of Connecticut and the Connecti- ut M.P.T.O.A. have called a second eneral meeting jointly for tomorrow oon at the Hofbrau Haus Restaurant o receive the report of the special ommittee appointed to confer with arold B. Franklin, business man- ger of the national film campaign, in ew York. Maurice Shulman and rving C. Jacocks, Jr., will preside, nd a program will be adopted.

eads Washington Group

Washington, Aug. 15.—Frank La alce, local Warner publicity man, as been named chairman of the pub- icity committee for the Washington rea in the national film drive. Rod- ey Conger has been appointed to a ike position in the Baltimore district. aramount's local offices will serve as eadquarters for the campaign.

Kansas City Group Discusses Ad Drive

Kansas City, Aug. 15.—A meeting of exhibitors and distributors was held today at the Uptown to discuss the national advertising drive. Speakers included Elmer C. Rhoden, Fox Midwest head; Clarence A. Schultz, Commonwealth Amusement Corp.; Glen W. Dickinson, head of the Dickinson circuit, and Ed Dubinsky-Durwood, head of the Dubinsky Brothers circuit.

Those not at the meeting Monday will be reached by the committee through the mails. Members of the board of directors of the Kansas-Missouri Theatres Association attended.

The K. M. T. A. directors were scheduled to meet Monday to set a date for their annual convention, which will be before Sept. 1. The national drive will be one of the chief topics of discussion of the convention.

Among those here for the meeting today were: John Stapel, Rockport, Mo., president; Homer Strowig, Abilene, Kans.; Tom Edwards, Eldon, Mo.; Frank Cassil, St. Joseph, Mo.; George Harttmann, North Kansas City, Mo.; and Ed Rolsky, C. A. Schultz and R. R. Biechele of Kansas City. E. B. Danielson of Russell, Kan., and Mrs. Charles Barron of Pratt, Kan., were unable to attend.

Atlanta Pledges Aid

Atlanta, Aug. 15.—A large group of producers, distributors and exhibitors assembled in Atlanta today for a one-day meeting to pledge "unanimous support" to the "Motion Pictures Greatest Year" campaign.

Presided over by general chairman William K. Jenkins, vice-president and general manager of Lucas & Jenkins, Inc., the meeting opened at 2 P. M. with 250 delegates registered. A dinner Monday night in the Civic Room of the Ansley Hotel closed the session. Speakers included Mr. Jenkins, O. C. Lam, of Rome, Ga.; Roy Martin, of Columbus, Ga., and Robert Mochri, of Atlanta.

To Set St. Louis Details

St. Louis Aug. 15.—A committee of the local M.P.T.O. has fixed Aug. 22 as the date for a luncheon meeting at the Coronado Hotel of the owners of 275 theatres in this territory to complete plans for their participation in the industry advertising campaign. The committee was composed of Fred. H. Wehrenberg, president of the association; Harry Arthur, Jr., Fanchon & Marco; Clarence Hill, Columbia; Benny Reingold,, Fox, and Clarence Kainann of the O'Fallon Theatre.

Stop Cleveland's Ads

Cleveland, Aug. 15.—Protests by independents have stopped newspaper advertising on the $250,000 Movie Quiz contest. George J. Schaefer acted after local men had called attention to advertising by downtown houses in advance of the Sept. 1 date agreed upon here.

"Little Orvie" to RKO

Hollywood, Aug. 15.—RKO has purchased Booth Tarkington's "Little Orvie" and will star seven-year-old Peter Holden in the title role. The child is now in the Broadway cast of "On Borrowed Time." George Haight will produce.

Urge Loew Managers To Get Behind Drive

Full cooperation of every Loew manager with the industry's business promotion drive was urged at a meeting at the Ziegfeld Theatre at midnight last night attended by Loew's district managers, managers and assistant managers in the metropolitan area.

C. C. Moskowitz, in charge of operations in the metropolitan district; Marvin Schenck and Oscar A. Doob explained details of the campaign and urged every Loew theatre not only to put on a drive of its own but to cooperate with other theatres in each neighborhood so that the industry aspects of the drive will get full play.

"There are some four or five million moviegoers in this area," Mr. Moskowitz said. "We must let everyone of them know about our new season pictures and the Movie Quiz contest. ·And in every community Loew managers should work closely and unselfishly with their fellow exhibitors so that the celebration will be 100 per cent for all."

Ask Coordination of Government Pictures

London, Aug. 15.—The suggestion that the confused and disunited production of films by Government departments should be coordinated through an advisory committee, is made in a report issued by the Select Committee on Estimates. It suggests that such a council should be set up to advise and guide the departments on the making or procuring of films for Government publicity purposes.

Divers methods are adopted by various departments at present. The Admiralty provides facilities for a selected firm, which limits the expenditure to the purchase of copies and the purchase and conveyance of a projector.

The council criticises this procedure, called inadequate, inefficient and uneconomical, and incidentally declares that not enough attention is paid to making sure that the films should reach a wide public audience on their own entertainment merits.

Names Advisers on British Films Act

London, Aug. 15.—Sir Samuel Hoare, Home Secretary, has completed the personnel of the new advisory committee on the administration of the Cinematograph Act of 1909. It contains representatives of County Councils and licensing bodies all over England and Scotland.

Among those selected to sit on its panel, representing the London County Council, is Reginald Stamp, chairman of the London Council entertainments committee and author of the seat price rule.

One of the first subjects to be tackled by the committee will be the issuing of theatre licenses in advance of construction.

"Sinners" Sets Record

"Sing You Sinners" on Sunday set a new house record at the Community, Saratoga Springs, according to advices received at the Paramount home office. The film had its world premiere at the theatre Saturday night.

Studio Wages To Remain at Present Level

(*Continued from page* 1)

end of the week. Major companies were represented at the session by Barney Balaban and Austin Keough of Paramount; Earle W. Hammons, Educational; Sidney R. Kent, 20th Century-Fox; Nate J. Blumberg, Universal; Eugene Picker, Columbia; Harry D. Buckley, United Artists; Nicholas M. Schenck, Loew's; Leo Spitz, RKO, and Albert W. Warner, Warners.

The unions were represented by Joseph N. Weber, American Federation of Musicians; George Browne and William Bioff, I.A.T.S.E.; Jack Flynn, representing William Hutchinson of the Carpenters & Joiners International, and James Castle for Daniel Tobin of the Teamsters & Chauffeurs International.

Ten Studios Given Nylander Summons

Hollywood, Aug. 15.—New formal steps in seeking collective bargaining contracts with producers were taken today in the interests of the Screen Directors Guild and the Screen Writers Guild. Dr. Towne Nylander, regional director of the National Labor Relations Board, today issued formal complaints to 10 studios, charging they refused to bargain collectively with the directors' organization and ordering them to appear on charges, August 22, when the directors' petition to be declared the bargaining agency for directors, assistants and unit managers will be heard. Dr. Nylander cited the N.L.R.B. ruling that the film industry is engaged in interstate commerce and therefore under Wagner Act jurisdiction.

Leonard Janofsky, attorney for the writers guild, today sent notices of certification of the guild as the writers' bargaining agency to 13 studios and declared, "We expect an early reply as to your attitude on this question."

Look for $80,000 2nd. "Band" Week

(*Continued from page* 1)

given as follows: Friday, 23,908; Saturday, 31,790; Sunday, 23,735. Attendance totaled 79,433. Grosses for the same days were, consecutively: $11,003; $15,484; $11,235, a total of $37,722 for the three days.

Saturday's attendance was 4,491 greater than that of the biggest day recorded for "The Cock-Eyed World," which held the previous house record.

At 3 P. M. yesterday the attendance reached 10,718, topping the figure at the same hour for Friday and Sunday of the second week.

Ten key cities similarly reported record-shattering business on the picture, with reports coming in from Chicago, Boston, Philadelphia, Pittsburgh, Cleveland, Portland, Ore., Houston, Dallas, Los Angeles and Atlantic City.

MOTION PICTURE DAILY'S HANDY BOOKING CHART

[*Dates Are Based Upon National Release Schedules and Are Subject to Change.* ***This Chart Is Revised Weekly. Letters in Parentheses After the Titles Denote the Following: (A) Adult, (G) General, (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action***]

	COLUMBIA	M-G-M	MONOGRAM	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIVERSAL	WARNERS	G. B.
July 15	Pioneer Trail (O) *Jack Luden* *Joan Barclay*	Shopworn Angel (G) (D) *Sullavan* *Stewart* (835)			Army Girl (G) (D) *Madge Evans* *Preston Foster*		Passport Husband (G) (C) *Pauline Moore* *Stuart Erwin* (854)		Prison Break (G) (D) *Glenda Farrell* *MacLane*	Cowboy from Brooklyn (G) (M) *Pat O'Brien* *Dick Powell*	Crime Over London *Margot Grahame* *Paul Cavanaugh* (Aug. 15) (8007)
July 22	Reformatory (G) (D) *Jack Holt* *Charlotte Wynters*	Love Finds Andy Hardy (G) (C) *Rooney-Garland* (841)		Booloo (G) (O) *Colin Tapley* Tropic Holiday (G) (C) (3744)		Sky Giant (G) (D) *Richard Dix* (835)	I'll Give a Million (G) (C) *Warner Baxter* (855)	Algiers (A) (D) *Boyer* *Gurie* *Lamarr*	Little Tough Guy (A) (D) *"Dead End" Kids*	Penrod's Double Trouble *Billy & Bobby Mauch* (276)	
July 29	South of Arizona (O) *Starrett* *Meredith*	The Chaser (G) (D) *Denis O'Keefe* *Lewis Stone* (842)		Professor Beware (G) (C) *Harold Lloyd* *Phyllis Welch*	Come On, Leathernecks *R. Cromwell* *Marsha Hunt*	Mother Carey's Chickens (G) (D) *Ruby Keeler* (833)	Little Miss Broadway (G) (D) *Shirley Temple* (856)			Amazing Dr. Clitterhouse (G) (D) *Robinson* (262)	Strange Boarders *Renee Saint-Cyr* *Tom Walls* (Aug. 15)
Aug. 5		Crowd Roars (G) (D) *Taylor* *O'Sullivan* (840)	Barefoot Boy (G) (D) *Jackie Moran* *Claire Windsor*	Bulldog Drummond in Africa (G) (D) *John Howard* *Heather Angel*	Heroes of the Hills (G) (D) *Three Mesquiteers* (7118)	I'm from the City (G) (C) *Joe Penner* (834)	Gateway (G) (D) *Don Ameche* *Arlecn Whelan* (901)		Letter of Introduction (G) (D) *Leeds* *Bergen*	Mr. Chump (C) *John Davis* *Lola Lane* (227)	The Wheel Spins *Lockwood* *Michael Redgrave* (Sept. 2)
Aug. 12	The Gladiator (G) (C) *Joe E. Brown* *June Travis*	Rich Man, Poor Girl (G) (D) *Robert Young* *Ruth Hussey*		The Texans (G) (O) *Joan Bennett* *Randolph Scott*	Man from Music Mountain (G) (O) *Autry*	Painted Desert (O) *O'Brien* (883)	Keep Smiling (G) (C) *Jane Withers* *Gloria Stuart* (902)		The Missing Guest (D) *Paul Kelly*	Racket Busters (D) *Brent* *Bogart* (205)	Man with 100 Faces *Tom Walls* (Sept. 15)
Aug. 19	Convicted (D) *Quigley* *Hayworth*	Block-Heads (C) *Laurel & Hardy*		Give Me a Sailor (G) (C) *Martha Raye* Orphan Annie, Detective	Durango Valley Raiders (O) *Bob Steele* (7128)	Smashing the Rackets (G) (D) *Chester Morris* (832)	Alexander's Ragtime Band (G) (M) *Power* (903)				G. N.
Aug. 26	I Am the Law *Robinson* The Lady Objects *Gloria Stuart* *Lanny Ross*	Too Hot to Handle *Clark Gable* *Myrna Loy*	Under the Big Top *Marjorie Main* *Anne Nagel*	Spawn of the North *Raft* *Fonda* *Lamour*	Desperate Adventure (G) (D) *Navarro* Tenth Avenue Kid	Breaking the Ice *Bobby Breen* *Dolores Costello* (845)	Speed to Burn (G) (C) *Michael Whalen* *Lynn Bari* (904)	There Goes My Heart *Fredric March* *Virginia Bruce* *Nancy Carroll*		Boy Meets Girl (A) (C) *Cagney* *Pat O'Brien* (303)	High Command (D) (227) (July 15)
Sept. 2	Phantom Gold (O) *Jack Luden* *Beth Marion*	Boys Town *Spencer Tracy* *Mickey Rooney*		Sing You Sinners (G) (M) *Bing Crosby* *MacMurray*	Everything Happens to Us *James Gleason* *Lucille Gleason* *Russell Gleason*	Carefree (M) *Astaire* *Rogers*	My Lucky Star *Sonja Henie* *Richard Greene* (905)		Freshman Year *Dixie Dunbar* *Ernest Truex*	Four's A Crowd (G) (C) *Errol Flynn* *deHavilland* (213)	Renfrew on White Trail (228) (July 22)
Sept. 9	Wings of Doom *Charles Farrell* Colorado Trail (O) *Starrett*	Stablemates *Wallace Beery* *Mickey Rooney*	Mexicali Kid (O) *Jack Randall*	In Old Mexico (O) *William Boyd*		Affairs of Annabel (C) *Joe Penner* *Lucille Ball*	Safety in Numbers (G) (D) *Jones Family* (906)		Youth Takes a Fling *Joel McCrca* *Andrea Lecds*	Secrets of An Actress *Kay Francis* *George Brent*	Utah Trail (O) *Tex Ritter* (229) (Aug. 12)
Sept. 16	Girls' School *Anne Shirley* *Nan Grey* *Ralph Bellamy*	Listen, Darling *Bartholomew* *Judy Garland*	Starlight Over Texas (O) *Tex Ritter*	Sons of the Legion *Donald O'Connor* *Billy Lee*		Ranger Code (O) *O'Brien* (884)	Hold That Co-Ed *John Barrymore* *George Murphy* *Marjorie Weaver*		The Last Express *Preston Foster* (Crime C[illegible]b)	Valley of the Giants *Wayne Morris* *Claire Trevor*	

RELIABLE

IT WAS not by chance that Eastman Super X became the world's most widely used motion picture negative. Super X simply proved over and over that it yielded the world's finest photographic quality. The industry takes no chance in continuing to use this famous, reliable film. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *SUPER X*

PANCHROMATIC NEGATIVE

M-G-M's Total For Season to Be Forty-Five

(*Continued from page* 1)

Friday there was a total of 5,400 contracts, and if the pace continues M-G-M will have its best sales year, it was said.

Distribution executives explain the increase by the company's fairness in designating percentages and the fact that "a satisfied customer is the best customer."

Few if any long-term deals are being made. Three-year circuit deals were negotiated two years ago and only a few running for three years have been closed since, it is understood.

Expect Columbia to Make 3 in England

Columbia is expected to schedule three features for production in England during the new season as a result of the study of new quota requirements and producing facilities completed in London recently by Joseph A. McConville, foreign manager, it was learned yesterday.

The three features would be intended for world distribution and may be made by Zoltan Korda at the London Films studios, it was said. No definite plans have been set yet, however, and a final decision is expected after Mr. McConville makes his report to Harry and Jack Cohn on his arrival in New York. He is aboard the *Rex*, due here tomorrow.

20th-Fox Nears End Of Season's Output

HOLLYWOOD, Aug. 15.—With production moving forward swiftly following the return of Darryl F. Zanuck from his European vacation, by the end of this week every picture slated for release by 20th Century-Fox before Dec. 31 will either be in work or completed.

Mr. Zanuck has set starting dates for production of 10 releases that will be available during the first two months of 1938. Meantime, the studio has delivered to New York, has in the cutting rooms or in actual production a total of 22 films, for release during the first five months of the new season.

"Nation" Tests Started

Screen tests of 15 young players were under way today at Eastern Service Studios for parts in "One Third of a Nation." Several promising youngsters were tested yesterday and others will go before the cameras today, according to Harold Orlob, who is producing this independent venture starring Sylvia Sidney.

Shooting will start on the Long Island stages as soon as Miss Sidney returns from Europe Sept. 5.

G. B. Adds Three to Force

Additions to the G. B. sales staff were made yesterdav by the home office. Robert Moore was added to the Kansas City sales force, Ed Cohen at Omaha and Alvin Stein at Milwaukee.

"U" List Will Stay At 40, Says Joseph

While Universal will continue to add acceptable pictures to its schedule throughout the season the policy does not imply an increase in the schedule beyond the 40 pictures announced for the new season, John Joseph, Universal advertising and publicity director, said yesterday on his arrival in New York from the studio.

Universal recently signed Constance Bennett for "Service DeLuxe" and W. C. Fields for "You Can't Cheat an Honest Man," and has similar deals in work, Mr. Joseph said. Where additions of this kind are made, however, they will be fitted into the schedule either as substitutions or originally planned productions without increasing the total for the season, it was said. The company adopted a "flexible" production plan at the beginning of the season under which it listed only 24 titles, thus making possible a policy of filling out the program as advantageous deals materialize.

Mr. Joseph said that both the new "assignment" or unit production system and the establishment of advertising and publicity headquarters at the studio were working out to good advantage. He will be in New York for three or four weeks, during which time Lou Pollock, eastern advertising and publicity manager, will take a vacation.

Reserves Decision On Fox Cash Offer

(*Continued from page* 1)

of a suit filed Oct. 13, 1936, to recapture alleged William Fox assets from the All-Continent Corp.

Eugene O'Dunne, Jr., of Washington, special assistant to the chief counsel of the U. S. Bureau of Internal Revenue, declared today, "We have traced millions of assets into All-Continent. Charges of fraud have been frequent. This offer requires release not only of All-Continent but of any other transferee to whom Fox might have transferred his assets."

The recapture suit, now pending in the U. S. District Court, was filed by Hiram Steelman, trustee of the William Fox estate, who is petitioning the court to accept the settlement offer as the best available.

Strike Started at Du-Art Laboratory

A strike of 55 employes was called at 6 P. M. yesterday at the Du-Art Laboratories by Motion Picture Laboratory Technicians Union, Local 702. John H. Rugge, union president, said the laboratory refused to negotiate a contract calling for a closed shop, higher wage scales and working conditions.

Mr. Rugge said all employes in the title and laboratory departments are members of the union. Pickets were posted.

Set Premiere of "Spawn"

SEATTLE, Aug. 15.—John Barrymore, Fred MacMurray, Lynn Overman and Eleanor Whitney will be among the Paramount players to appear in person here at the world premiere of "Spawn of the North" on Friday. Jack Dailey of the Paramount studio is in Seattle planning the campaign with Bill Hamrick, manager of the Paramount, where the premiere will be held.

No Trade Practice Session, Says Kent

(*Continued from page* 1)

the five international unions which are signatories to the five-year basic agreement with producing companies. He will return to Maine this morning and does not expect to be back until the end of the month.

Major company counsel are still studying the possible effects of the Federal anti-trust suit on their plan for voluntary regulation of trade practices and are not scheduled to complete their study until shortly after Labor Day. No action on a trade practice plan is expected to be taken until the attorneys have reported back to major company heads.

Decree Ready for No. Dakota Court

(*Continued from page* 1)

mount and Minnesota Amusement Co. to allow time for preparing an appeal. With the filing of the appeal Paramount will petition the U. S. Supreme Court for a writ of supersedeas to restrain enforcement of the law pending a determination of the appeal.

Claim New Emulsion For Dufaycolor Film

Three recent developments which bring Dufaycolor nearer to its use in 35 mm. film by the Hollywood studios were made known by Col. Leslie R. Naftzger, vice-president and general counsel of the company, upon his return yesterday from two months in Europe.

A newly perfected emulsion, said to be five times as fast as the emulsion used heretofore in Dufaycolor, speeds up the film, and makes it possible for Dufaycolor to be used with the same facilities as used for black and white film, Col. Naftzger said. No special lighting, no filters and no special cameras are required, he explained.

Also, permission has been obtained to use a red sensitized dye in the United States which previously was barred from this country because of the question of certain infringements with Kodak patents. The dye has been developed by Ilford, British raw stock company. The third development is that Dufaycolor has obtained rights to a green dye perfected by the British Chemical Co., which is said to blend better into the spectrum than the green previously used.

Films in production or planned with Dufaycolor in England are far in excess of previous seasons, Col. Naftzger stated, and the British company will within the next 12 months print a minimum of 15,000,000 feet of film. The company has built a new plant at North Elstree.

A plant for New York has been under consideration for some time, but this will come upon the perfection of the process to a point where Dufaycolor can be made available in quantities to American film producers.

Move Associated Office

BALTIMORE, Aug. 15. — Associated Theatres has moved its offices from the Capitol Theatre Building to the Met Theatre Building.

Nov. 1 Extensions Set in Trust Su

(*Continued from page* 1)

Metro - Goldwyn - Mayer Distribu Corp. of Texas, Nicholas M. Sche Arthur M. Loew, J. Robert Ru Edgar J. Mannix, Leopold Friedn Louis B. Mayer, William F. Rodg Isidor Frey, Charles C. Moskov John R. Hazel, William A. Pa and Harry Rapf. The consent ther provided that if any other fendants listed in the complain part of the Loew group appeared the action before Oct. 12, the tim answer would automatically extend Nov. 1.

Schwartz & Frohlich acted as torneys for Columbia Pictures Co Columbia Pictures of Louisiana, I Columbia Pictures Distributing Inc., Jack Cohn, Abe Schneider, Montague, Saul Bornstein and Cha Schwartz, in signing the stipula which provided that the exten would operate for any other defend in the Columbia group.

Chadbourne, Hunt, Jaeckel Brown, as attorneys, signed the tension for Universal Pictures Inc., Universal Film Exchanges, I Big U Film Exchange, Inc., Cheever Cowdin, Samuel Machnov James P. Normanlv, N. J. Blumb Peyton Gibson, Paul G. Brown, B Rogers, Daniel M. Sheaffer, Willis Taylor, Jr., Matthew Fox, Willson Scully and Joseph H. Seidelman. stipulation also operates for any ot defendants in the Universal group.

The Chase National Bank of City of New York, as a defendant the suit, was also granted an ext sion to Nov. 1.

Paramount Pictures, Inc., Pa mount Pictures Distributing Co., I and 15 of the individual defendants the Paramount group filed a notice appearance in the suit yesterday which Simpson, Thatcher & Bart formally filed notice that it represen the Paramount defendants as attorn

No U.K. "Blockade" B

QUEBEC, Aug. 15.—No ban on, serious opposition to, Walter Wang "Blockade" has been instituted England, it was stated here by A. Jarrett, director of G. B. Theat upon his arrival aboard the *Empr of Britain.*

Wall Street

Board Fluctuates Fractionally

	Open	High	Low	Close	N Cha
E. K.	171	171	171	171	..
Loew	45⅝	46¾	45⅝	46⅝	+
Para.	8⅞	9¼	8⅞	9⅛	+
Para. 2	9⅝	9⅝	9⅝	9⅝	—
Pathe	8½	8¾	8½	8¾	+
RKO	2⅜	2½	2¼	2⅜	+
20th Fox	24	24¼	24	24	..
W. B.	6	6¼	6	6	+

Curb Trading Light

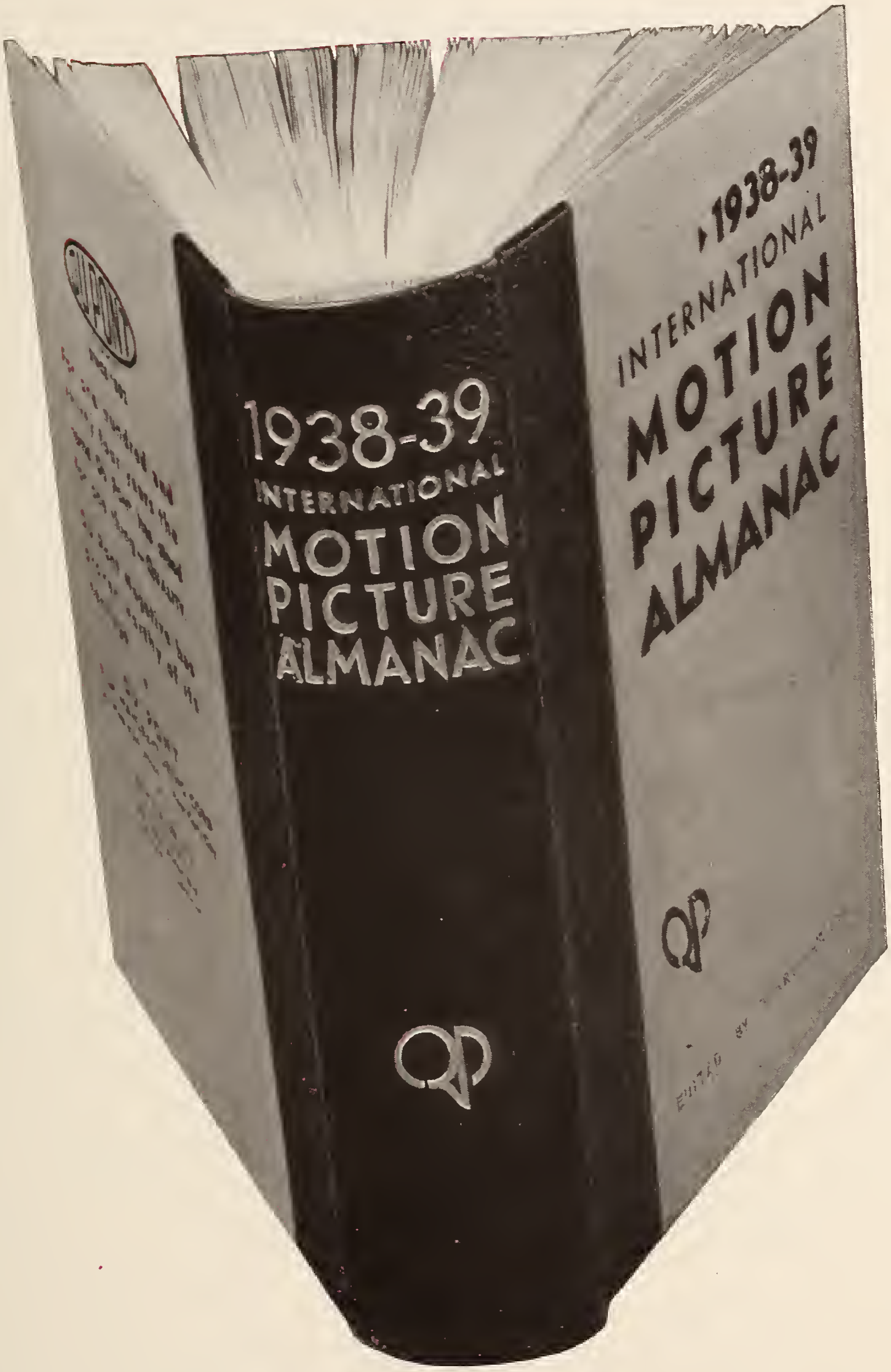
	Open	High	Low	Close	N Cha
G. N.	9/16	9/16	9/16	9/16	..
Sonotone	1⅝	1⅝	1⅝	1⅝	..
Tech.	23	23	22½	22½	—

Loew Bonds Up Slightly

	High	Low	Close	N Cha
Loew 3½s '46	100⅜	100¼	100⅜	+
Para. B'way 3s '55	62	62	62	..
Para. Pict. 6s '55	96	96	96	..

(Quotations at close of Aug. 15)

WATCH
FOR IT


1938-39
INTERNATIONAL
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ALMANAC
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1938-39
INTERNATIONAL
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DU PONT

OUT THIS WEEK

Banner LINES

THE Nehi program, featuring Tim and Irene, winds up its NBC-Blue schedule, after 26 weeks of broadcasting, with the airing of Sept. 2—but from present indications the comics will step immmediately into another show. They have prepared a three times weekly, 15-minute show centered around the "Mr. & Mrs. Anybody" sketches they have been presenting on the Nehi program. The idea is something like the "Easy Aces" formula, and CBS is reported to be more than passingly interested.

▼

The Lux "Radio Theatre," returning to CBS Sept. 12, *is radio's most decorated offering. The* Motion Picture Daily *poll chose it as the best type of entertainment in its field two years running; the radio editors' poll of* 1936 *named it as the best dramatic show; for two successive years,* 1937 *and* 1938, *the Women's National Radio Committee made awards to the "Theatre," and early this year the Hearst papers, and the World-Telegram poll both gave it highest honors. If any other commercial programs have won more honors than the "Theatre," we'd like to be informed.*

▼

While on the subject of meritorious radio offerings, a palm to NBC and the University of Chicago for the "Roundtable" programs. The discussions heard on this hour are unquestionably the most intelligent and informative in the entire network list of educational offerings, save possibly the "Town Hall" debates. It does seem, however, that NBC could bear down a lot more heavily than it has, in extending some publicity to this show.

▼

Those reports of a new Old Gold show, with Robert Benchley as the star, are well founded, and an official announcement will come from Lennen & Mitchell, the Old Gold agency, in a day or so. Martin Gosch, who worked hard in the preparation of the program, will handle the production when the series reaches the air, probably some time in October over CBS.

—Jack Banner

Takes Spots Over WNEW

Rodney Benson, Inc., has placed an order for spot announcements with WNEW, 19 per week, through the Levy advertising agency.

Haberdashery

Cincinnati, Aug. 15.—Typewriter or linotype manufacturers, or both, might do well to discontinue placing the letters "i" and "o" next to each other on equipment furnished local newspapers. Following closely on the heels of a "shirt wave" radio story last week, another daily, in a current issue, carried a headline on the theatre page reading: "New shirts at Cincinnati theatres."

A. F. R. A. Hearing in St. Louis Is Closed

St. Louis, Aug. 15.—After six days of testimony, the hearing conducted by J. J. Fitzgerald, trial examiner for the National Labor Relations Board, on the petition of the American Federation of Radio Artists to be certified as the bargaining agency for the singers, actors and announcers of KSD, KMOX, KWK and WEW, has closed. The examiner took the matter under advisement and will make his report in Washington.

The proceedings had been conducted with unusual harmony and a minimum of bickering between counsel until the waning moments of the closing session, when Allan Pearl, local attorney for the N. L. R. B., who attended as an observer, warned Merle Jones, manager of KMOX, that the N. L. R. B. might regard conferences he held with witnesses just before they took the stand as an unfair labor practice. Mr. Jones assured Mr. Pearl his conferences with witnesses had not been for the purpose of coaching.

Technicians of CBS In N.L.R.B. Balloting

Hollywood, Aug. 15.—Twenty-nine technicians employed here by CBS voted today in the National Labor Relations Board election as part of the nationwide voting to determine whether the American Communications Assn. or the Associated Broadcast Technicians—or neither—should represent them with the network. The voting was done by secret ballot and the results will be made known in New York. This is the first time the national network employes' representation has been affected.

"Radio Theatre" and "Hotel" Are Renewed

"Radio Theatre," sponsored by Lever Bros., has been contracted for another year of broadcasting on CBS. The program returns to the air after a summer's absence on Sept. 12, from 9 to 10 P. M., over 84 stations, including 24 stations of the Canadian Broadcasting Corp. J. Walter Thompson is the agency.

Another renewal just placed with CBS, is for "Hollywood Hotel," returning to the network Sept. 9. Ward Wheelock is the agency.

New NBC Show Ready

"The Happy Gilmans," a new dramatic script offering, will be sponsored by General Mills over the NBC Red beginning Aug. 22. The new 15-minute strip will be offered from 1:45 to 2 P. M., preceding the full General Mills hour, which is now on the air over NBC from 2 to 3 P. M. Blackett-Sample-Hummert is the agency for the General Mills account.

"Aunt Jenny" Renewed

"Aunt Jenny's Real Life Stories," heard over CBS Monday through Friday from 11:45 to 12 A. M., E.D.S.T., has been renewed by Lever Brothers. Product involved is Spry. Ruthrauff & Ryan is the agency.

Dr. Courboin Returns

Dr. Charles M. Courboin, Mutual organist will resume his weekly broadcasts over that web, Sunday, Sept. 11, from 12 noon to 12:30 P. M.

WOR to Take to Air At 6:25 A.M. Daily

WOR started the practice of opening its broadcast day during the early morning hours, to be followed first by CBS and more recently by NBC. Now WOR again has taken the lead, and shortly will open its transmitter at an earlier time than its competition, 6:25 A. M., instead of 6:30 A. M., as at present. The five-minute period will be devoted to the broadcasting of news.

Effective with the new opening time, WOR will present a commercially sponsored series daily from 6:30 to 6:45 A. M. Neither the identity of the sponsor nor the starting date of the series is known at present, but it is known that the series is slated for early fall. The new show will be one of the earliest sponsored hours in radio.

New Audience Show Over NBC Sept. 20

A new audience participation series, titled "Battle of the Sexes," and starring Frank Crumit and Julia Sanderson, will begin over the NBC-Red network Sept. 20, and Tuesdays thereafter from 9 to 9:30 P. M. The broadcasts will be sponsored by Molle Shaving Cream, which currently is sponsoring Parks Johnson and Wally Butterworth in the "Vox Pop" broadcasts.

Meanwhile, the "Vox Pop" broadcasters have found themselves a new sponsor, and beginning Oct. 1 they will be presented by Kentucky Club smoking tobacco. Their new schedule will be Saturdays from 9 to 9:30 P. M. on the NBC-Red network.

Texaco Closes for Time Over CBS Web

The Texaco Co., which has been reported shopping for a new network series for some time, finally has made its choice. Yesterday an order for the Wednesday 9:30 to 10 P. M. period on CBS was contracted for by Buchanan & Co., the agency handling the Texaco account.

Program details, however, are being withheld by the agency, as is also the starting date for the new series.

Plan New WABC Series

A new local series, to be presented over WABC only, will be offered Mondays through Saturdays from 11 to 11:10 P. M. starting Sept. 5. The series will be titled "Gotham Gazette," and will consist of comments about New York events and happenings. Gruen Watch Co. will sponsor, through McCann-Erickson.

Parker with Burns-Allen

Frank Parker, who is on his way back from the Honolulu vacation which was interrupted by a death in his family, will appear in the first two Burns and Allen broadcasts when the comedians return to the air for their new sponsor.

Peggy Rowles in Series

Pittsburgh, Aug. 15. — Polly Rowles, Pittsburgh girl who was under contract to Universal, has returned to star in "Pierre, the Trapper," a new commercial script on WCAE sponsored by Jerome Wolk and Brother.

▸ Radio Personals

IREENE WICKER will sail Europe next week for her long vacation in years. . . . Ma Gosch, CBS producer, has returne New York to resume his produc duties from the east.

Bob Welch of Young & Rubica radio department was married Templeton Fox, radio actress, ye day . . . Norma Shearer, who New York to attend tonight's "M Antoinette" opening, will be h over WHN in an interview prece the showing of the picture . . . Landry, radio editor of *Variety*, sail for Europe tomorrow fo month's vacation.

✚

Pittsburgh

Bernie Armstrong and his v Dorothy Bushey, both of KDKA, back from Hollywood. . . . Jea Baxter succeeds Nancy Martin as tured vocalist with the "Airline WCAE's staff band. . . . Bob C man's band, featuring Ruby Rubi Dave Rubinoff's daughter, has g into the Lincoln Terrace with KDKA wire. . . . Dick Hogue, f the NBC announcers' school, KDKA's newest announcer. He the vacancy created by Glen Ri transfer to the NBC announcing s in New York. Bill Sutherland comes the station's senior annou with Riggs' departure. . . . KD will broadcast all of Penn Sta football games this season. . . . I othy Rosenberg, one of the "T Sophisticated Ladies" on WCAE, become Mrs. Phillip Latterman Sunday.

WBRY Promotes Hen

New Haven, Aug. 15.—Jack He WBRY station director, has been moted to studio director and prog manager at the WBRY Water headquarters, supervising New Ha in addition, until the fall. David Halpern, former Waterbury head, resigned to accept appointment as licity director for the Republ Party in Connecticut.

Rhythm Boys Are Sign

The Rhythm Boys' Orchestra Eddy Brandt has signed a cont with De Witt Hotels. They will gin Sept. 15 at the Neil House Columbus, and then go to the lenden Hotel in Cleveland and De Witt Hotel in Albany.

Will Air Film Stun

WOR-Mutual, in coopera tion with Paramount on Aug 20 at 11:15 P. M., E.D.S.T. will present a broadcast from Blowing Rock, N. C., wher 250 hillbillies will assemble t see their first motion pic tures.

"Spawn of the North" wil be the initiating film an there will also be short sub jects and newsreels. Official have obtained affidavits from the 250 backwoodsmen testi fying that they never hav seen a screen presentation.

A t.
I elligent
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F ture
I ustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

44. NO. 33 NEW YORK, WEDNESDAY, AUGUST 17, 1938 TEN CENTS

evival of the NA Voted by eb Affiliates

R. Rosenbaum Named Chairman of Unit

ICAGO, Aug. 16.—More than 80 rk affiliates convening at Stevens today voted to establish the In- dent Radio Network Affiliates ermanent basis as a section with- National Association of Broad- s with permanent organization llows: Samuel R. Rosenbaum, L, Philadelphia, chairman: Mark idge, WHAS, Louisville, vice- man, and L. B. Wilson, Cincin- treasurer. George W. Norton, was secretary of the convention . Letters of approval of the ac- taken at the meeting today were

(*Continued on page* 16)

xas State Web Vill Join Mutual On September 15

HICAGO, Aug. 16.—Twenty-three ons in the Texas State Network y became part of the Mutual net- k in a deal consummated here be- n Fred Weber, Mutual general ager, Elliot Roosevelt, president he Texas network, and Neil Bar- vice-president of the same web. otiations began a month ago.

he T. S. N. stations will become of Mutual on Sept. 15, increasing number of Mutual's outlets in the

(*Continued on page* 16)

AB to Aid Hull In Latin America

VASHINGTON, Aug. 16.—American adcasters today offered Secretary of te Hull their cooperation in the rt of the newly created division of ltural Relations to build friendly ations with Latin American nations.

n a letter to the Secretary of State, ville Miller, president of the Na- al Association of Broadcasters, lared that broadcasting would engthen the ties between North and uth America, without resorting to paganda.

More Radio—P. 16

Paine Is Put In Charge of Accessories

Will Handle Finances of Big Phase of Drive

Charles B. Paine, former treasurer of Universal, was designated yesterday to handle financial phases of the sale and distribution of accessories for the "Motion Pictures' Greatest Year" campaign.

Mr. Paine will temporarily suspend the activities in which he has interested himself since leaving Universal in order to take over the campaign work next Monday. He will work with Frank C. Walker, treasurer of the campaign, and James Clark, chairman of the accessories committee, and will make his headquarters in the RKO Building.

Exhibitors who subscribe to the campaign fund will be accorded preference in selection of campaign accessories and materials in accordance with the receipt of their pledges and

(*Continued on page* 15)

N. J. Allied Opposes Sharing in Ad Drive

ASBURY PARK, Aug. 16.—Allied Theatre Owners of New Jersey adopted a resolution at a meeting here today which calls for the resignation of any of its officers and directors from posts which they may be holding on committees of the New York exchange territory for the "Motion Pictures' Greatest Year" campaign. The resolution also calls upon the organization to inform its members that participation in the national industry

(*Continued on page* 15)

DONOVAN MAY BE HEAD OF COUNSEL

Firm Already Represents RKO Companies in Trust Action

Coincident with the filing of additional stipulations in Federal court here yesterday for extensions to Nov. 1 of the time for defendants to reply to the Government's bill of complaint in its anti-trust proceeding, it was learned that the law firm of Donovan, Leisure, Newton & Lumbard is being considered in major company circles as the choice for chief counsel to the defendants in the action.

The firm, which is headed by Colonel William J. Donovan, already is counsel for most of the RKO corporate and individual defendants, as well as for Irving Trust Co. which, as reorganization trustee for RKO, is also defendant. The Donovan firm has been identified with many important anti-trust cases in the past, the most recent of which was that brought by the Government against major oil companies and allied enterprises and tried at Madison, Wis., a year ago.

The new stipulations filed yesterday revealed that Goldwater & Flynn is

(*Continued on page* 15)

Hour Law May Not Apply to Film Players

WASHINGTON, Aug. 16.—The hour provisions of the new Labor Standards Act probably will not apply to motion picture talent, which will be considered as professional, it was indicated today by Elmer F. Andrews, Administrator, as he took over the duties of his office.

Mr. Andrews was sworn in at noon, and shortly thereafter held a press conference at which he discussed some of the problems which he must solve before the wage-hour law goes into effect Oct. 24.

Discussing some of the classes of labor whose status under the act is vague, the administrator referred to the motion picture industry as one in

(*Continued on page* 15)

RKO Signs Deal for Corrigan Life Story

RKO has closed a deal with Douglas Corrigan, under which the company will film the life story of the Atlantic flier. The contract was signed yesterday with Leo Spitz, president of RKO, acting for the company.

Production will begin on completion of the script, which is already under way at the studio under the

(*Continued on page* 15)

'Marie Antoinette' Opening Is Sensational, Willy Nilly

By IRENE KUHN

Metro advertised it as a premiere without ostentation. But when the big lights pierced the torrid atmosphere of Broadway after dark last night, and the invitees began arriving at the Astor for the opening of "Marie Antoinette" the premiere lived up to traditions and more.

The simplicity that canny Howard Dietz advertised as marking the opening of a brilliant picture, four years in the making, just wasn't there. Instead there were bejewelled and sparkling girls, men in faultless summer evening attire, 70 police, afoot and on horseback, arc lights that made the hot night torrid, shuffling mobs, NTG and Ray Saunders taking turns at the WHN mike in the lobby, fashion critics and commentators—even, believe it or not, two pickets. One succumbed to the heat and then there was only one. Just one A. F. of L. gent urging an eager mob not to patronize the theatre. Heywood Broun,

(*Continued on page* 6)

House Probers May Take in Hollywood

WASHINGTON, Aug. 16.—Members of the House committee investigating un-American activities may go to Hollywood to study in more detail the charges of its investigator, Edward Sullivan, that members of the film industry are financing Communistic activities, it was indicated today by Chairman Martin Dies of Texas.

Mr. Sullivan is expected to testify before the committee in the near future as to the sources of the informa-

(*Continued on page* 15)

Crabtree Is Honored At Rochester Dinner

ROCHESTER, Aug. 16.—John I. Crabtree, head of the department of photographic chemistry at the Kodak Research Laboratories, and former president of the Society of Motion Picture Engineers, was honored tonight at a dinner at the Ridgemont Golf Club, celebating his 25th anniversary with the laboratories.

The banquet was informal, with Edward Peck Curtis, sales manager

(*Continued on page* 15)

Snider Will Seek "Another Chance" For Distributors

A plea that Australian exhibitors give the major distributors "another chance" before pressing for Government action will be urged by Leon S. Snider, joint managing director of the Snider-Dean circuit, when he returns to Australia in the fall, he said last night before leaving for Washington.

Mr. Snider will confer with Abram F. Myers, general counsel of Allied, in Washington for "an interchange of information and ideas" and the various Government moves against the industry will be discussed. It is probable that the interchange will be continued after Mr. Snider returns to Australia.

He said that he has discussed exhibitor grievances with foreign department heads of virtually every major company, that they realize the seriousness of the situation and, anxious to hold the market, have pledged reforms.

Mr. Snider, who is an authorized spokesman for the New South Wales Exhibitors Association, said he will inform the body that the distributors have promised to be "open and fair" in their dealings with exhibitors.

"If they keep their promise, they will get our support against the Government reforms that are brewing," he said. "Otherwise, we will have no alternative."

May Probe "Aggression"

Mr. Snider said that the Australian Government has "unofficially indicated" it would investigate instances of major distributor "aggression" against independent exhibitors, including the building of new theatres in opposition to established operators, and that this might lead to a "divorcement" suit similar to that in North Dakota. In fact, he indicated, it requires only the support of the independent exhibitors in Australia to get such legislation through.

"Ninety per cent of what the distributors in Australia and New Zealand do is right," he declared. "It is the other 10 per cent that creates the trouble."

Leaving Washington, Mr. and Mrs. Snider will go to Chicago and after a short vacation in Canada will depart for Los Angeles where they will meet George Dean, the other joint managing director of the circuit, who will arrive Sept. 5. The Sniders will leave shortly thereafter for Sydney, after a trip of nine months which took them across the country and to London and back.

Levy Closes with Schine

Jules Levy, RKO general sales manager, has closed a deal with the Schine circuit for the entire 1938-'39 lineup in 65 theatres. Mr. Levy says this year's circuit deals are more than 300 ahead of last year at this time.

Among those closed are: National, 350 houses; Warners, 325; Interstate and Texas Consolidated, 90; M. A. Lightman, 50; Sparks, 70; Chatkin, five; Butterfield, 90; Durkee, 18; Minnesota Amusement, 40; United Circuit of California, 60; Famous Players Canadian, 100.

Hollywood Preview

"Spawn of the North"

(Paramount)

Hollywood, Aug. 16.—"Spawn of the North" is a showman's dream come true. It presents one of the rarest spectacles ever presented on the screen, the breaking of an Alaska glacier, accompanied by the roar of millions of tons of ice as it falls into the sea. It is a virile, gripping drama, heightened by two love stories, one of which is fulfilled, the other not.

It has action, danger and suspense. It has lightning touches of comedy. Its background is virtually virgin territory for exploitation, that of salmon fishing and piracy in Alaska in pioneer days. This Paramount picture has marquee names, George Raft, Henry Fonda, Dorothy Lamour, Akim Tamiroff, John Barrymore, Louise Platt, Lynne Overman.

Several years in preparation, the film emerges as a blend of the menaces of nature and of man to the happiness of a hardy group of Alaskan pioneers, a story based on the history of Seward's Folly.

So breath-taking are some of the scenes that the preview audience at the Westwood Village Theatre was sitting on the edge of its collective seat, and sighed audibly at the conclusion. Raft has his best role to date as an irresponsible Alaskan adventurer. Fonda plays the part of the rat's closest friend who shoots him in the fight between pirates and fishermen. Miss Lamour discards her sarong to become the hardened hotel keeper. Tamiroff is the villainous leader of the Russian pirates. Miss Platt, of whom much may be heard later, is the principal love interest. Barrymore and Overman supply much of the comedy relief and are given a hard race for honors by Slicker, a trained seal. Others in the case are Fuzzy Knight, Vladimir Sokoloff, Duncan Renaldo, John Wray, Michio Ito, Stanley Andrews and Richard Ung.

Henry Hathaway, whose directorial accomplishments include "Souls at Sea" and "Lives of a Bengal Lancer," guided "Spawn of the North." Jules Furthman and Talbot Jennings wrote the screenplay from the widely known novel by Barrett Willoughby. Direction and screenplay both stress action and conflict. The principal conflict is between Raft and Fonda, the former turning to piracy under Tamiroff's leadership and the latter going into the cannery business. After many raids the fishermen arm themselves to rid the territory of the pirates. In spectacular battle scenes during which harpoons are shot through the bottoms of boats and hatchets are thrown with amazing reality, Fonda wounds Raft. Tamiroff escapes and vows vengeance on Fonda but Raft, dying, tricks Tamiroff and carries him and his boat into the path of the falling ice. The picture contains some of the most outstanding natural photography ever recorded. Three cinematographers, Charles Lang, Jr., Farciot Edouart and Gordon Jennings are credited. Albert Lewin produced the picture.

Running time, 110 minutes. "G." Vance King

DeTitta Given Farewell

Arthur DeTitta, recently appointed assistant European director of Movietone News, was honored last night at a farewell party at the 21 Club attended by 20th Century-Fox home office and Movietone News executives. He was presented a gift. Mr. DeTitta has been in charge for the newsreel in Washington. He will sail today with Mrs. DeTitta on the *Normandie*.

Van Schmus Returning

W. G. Van Schmus, managing director of the Music Hall, will return today on the *Rex* from a six-week vacation in France and Italy with his wife. He will be greeted at the pier by Priscilla Lane, Warner star, who arrived yesterday by United Airlines to attend the opening of her new picture, "Four Daughters," at the Music Hall tomorrow.

Larry O'Reilly Returns

Larry O'Reilly of Pathe News returned from Saratoga yesterday after completing a racing film to be titled "Blue Grass" and released in November in Pathe's Sportscope series for RKO. The film was in production several months.

To Open Comerford Spot

Wilkes Barre, Pa., Aug. 16.—The Comerford-Publix Corp. will open the New Comerford here on Thursday. The doors will open in the afternoon without formality, but a group of industry representatives has been invited and a luncheon will follow the opening. Arrangements are being handled bv John Nolan and J. J. O'Leary.

Irving Maas to Sail

Irving Maas, director of foreign service for 20th Century-Fox, will sail Saturday on the *Ile de France* for a survey of general service and organization operations in Europe. He will make his base at Paris headquarters and plans to visit England, Italy, Belgium and Switzerland. He expects to return in October.

To Show Eastman Films

Eastman Kodak Co. and J. E. Brulatour, Inc., have sent out invitations to the trade for a cocktail party preview of "Highlights and Shadows" at the Waldorf Thursday at 5:30 P. M.

The film is the story of Kodak Park, the manufacturing section of Eastman Kodak Co.

Hirschberg Measur Is Again Voted Do

Albany, Aug. 16.—Despite the vance prediction that the Hirsch anti-gambling bill would prevail second move, another motion b author, the Orange County dis attorney, was defeated today with 55 affirmative votes while 85 deleg voted against. In rejecting effort force consideration by the entire delegates killed any chance of affi tive action on the bill.

A fortnight ago, the Hirschberg liamentary move lost by three v but an amendment prohibiting state from operating lotteries ap ently deprived its author of additi votes today.

Argument on "Birt Appeal Set Sept.

Albany, Aug. 16.—Argument the attempt of the American Con tee on Maternal Welfare to g court review of the censorship ba "Birth of a Baby" will be hear Troy Sept. 16.

Since Director Irwin Esr banned the picture originally ap have been heard by Dr. Frank Graves, commissioner of education by a committee of the Board of gents.

Para. Musical Short

Arrangements for the productio "A Song Is Born," featuring an inal musical score, have been pleted by Lou Diamond, head of Paramount short subject departr The film will be made by Larry ton, orchestra leader, arranger composer of "Dipsy Doodle." prominent songwriting teams will tribute numbers for the productio

MOTION PICTURE DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and lisher; J. M. JERAULD, Managing E JAMES A. CRON, Advertising Manager. TORIAL STAFF: Charles S. Aaronson, Jack ner, Al Finestone, Thomas Fitzsimmons, Sl A. Kane, Irene Kuhn, Joseph Priore.

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Entered as second class matter June 10, at the post office at New York, N. Y., the act of March 3, 1879.

Subscription rates per year $6 in the Am and foreign $12. Single copies 10 cents.

"There's a fortune in your mitt, Mr. M-G-M Showman!"

—while "The Crowd Roars" and "Love Finds Andy Hardy" continue to blast the heat with happy hold-overs, look what's coming!

PALMY DAYS AHEAD!

AUG. 26th

NORMA SHEARER
TYRONE POWER
"MARIE ANTOINETTE"
Direct to your Patrons at Popular Prices while Broadway and Los Angeles pay $2 to see it!

SEPT. 2nd

Janet GAYNOR
Robert MONTGOMERY
Franchot TONE
"THREE LOVES HAS NANCY"
Hysterical Preview brings forecast of sensational hit!

SEPT. 9th

SPENCER TRACY
MICKEY ROONEY
"BOYS TOWN"
The Greatest Heart Drama Ever Made!

SEPT. 16th

CLARK GABLE
MYRNA LOY
"TOO HOT TO HANDLE"
Still in production and already the talk of Hollywood!

SEPT. 30th

Wallace BEERY
Mickey ROONEY
"STABLEMATES"
Box-office honey with tears, thrills, laughter

ALSO IN SEPT. & OCT.
"LISTEN DARLING"
(Freddie Bartholomew, Judy Garland Mary Astor, Walter Pidgeon)
"VACATION FROM LOVE"
(Florence Rice, Dennis O'Keefe)
"YOUNG DR. KILDARE"

OCT. 28th

Jeanette MacDONALD
Nelson EDDY
VICTOR HERBERT'S
"SWEETHEARTS"
in Technicolor
Beyond your wildest dreams!

OCT. 14th

"THE GREAT WALTZ"
LUISE RAINER
FERNAND GRAVET
MILIZA KORJUS
Music on the cash register!

M-G-M

THE FRIENDLY COMPANY

◂ Purely Personal ▸

W. RAY COZINE, former Paramount director and now managing director for Kendor Productions, has written a new play, "Flight," which will open Aug. 22 at the Rockridge and on Broadway late in the fall after which Kendor will film it at the Film Art Studios in the Bronx.

●

EUGENE SCHULZ-BREIDEN, director of the Salzburg Opera Guild, will direct "Soliloquy," a play by VICTOR VICTOR which JOHN CAMERON and N. H. RAPPAPORT will present on the coast in association with HOMER CURRAN.

●

A. L. PRATCHETT, Central American distribution manager; S. E. PIERPOINT, general manager in Central America, and JASPER D. RAPOPORT, manager in Cuba,—all of Paramount—will arrive next Sunday on the *Veragua*.

●

JAIME SALVADOR, director of "Castillos en el Aire," the recent Eddie LeBaron-Monogram all-Spanish film made in Hollywood, is en route to Havana from the west coast to direct for Peliculas Cubanas, S. A.

●

DICK HENRY, in charge of foreign bookings for the William Morris office, will sail today on the *Normandie* for business and pleasure, to return in six weeks.

●

JACK FIEMAN, manager of Loew's Mayfair, yesterday completed 27 years with the circuit. He started as an usher at Loew's old Herald Square.

●

VYVYAN DONNER, Movietone fashion director, plans to shoot her first of a series of four Fashion Forecasts one-reelers in color this week.

●

ED ZABEL and MILTON HOSSFELD of National Theatres have returned from Kansas City where they attended the circuit's regional meeting.

●

ANNA D. ELLMER, office manager of Loew's advertising and publicity department, has returned from a vacation in Guatemala.

●

HARRY L. SOMMERER, RCA Photophone Division manager, has returned to the Camden plant after a three-week stay on the coast.

●

EDITH HEAD, Paramount studio designer, will sail on the *Normandie* today to look over the Paris and London fashions.

●

HARRY H. BUXBAUM and JOE LEE of the 20th Century-Fox exchange made a hatless twosome on Broadway yesterday.

●

HELEN O'TOOLE DALY, secretary of the local M.P.T.O.A. office, will observe her first wedding anniversary Sunday.

●

HARRY A. ROSS has returned from Bellefontaine, Ohio, where he was called due to the illness of his brother.

●

J. H. HOFFBERG has acquired national distribution rights to "Crimson Circle" and "Secret of Stamboul."

●

BILLY WEST, formerly of the Billy West comedies, is now Screeno distributor in California.

●

DON and MRS. AMECHE will return from Europe tomorrow on the *Rex*.

Lehr Gets Vacation

As a bonus for turning out three good shorts in his series of six "Kindergarten Comedies," Lew Lehr has been given a three-week trip to Europe and will sail with his wife today on the *Normandie*. The one-reelers were screened recently for Sidney R. Kent, Darryl F. Zanuck and Herman Wobber. Commendation followed, and Truman H. Talley, head of Movietone production, told Mr. Lehr he could take three weeks off, with expenses paid.

Cool!

AIR-COOLED SKYSLEEPERS

OVERNIGHT TO LOS ANGELES

Big, luxurious Flagship Skysleepers. No change of planes. Air-conditioned at airports —nature-cooled en route. The Southern All-Year route. Complimentary meals. To Los Angeles or San Francisco, $149.95. 10% saving on round-trip flights.

The MERCURY Lv. Newark . . 5:10 p.m.
The SOUTHERNER Lv. Newark . . 9:00 p.m.

FOR RESERVATIONS

Call your travel agent or VAnderbilt 3-2580. Ticket Offices: 45 Vanderbilt Avenue and Rockefeller Center, 18 W. 49th St.

AMERICAN AIRLINES Inc.

Anti-War Group Now Wants Films Studied

WASHINGTON, Aug. 16.—Inclusion in the Administration monopoly study of the motion picture industry of an investigation into the propaganda tie-up between the industry and the Government was recommended today by the National Council for Prevention of War.

Referring to the recent borrowing of Marine Band uniforms by M-G-M, the council declared there is a "well-worked-out understanding" between the military branches of the Government and the film industry under which, in return for the use of men and equipment, the industry advertises the Army and Navy. "Neither the Government nor the film industry seems to be losing sight of the mutual advantages of their arrangement," it was commented.

M-G-M Bookers Shifted

M-G-M's Detroit bookers have beer shifted by Alan F. Cummings, in charge of exchange operations, as follows: Arthur E. C. Zuelch of Detroit has been transferred to Minneapolis as first booker, succeeding Clyde Cutter, who resigned to become an exhibitor; Clifford Perry third booker, succeeds Mr. Zuelch, and Herbert Brown, student booker, has been given a permanent post.

Arrange Program for F. P. Canadian Meet

TORONTO, Aug. 15.—For the annual eastern managers' convention of Famous Players Canadian Corp. at the King Edward Hotel, Aug. 24-26, the program will be made up largely of round table conferences under the supervision of department heads from the home office, interspersed with a schedule of special screenings of the new season's highlight features, final announcements and preparations for the cooperative advertising drive and patrons' contest, general sessions at the opening and close of the three-day meeting and one social outing.

President N. L. Nathanson is expected to return from his visit to England in time for the conference to outline plans for the coming year. Speakers will include J. J. Fitzgibbons, managing director; Clarence Robson, eastern Canadian district manager; R. W. Bolstad, comptroller; Ben Geldsaler, chief booker, and T. J. Bragg, secretary-treasurer. Round table discussion will be led by C. A. Dentelbeck, supervisor of projection; J. A. Troyer, L. Geering, B. Whitham, R. Dale, James Nairn, Ben Cronk, R. Darby, P. Brown, Clair Appel and others.

Kansas Exhibitors To Meet on Sept. 7

KANSAS CITY, Aug. 16.—Directors of the Kansas-Missouri Theatres Association have set Sept. 7 and 8 as the dates for the organization's annual convention. It will be held in the Variety Club rooms here.

Chief topic of discussion at the convention will be the campaign on "Motion Pictures' Greatest Year," said John Stapel, president. Exhibitors also will discuss legislation, since both the Kansas and Missouri legislatures will meet early next year.

Directors named a special grievance committee to work out amicably several complaints filed with the association within recent weeks by exhibitors charging film companies with unfair protection. The committe is headed by George Harttmann, chairman; Ed Rolsky, R. R. Biechele and C. A. Schultz. All are directors.

"Spawn" to Be Shown In Carolina's Hills

Something new in the way of premieres has been scheduled by Robert Gillham of Paramount for "Spawn of the North." He will put the picture on before an invited audience of Carolina mountain dwellers who have never seen a picture before at Blowing Rock, N. C. Each mountaineer has sworn to an affidavit that he has never seen a film.

Newsreel men, syndicate writers and others will leave New York Friday night, and will motor from Charlotte to Blowing Rock Saturday morning. The mountaineers will get there on foot and horseback.

Mutual will broadcast the opening at 7:30 P. M., E.D.S.T.

Show "Patrol" on Ships

"Submarine Patrol," 20th Century-Fox film of submarine chasers during the World War, will be shown on U. S. Navy ships and at shore stations on Navy Day, Oct. 27.

National Theatres Ask Columnist Cu

LOS ANGELES, Aug. 16.—Possib ties of establishing a fair method control over radio columnists who view films and of eliminating gi aways entirely were the main top of discussion today at the second of the western regional convention ing held by National Theatres, l at the Ambassador. Frank Newm head of the Evergreen Circuit, ope the review question by declaring t radio reviewers of films often do m harm than good and declared stud should adopt some method of fair c trol over airings. He cited instan of what he termed unfair reviews s ing attacks on pictures were unw ranted in face of business films did.

George Powser, district manager Long Beach, the Imperial Valley a San Diego, stated that he is maki an experiment in eliminating giv ways entirely in his district and s gested that other district heads l into their situations for eventual to elimination of cash drawings, etc.

Herman Wobber was chief speal of the afternoon session. He discus film deals.

Other speakers were W. F. Rodg and E. M. Saunders of M-G-M, R resentatives Dick Spier, Rylis He ington and Bill Phillips.

The conclave started at 9 A. M. a wound up at a late hour this eveni with delegates going to the 20th C ury-Fox studio for a banquet given their honor by Darryl F. Zanuck, w made the principal address.

Fox Midwest Holds Managers' Meetin

KANSAS CITY, Aug. 16.—More t 100 managers of Fox Midwest thea and circuit executives met here day in the organization's annual c vention. Speakers outlined plans the third annual National Theat drive, which opens Sept. 1. The F Midwest division won the natio spring drive. The meeting will cl tomorrow.

Sessions are being held at the Hc President, with E. C. Rhoden, gene manager of Fox Midwest; Lon C his assistant, who also is Kansas C division manager; Harry A. McClu H. E. Jameyson, Fred Souttar a Edd Haas, district managers; Se Lawler, publicity and advertisi director, and others attending.

UNITED AIR LINES

New convenient schedules to

LOS ANGELES

United's "Continental," a de luxe Mainliner Sleeper, is the latest evening departure (7:15 p.m. DST), with arrival in Los Angeles before business opens (8:55 a.m.). Or for midnight departure, United's "Overland Flyer" is the fastest Sleeper.

Tickets: 58 E. 42nd Street, MUrray Hill 2-7300
Or travel bureaus, hotels.

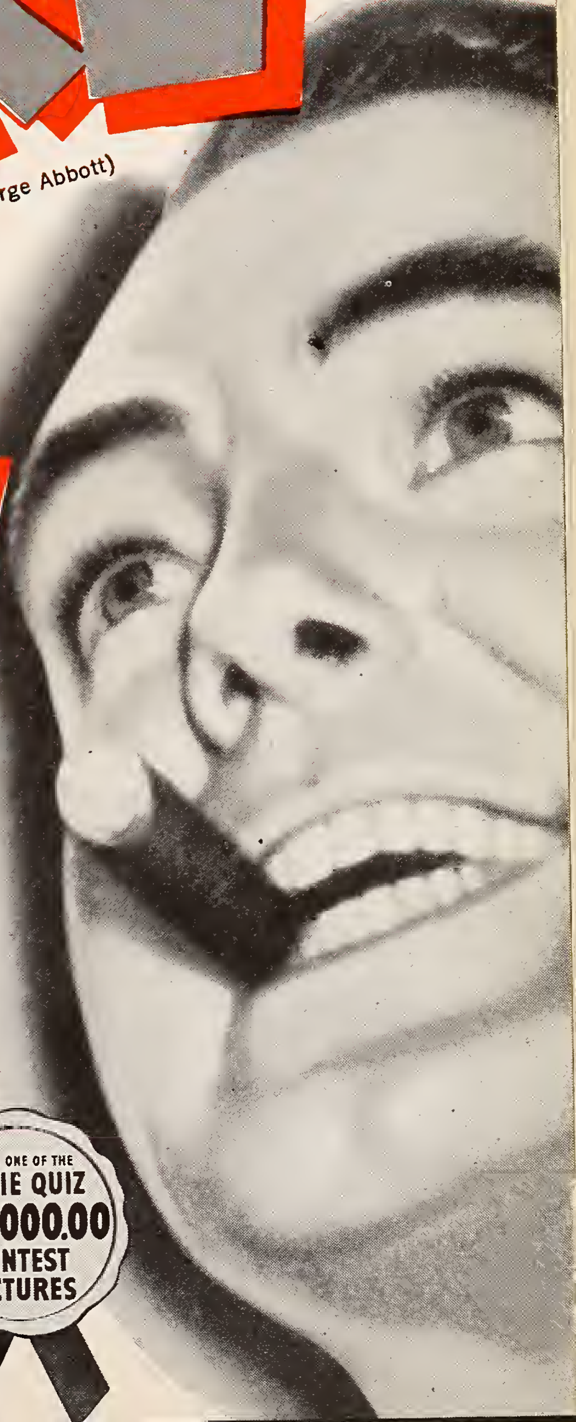
BOY, OH BOY, OH

Bella and Samuel Spewack's

BOY MEETS GIRL

(Play Produced by George Abbott)

A stage smash in 235 cities! Prize-winning 2-year run on Broadway!



AMES CAGNEY
meets
PAT O'BRIEN

on Aug. 27!

with **MARIE WILSON**

RALPH BELLAMY · FRANK McHUGH · DICK FORAN

Directed by LLOYD BACON

Screen Play by Bella and Samuel Spewack • A WARNER BROS. Picture

THIS IS ONE OF THE
MOVIE QUIZ
$250,000.00
CONTEST
PICTURES

U. A. Plans Big Ad Campaign on 'Drums'

The most extensive advertising, publicity and exploitation campaign ever accorded a British production will be undertaken by United Artists for Alexander Korda's "Drums," company officials stated yesterday.

Although the campaign is regarded by the company as directly in line with the merit of the production, it has an interesting sidelight in that it is expected to furnish the answer to the frequently heard British producer's complaint that the sales effort expended on a British picture by an American distributor is seldom of sufficient proportions to realize the full value of the production in the American market.

Among the highlights of the campaign planned for the picture by Lynn Farnol, United Artists advertising and publicity director, is a $60,000 magazine advertising campaign. The appropriation includes a four-color page in the *American Weekly*, single pages, some in two colors, in *Life, Look, Saturday Evening Post, Liberty, Colliers, Scholastic, Parents Magazine* and in eight "fan" magazines. The combined circulation of these is about 40,000,000.

To Use Daily Papers

In addition, the cooperative advertising which the company ordinarily conducts for its most important releases will appear in daily newspapers in 59 cities, representing the 48 states, and calculated to reach another 60,000,000 people. A trade paper campaign also is planned.

The publicity arrangements include four picture pages in *Life*, full pages in *Look, Newsweek* and *Pic*, together with feature stories on Sabu, the star, in *Colliers, Liberty*, syndicates and "fan" magazines. There will be newspaper serializations of the story and the full publicity facilities of the company. Radio programs will also be used. The United Artists' field exploitation staff will be utilized in the campaign and special press book work and national tieups arranged.

Sabu arrives here Sept. 12 for an extended schedule of personal appearances. The picture will open at the Music Hall, Sept. 22 or 29 and special sales effort will be devoted to it.

"Sailor" Week Gross $39,000 at Paramount

"Give Me a Sailor," with Chick Webb and his band on the stage, garnered $39,000 at the Paramount in the week ending last night.

The Strand, preparing for the start of its new stage show policy, will be closed next Wednesday and Thursday, opening the following day with "Boy Meets Girl" and a show headed by Ben Bernie and including Lila Deane, Norman Harris, Sylvia Shore, Betty Bruce and Art Frank.

"Modern Times" with Charlie Chaplin, which ran five weeks at the Rivoli in 1936, is reported doing "fair" at the Globe.

Gus Sun to Entertain

Springfield, O., Aug. 16.—Gus Sun, head of the vaudeville booking office which bears his name, will be host to theatre managers from Ohio, Kentucky, Indiana, Michigan, Illinois, Pennsylvania and West Virginia at a picnic Aug. 23 to be held at the Van Dyke Club, near Mechanicsburg, O.

The Newsreel Parade

In yesterday's issue, the newsreels generally made much of President Roosevelt's primary activity in Georgia, and gave ample coverage to the blind girl who returned when the authorities refused her permission to bring her "seeing eye" dog into England. A general variety of material made up the rest of the issue.

The reels and their contents follow.

Movietone News—Roosevelt in Georgia. Japanese bombing en route to Hankow. Miss California selected at Atlantic City. Berlin-to-New York plane at Floyd Bennett Field. Corrigan leaves Roosevelt Field. Fashion News. Saratoga Races. Swimming meet at Rye, N. Y. Cleveland open golf tourney. Soapbox derby at Akron. Lew Lehr and his "store teeth."

News of the Day—Roosevelt in Georgia. Miss America contest on. Blind girl's dog barred from England. Tammany chief goes on trial. Soapbox derby run in Akron. King George rides in small boat visiting boys' camp. Sea Biscuit wins in California. Sir Malcolm Campbell aims at new records. Bobby Riggs wins tennis crown.

Paramount News—Condor plane at Floyd Bennett Field. Tammany leader goes on trial. Blind girl returns from England when dog is barred. Sea Biscuit wins in California. Archers compete in England. Soapbox derby run in Akron. Swimming meet at Rye, N. Y. Distance runners go up Mt. Washington. Harlemites in dance contest.

RKO Pathe News—Roosevelt in Georgia. Reich flyers at Floyd Bennett Field. LaFollette quizzes steel chiefs. Blind girl back from England when dog is barred. Riggs wins tennis crown. Tammany chief goes on trial. Soapbox derby draws throng to Akron. Roosevelt son goes to work in Boston. Sea Biscuit wins close race.

Universal Newsreel—Roosevelt in Georgia. Lord Runciman in Czechoslovakia. A $50,000 stamp in Los Angeles. Blind girl back from England. Corrigan at Roosevelt field. Beauty contest in California. Sea Biscuit wins close race. Redskins of football in training. Soapbox derby run in Akron. Water skiing in France. Rodeo in Idaho.

'Marie Antoinette' Opening Is Sensational, Willy Nilly

(*Continued from page 1*)

who never goes through picket lines, went through this one last night.

Autograph seekers cluttered the entrance, and a cordon of police blocked all but the middle doors watching to see that none but those with pasteboards got in.

Early arrivals included the colorfully dressed Maharajah, Sirdar Hardit Singh Malik, from Kashmir, with his daughter, and the Grand Duke Alexander Romanoff.

Major Bowes, his hand in a bandage since the accident on his yacht which cost him a finger, spoke into the mike. So did Irving Caesar whose girl friend wore a coolie hat tied under her chin.

Mr. and Mrs. Roy Howard with Mr. and Mrs. M. H. Aylesworth came in before the theatre darkened. The Neil Agnews, the J. Robert Rubins and Metro's entire official family were on hand. Jack Cohn of Columbia was a bit late. Mrs. Herbert Mundin, wife of the comedian, was prompt. So were Joe Vogel, Eugene Picker, Mr. and Mrs. Jack Shea of the Shea theatres.

House Packed

Astor theatre manager Lee Cameron had the satisfaction of seeing the 1,144 seating capacity of the Astor taken up long before the first flash of the costume drama returning Norma Shearer to the screen. He gave Howard Dietz the good news that the largest advance sale ever recorded for the Astor is on the books, with $8,500 in for tomorrow, not counting brokers or receipts for last night's guests who bought.

"The picture has built continuously in public interest since we first opened the museum here on July 16," Mr. Dietz said. "Just a few persons short of a total of 200,000 have seen the exhibits we've had on display here from July 16th to the weekend when we dismantled the show to get the theatre ready for the picture."

Besides the Metro family all the major companies and most of the important distributors and exhibitors in the metropolitan area turned up last night, as well as a generous helping of well known New Yorkers and regular first nighters.

One face was missing—Norma Shearer's. The star arrived yesterday to attend the premiere but was overcome by the heat and kept in her hotel by physician's orders.

The picture starts a two-a-day run today, with 55 cents to $1 matinee prices and 55 cents to $2.20 at night.

And they were sending guillotines to the exhibitors last night for it was predicted the boys would all lose their heads over "Marie Antionette." Gag credit to Howard Dietz. "Marie Antoinette" was reviewed in the Motion Picture Daily on July 11th.

London's Exhibitors Will Ignore Council

London, Aug. 9.—Exhibitors here, it is understood, will ignore the City Council's suggestion of putting into voluntary action the new rule regarding seating.

It is reported that the Cinematograph Exhibitors' Association will probably examine the whole matter as a national issue following provincial indications of similar municipal action.

"U" to Mail Out Life

A thousand exhibitors will receive from Universal next week the June 20 issue of *Life* which contained a 14-page picture spread on "Dark Rapture."

The magazines will arrive just before national release date on this film.

O'Brien Film Titled

Hollywood, Aug. 16.—"Renegade Rangers" will be the final title of George O'Brien's next for RKO. It will be the fourth of the series and will complete the present O'Brien contract. He has been signed for six more.

Vitagraph Sues Over Use of Photographs

Vitagraph, Inc., filed a suit yesterday in the U. S. District Court against Behrend Motion Picture Supply House, Inc., in which the defendant was charged with plagiarizing 34 still photographs belonging to the plaintiff. The complaint stated that the defendant is in the business of manufacturing and distributing still photographs, posters and advertising material fo the exploitation and advertisement of motion pictures and that it unlawfully plagiarized and sold the still photographs which were the property of Vitagraph.

The complaint asked for an injunction and for an assessment of damages of $250 for each alleged plagiarism. In response to an application of Vitagraph, Federal Judge Robert P. Patterson yesterday issued a writ to impound the stills pending the outcome of a trial.

To Seek Increase of British Film Market

Representatives in this country of various English companies whose product is distributed in the United States will meet tomorrow at the offices of G. B. to discuss ways and means of increasing the popularity of the British film output among American audiences.

The statement disclosing the purpose of the meeting pointed out that in the current national advertising drive on behalf of the industry, British-made pictures "will not generally be included." That fact apparently has given rise to the planned meeting, which is intended to be followed by others until a program is worked out.

Venezuelans Here on Deal

Antonio Maria Delgado Gomez, producer-director, and Juan Martinez Pozueta, chief cameraman, of Venezuela Cinematografica-Caribe Films of Caracas, producer of "El Rompimiento," are here to negotiate a releasing deal. This is the first feature-length film produced in Venezuela.

Wall Street

Fractional Changes on Board

	Open	High	Low	Close	Net Change
Col.	13¾	13¾	13¾	13¾	+1¼
Cons.	1¼	1¼	1¼	1¼	.....
G. T. E.....	13½	13½	13½	13½	— ½
Loew	46½	48	46½	47¼	+ ⅝
Para.	9⅛	9⅝	9⅛	9½	+ ⅜
Para. 2.....	9⅜	9⅝	9⅜	9½	— ⅛
Pathe	8⅜	8⅞	8⅜	8⅞	+ ⅛
RKO	2⅜	2½	2⅜	2⅜	.....
20th Fox ..	24	24½	24	24½	+ ½
20th pfd....	33	33	33	33	+ ⅞
W. B.	6	6¼	6	6⅛	+ ⅛

Technicolor Up Slightly

	Open	High	Low	Close	Net Change
Sentry	5/16	5/16	5/16	5/16	.....
Sonotone ..	1⅝	1⅝	1⅝	1⅝	.....
Tech.	22½	22¾	22½	22¾	+ ¼
Trans-Lux	2¼	2¼	2¼	2¼	.....
Univ. Corp.	3¼	3¼	3¼	3¼	.....

Bond Recessions General

	High	Low	Close	Net Change
Loew 3½s '46....	100¼	100¼	100¼	— ⅛
Para. B'way 3s '55	62	62	62	.....
Para. Pict. 6s '55	96	96	96	.....
Para. Pict. '47....	80¾	80¾	80¾	— ¼
W. B. 6s '39....	75	75	75	—1

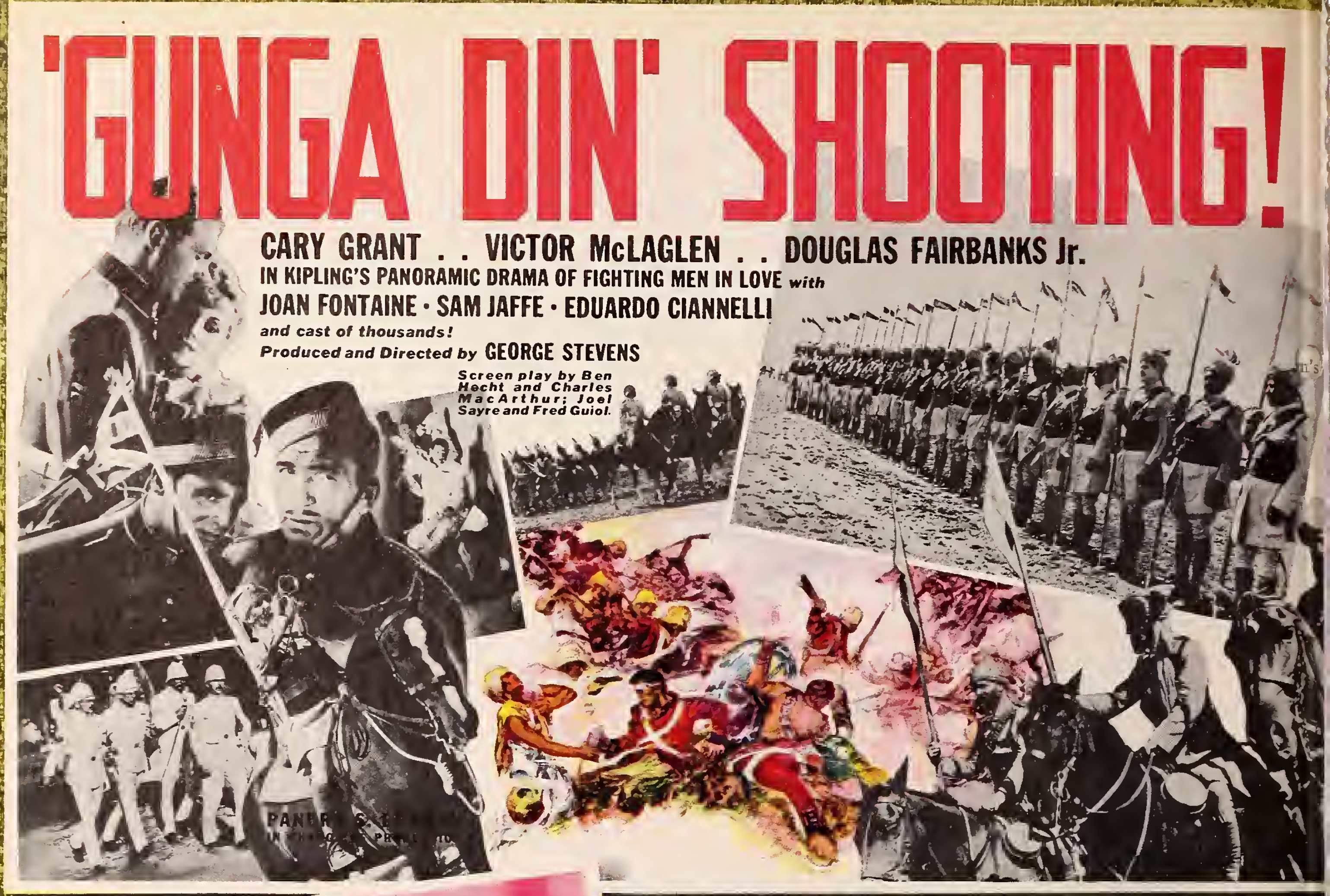
(Quotations at close of Aug. 16)

SHOW NEWS
FROM RKO RADIO

With the Astaire-Rogers-Berlin "Carefree" set for release on Labor Day . . . with "Gunga Din" and "Room Service", two of the biggest shows to be released by any company this Fall, in the cutting room . . . . with other important shows shooting and being moved into production as this announcement goes to press, ***RKO-RADIO Lays Its Show News on the Line.***

We have more box-office stars and more fine properties than ever before. Impressive as our program looks today, it will be augmented by box-office names and properties, and strengthened month by month, as alert showmanship in our studio, with Pandro S. Berman in charge of production, seizes every show opportunity.

54 FEATURES FOR 1938-39



'GUNGA DIN' SHOOTING!

CARY GRANT . . VICTOR McLAGLEN . . DOUGLAS FAIRBANKS Jr.

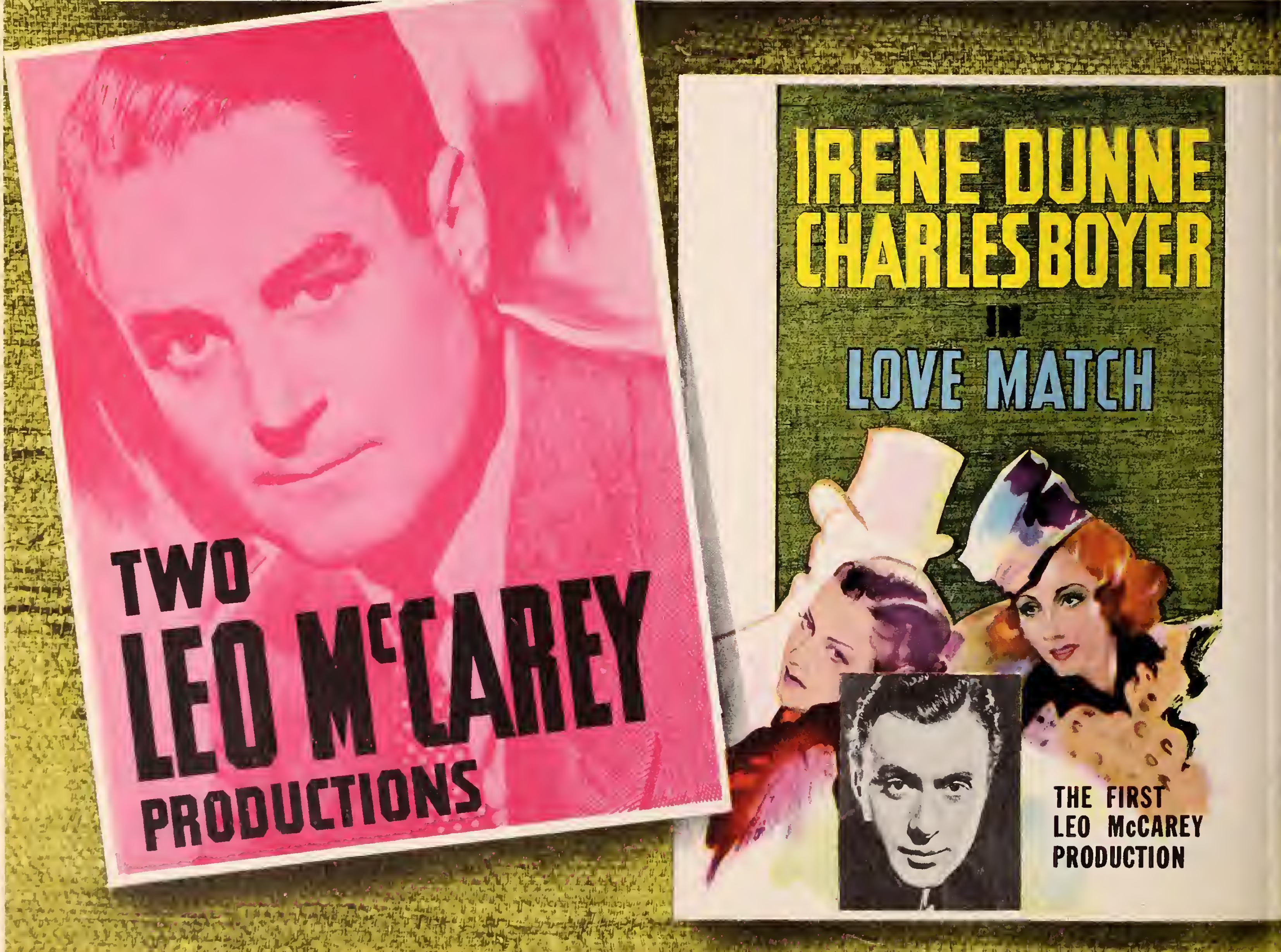
IN KIPLING'S PANORAMIC DRAMA OF FIGHTING MEN IN LOVE *with*

JOAN FONTAINE · SAM JAFFE · EDUARDO CIANNELLI

and cast of thousands!

Produced and Directed by **GEORGE STEVENS**

Screen play by Ben Hecht and Charles MacArthur; Joel Sayre and Fred Guiol.



TWO LEO McCAREY PRODUCTIONS

IRENE DUNNE CHARLES BOYER

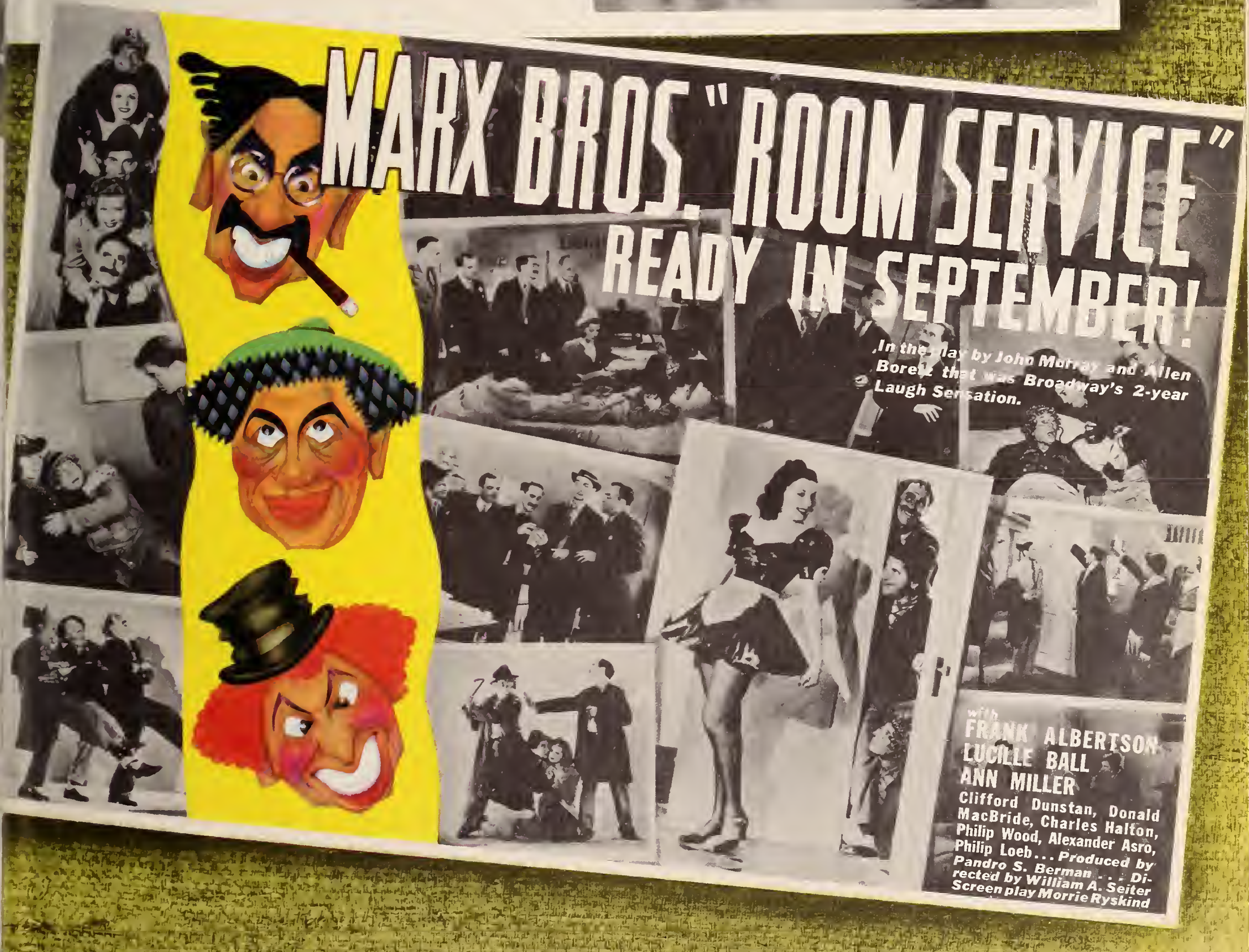
IN

LOVE MATCH

THE FIRST
LEO McCAREY
PRODUCTION

ASTAIRE ROGERS

WILL MAKE ANOTHER GREAT SHOW FOR YOU!



MARX BROS. "ROOM SERVICE" READY IN SEPTEMBER!

In the play by John Murray and Allen Boretz that was Broadway's 2-year Laugh Sensation.

with
FRANK ALBERTSON
LUCILLE BALL
ANN MILLER
Clifford Dunstan, Donald MacBride, Charles Halton, Philip Wood, Alexander Asro, Philip Loeb . . . Produced by Pandro S. Berman . . . Directed by William A. Seiter
Screen play Morrie Ryskind

COLBERT

"MEMORY OF LOVE"

"THE MAD MISS MANTON"

COMPLETED!

BARBARA STANWYCK
HENRY FONDA

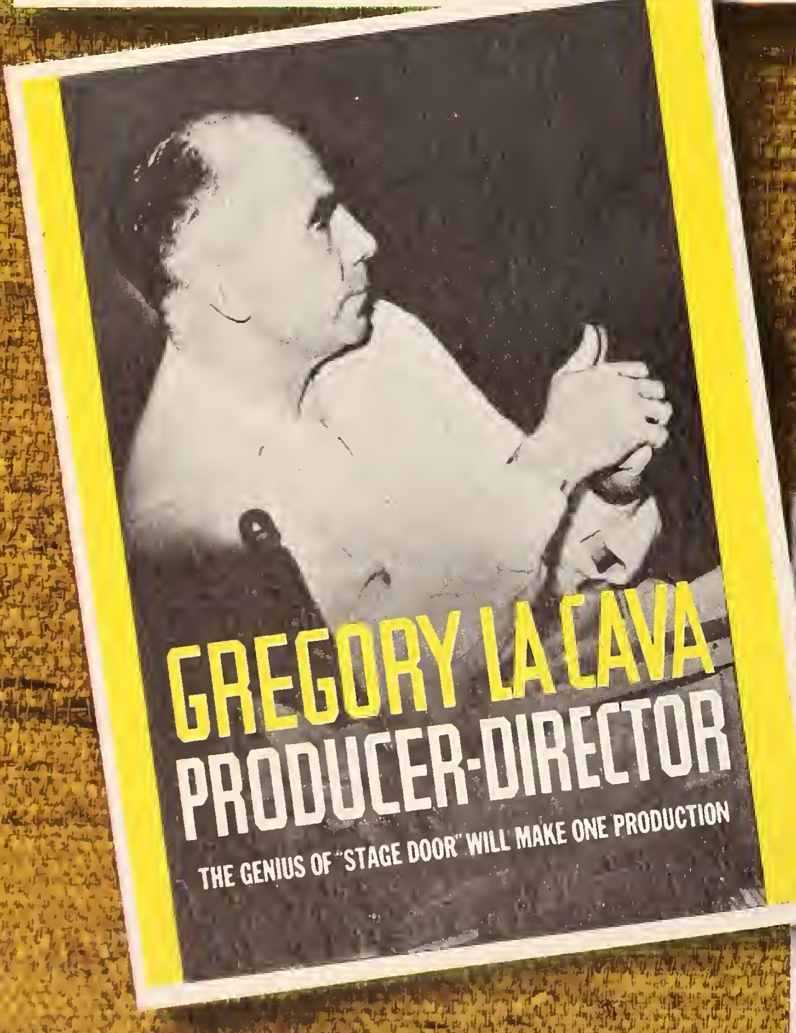
and great cast in the season's novel thriller!

Produc by P. J. Wolfson.
Direct by Leigh Jason.
PANDR S. BERMAN in
charge uction . . .

AND ONE ADDITIONAL BARBARA STANWYCK PRODUCTION

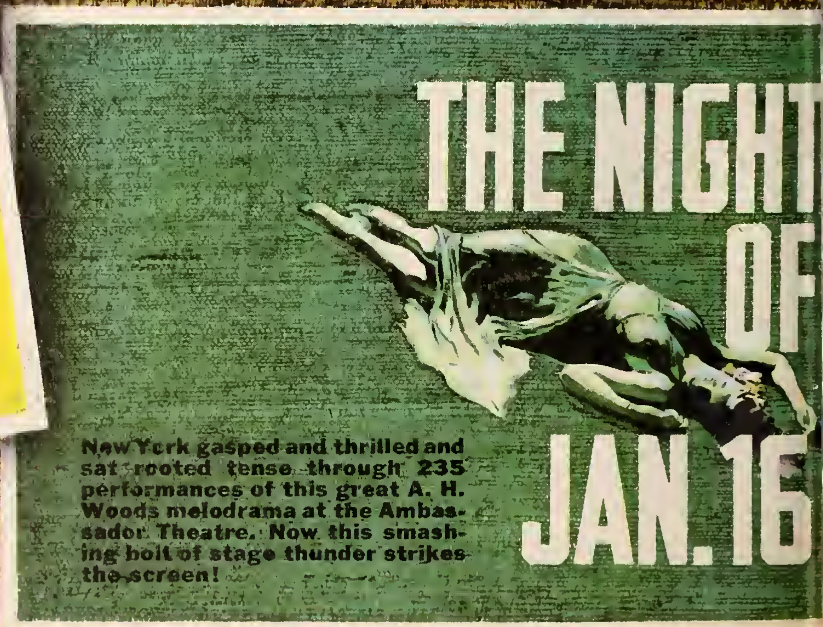
GEORGE STEVENS

SIGNED AS PRODUCER-DIRECTOR . . . CURRENTLY DIRECTING "GUNGA DI



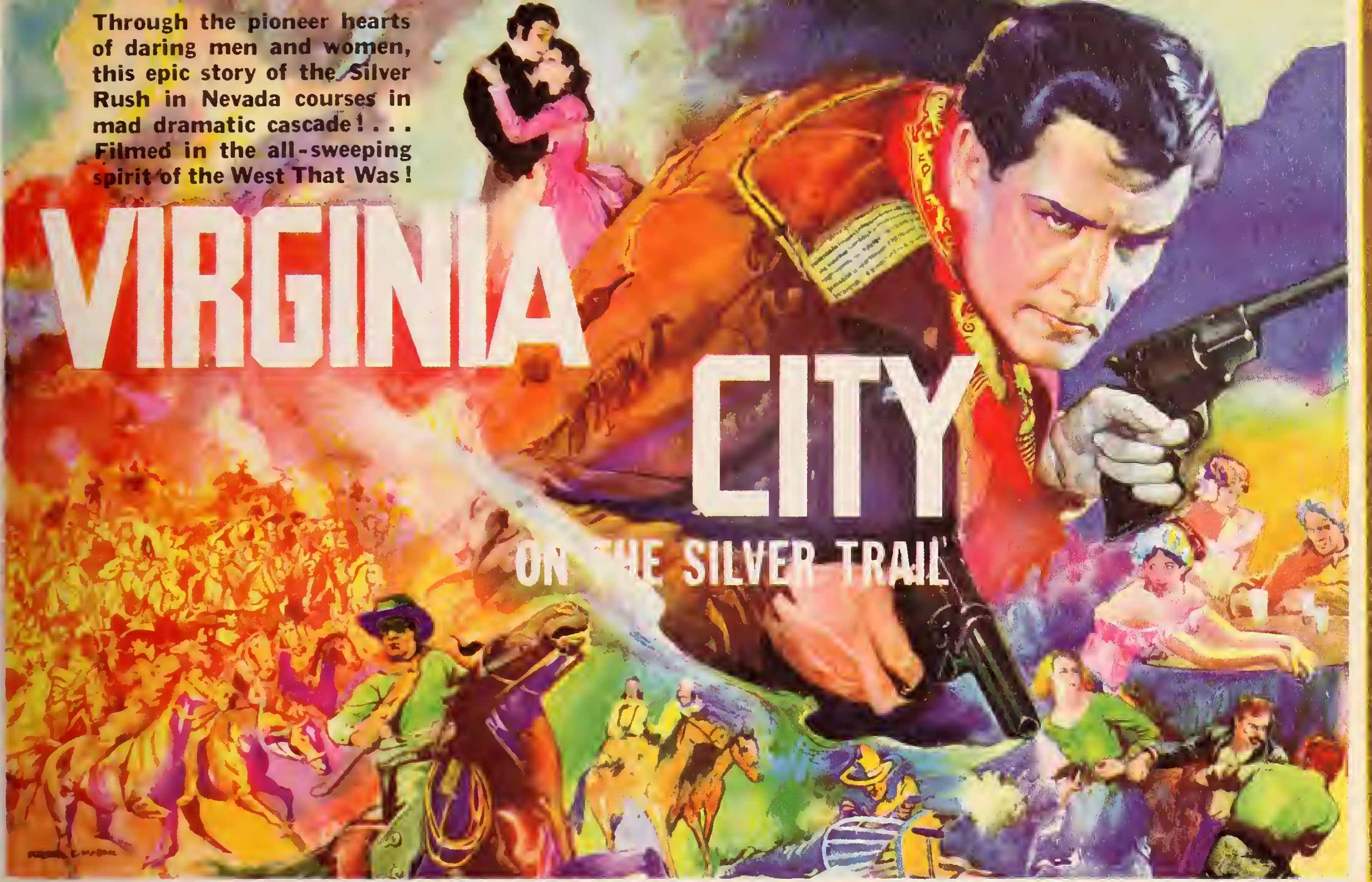
GREGORY LA CAVA PRODUCER-DIRECTOR

THE GENIUS OF "STAGE DOOR" WILL MAKE ONE PRODUCTION



THE NIGHT OF JAN. 16

New York gasped and thrilled and sat rooted tense through 235 performances of this great A. H. Woods melodrama at the Ambassador Theatre. Now this smashing bolt of stage thunder strikes the screen!



Through the pioneer hearts of daring men and women, this epic story of the Silver Rush in Nevada courses in mad dramatic cascade! . . . Filmed in the all-sweeping spirit of the West That Was!

VIRGINIA CITY

ON THE SILVER TRAIL

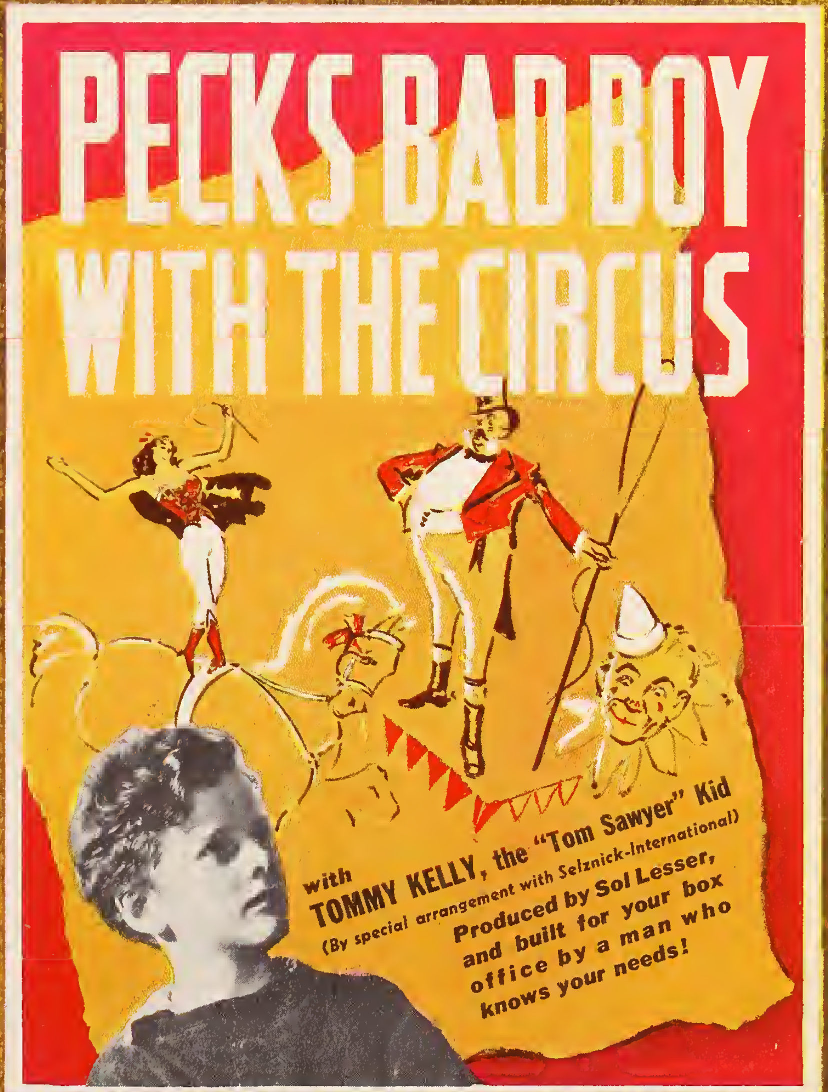
RKO SIGNS PETER HOLDEN

7-YEAR-OLD SENSATION OF N.Y. THEATRE SEASON WILL APPEAR IN PICTURE WITH BOB BURNS

When he starred in "On Borrowed Time" every New York critic raved like this!

"Peter Holden is, in our book, the greatest juvenile actor of our time. His is acting to stir the admiration of his elders in the craft."

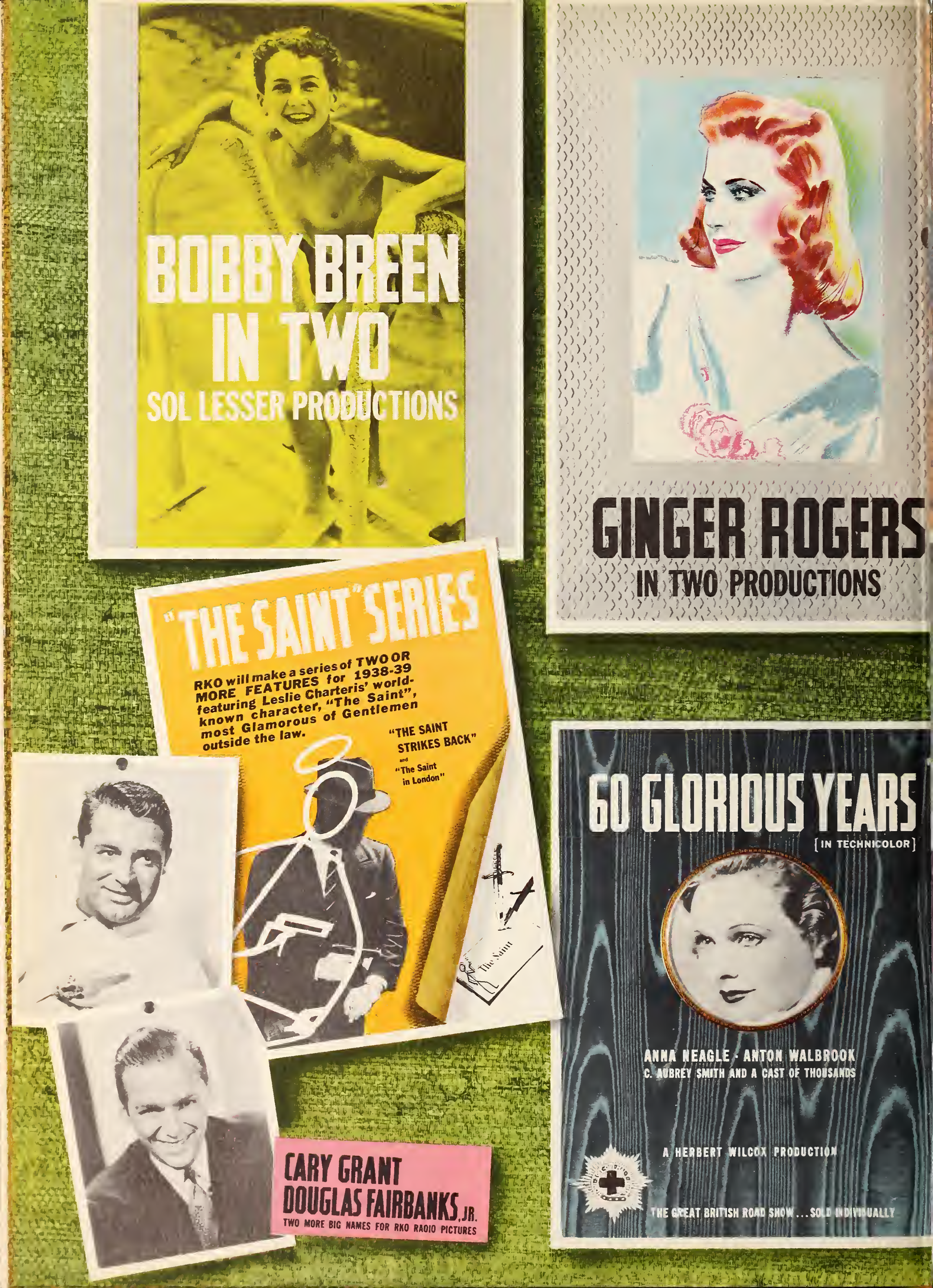
Robert Coleman, N.Y. Daily Mirror



PECKS BAD BOY WITH THE CIRCUS

with TOMMY KELLY, the "Tom Sawyer" Kid (By special arrangement with Selznick-International)

Produced by Sol Lesser, and built for your box office by a man who knows your needs!



BOBBY BREEN IN TWO

SOL LESSER PRODUCTIONS

GINGER ROGERS

IN TWO PRODUCTIONS

"THE SAINT" SERIES

RKO will make a series of TWO OR MORE FEATURES for 1938-39 featuring Leslie Charteris' world-known character, "The Saint", most Glamorous of Gentlemen outside the law.

"THE SAINT STRIKES BACK"
and
"The Saint in London"

The Saint

60 GLORIOUS YEARS

[IN TECHNICOLOR]

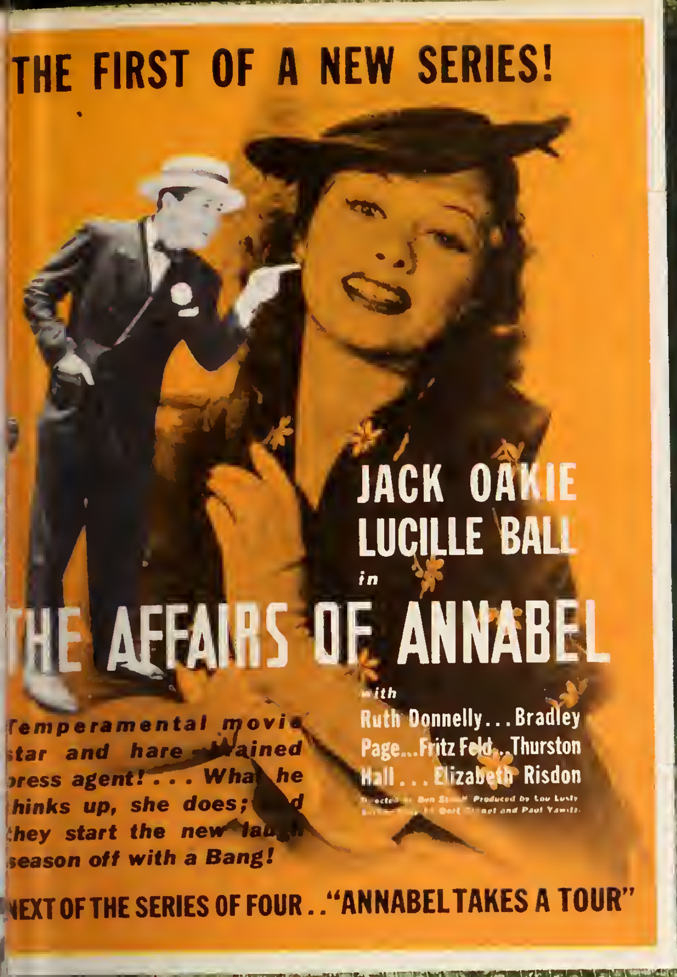
ANNA NEAGLE · ANTON WALBROOK
C. AUBREY SMITH AND A CAST OF THOUSANDS

A HERBERT WILCOX PRODUCTION

THE GREAT BRITISH ROAD SHOW . . . SOLD INDIVIDUALLY

CARY GRANT
DOUGLAS FAIRBANKS, JR.

TWO MORE BIG NAMES FOR RKO RADIO PICTURES



THE FIRST OF A NEW SERIES!

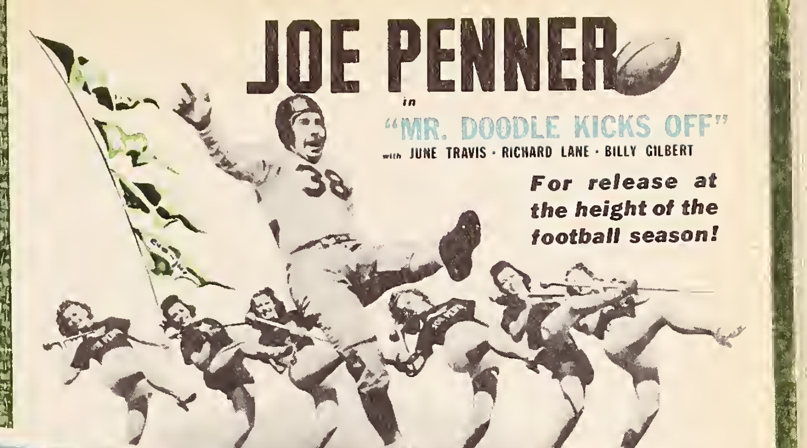
JACK OAKIE
LUCILLE BALL
in
THE AFFAIRS OF ANNABEL

with
Ruth Donnelly . . . Bradley Page . . . Fritz Feld . . . Thurston Hall . . . Elizabeth Risdon

Directed by Ben Stoloff Produced by Lou Lusty

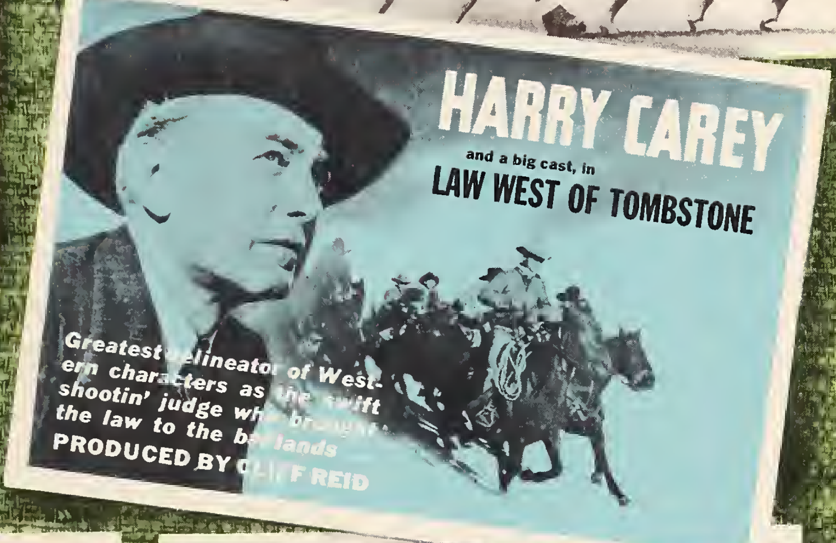
Temperamental movie star and hare-brained press agent! . . . What he thinks up, she does; and they start the new laugh season off with a Bang!

NEXT OF THE SERIES OF FOUR . . "ANNABEL TAKES A TOUR"



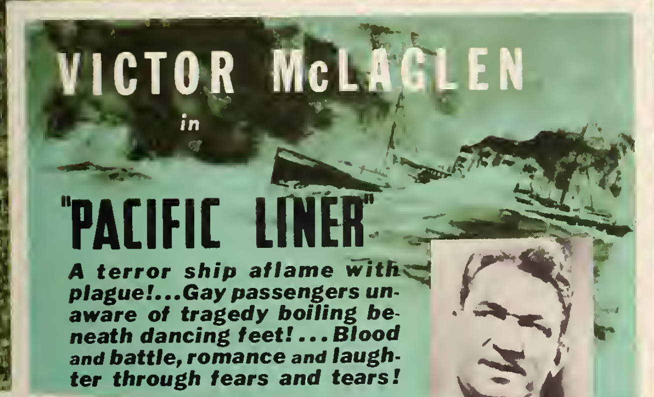
JOE PENNER
in
"MR. DOODLE KICKS OFF"
with JUNE TRAVIS · RICHARD LANE · BILLY GILBERT

For release at the height of the football season!



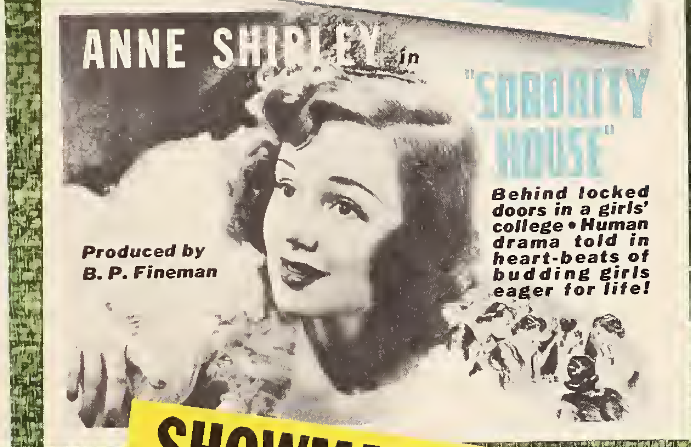
HARRY CAREY
and a big cast, in
LAW WEST OF TOMBSTONE

Greatest delineator of Western characters as the swift shootin' judge who brought the law to the badlands
PRODUCED BY CLIFF REID



VICTOR McLAGLEN
in
"PACIFIC LINER"

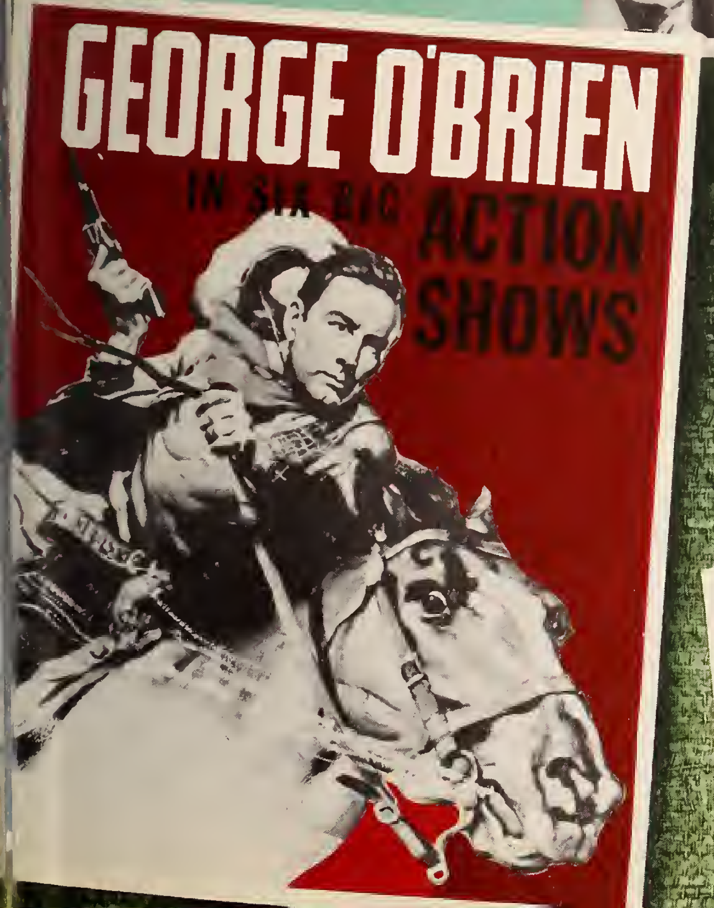
A terror ship aflame with plague! . . . Gay passengers unaware of tragedy boiling beneath dancing feet! . . . Blood and battle, romance and laughter through fears and tears!



ANNE SHIRLEY in
"SORORITY HOUSE"

Produced by
B. P. Fineman

Behind locked doors in a girls' college • Human drama told in heart-beats of budding girls eager for life!



GEORGE O'BRIEN
IN SIX BIG ACTION SHOWS

SHOWMANSHIP FEATURES

"A MAN TO REMEMBER"
Drama of a family doctor.

"THE INSIDE ROOM"
Couple visiting New York get mixed up in gangster murder.

"FIVE CAME BACK"
A giant clipper plane crashes in the jungle.

"WHAT'S YOUR NUMBER?"
Blasting the policy racket wide open!

"AIR PIRATE"
Up in the air for thrills with an outlaw of the clouds!

"WASHINGTON AGENT"
G-Men and Spies! in hair-raising thriller!

"THE MIRACLE RACKET"
SALLY EILERS in dramatic story of a smart show girl who turns evangelist and performs a "Miracle."

"WILDCAT BUS"
The inside dope on the rocket autos that carry passengers against the law.

"BEAUTY FOR THE ASKING"
Women spend millions for beauty . . . Here's the inside story of "beauty from bottles."

FUGITIVES FOR A NIGHT

An inside Hollywood story with a laugh and murder angle that make it totally different. with FRANK ALBERTSON . . ELEANOR LYNN . . Allan Lane, Bradley Page, Adrienne Ames, Jonathan Hale, Russell Hicks, Paul Guilfoyle . . Directed by Les Goodwins. Produced by Lou Lusty. . . Screen play by Dalton Trumbo.

SEPTEMBER RELEASE!

WALT DISNEY

THE BIGGEST NAME IN SHOW BUSINESS TODAY!

• • •

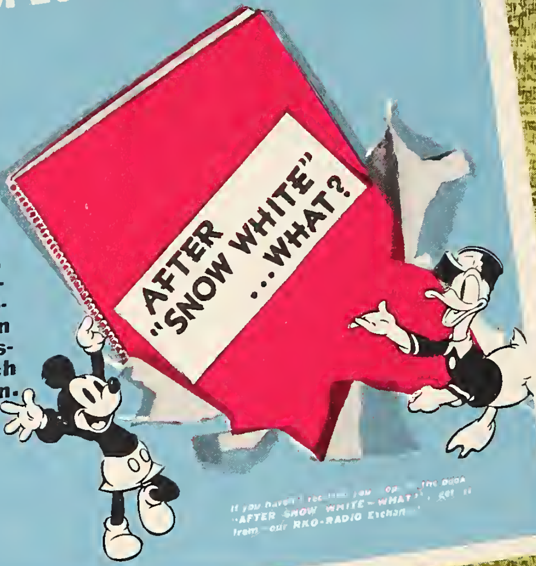
For the 1938-39 season there will be

18 WALT DISNEY

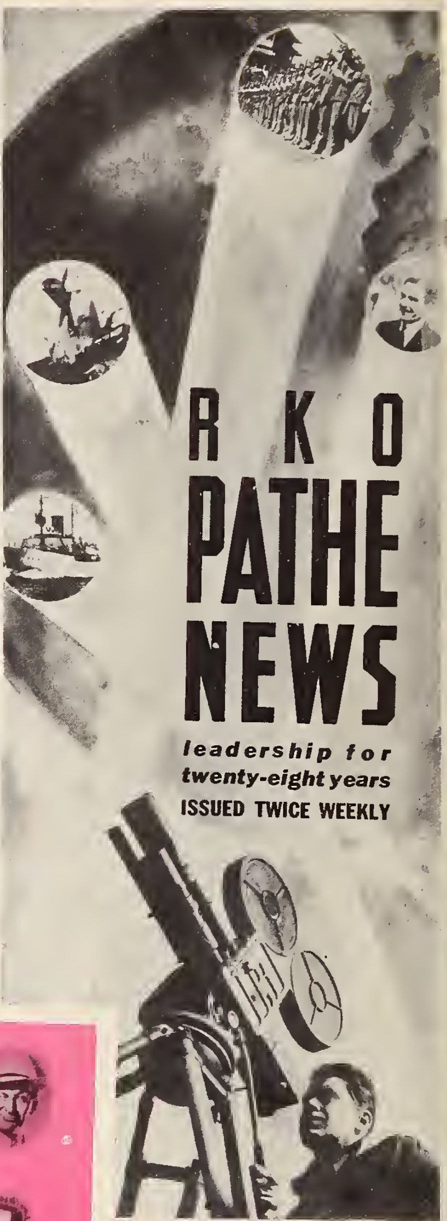
SHORT FEATURES — IN TECHNICOLOR

6 WILL BE SPECIAL ATTRACTIONS

So important is the announcement of these attractions.. so comprehensive the exploitation and campaigns for the Walt Disney program, that a special announcement book has been published . . giving the titles, release dates, and detailed information of advertising possibilities of each of the eighteen.


AFTER "SNOW WHITE" ...WHAT?

If you haven't received your copy of the book "AFTER SNOW WHITE—WHAT?", get it from our RKO-RADIO Exchange.



RKO PATHE NEWS

leadership for twenty-eight years

ISSUED TWICE WEEKLY

A Box Office Feature . . . 13 Times a Year

With each new release, exhibitors are discovering more concentrated interest in the March of Time than in any other screen series . . . they are finding that the March of Time is not only a new kind of dramatic news reporting—but exciting box office entertainment.

THE MARCH OF TIME

RELEASED BY RKO RADIO

PRODUCED BY THE EDITORS OF LIFE AND TIME

NEW EXCITING ISSUE EVERY FOUR WEEKS

RKO RADIO SHORT PRODUCTIONS

24 TWO-REEL COMEDIES

Edgar Kennedy, Leon Errol, Ray Whitley and his Singing-Playing Cowboys; Ted Fio Rito, Phil Harris, Charles (Buddy) Rogers and their Bands; and other names of similar marquee value.

13 NU-ATLAS MUSICALS

Flash acts, specialties, headliners in song and dance; . . . everything that's new and exciting. Produced by Milton Schwarzwald.

13 RKO-PATHE SPORTSCOPES

Covering the world of sports, indoor and out.

4 SHEILA BARRETT SPECIALTIES

The Queen of New York's smart dining-dancing places, presenting the impressions that have made her the talk of two continents.

9 RKO-PATHE SINGLE REEL SUBJECTS

Pictorial feature articles on the screen.

1 TWO-REEL DIONNE QUINTUPLETS PRODUCTION

RKO RADIO PICTURES

LITHO U.S.A.

(Note: *This announcement subject to changes and addi*

Paine Is Put In Charge of Accessories

(Continued from page 1)

mittances, George J. Schaefer, executive chairman of the campaign, said yesterday. As the pledges and remittances are received, the exhibitor's name will be forwarded to the exchange at which he obtains his accessories, or he will be supplied with a card denoting the order of his privilege to select materials, so that he may obtain them at the earliest time possible either by personal or mail order. The procedure is expected to prove highly advantageous to early subscribers as a heavy demand for the accessories is anticipated at the start of the campaign.

The exploitation sections of the campaign press book are now being printed. The section is of 16 pages, newspaper size and in two colors. Front and back covers of the section are in three colors. It contains a complete, illustrated list of campaign accessories, suggested ideas, stunts and tieups for local campaigns, instructions to exhibitors on community drives and complete instructions for handling the $250,000 Movie Quiz contest in local theatres.

The exploitation section as well as the remainder of the press book and the accessories are scheduled to be completed and on their way to exchanges in about a week.

Astor Meeting Set

Between 250 and 300 exhibitors from the metropolitan area are expected to attend the regional meeting at the Hotel Astor tomorrow.

Joseph M. Seider is chairman. Among the speakers will be Howard Dietz, James Clark and Oscar Doob. The aim of the meeting is to give every exhibitor complete information on the cooperative business drive and his own participation in it. Mr. Seider urges supervisors, managers and publicity directors to attend the meeting as well as theatre owners.

Additional regional meetings are scheduled for Montreal, Aug. 22; St. Louis, Aug. 22; Denver, Aug. 17; Halifax, Aug. 18, and San Francisco, Aug. 19.

At the Kansas City regional meeting yesterday 100 per cent exhibitor cooperation was pledged, according to word received at campaign headquarters here from Elmer C. Rhoden, head of the Kansas City committee.

Five trailers are being prepared for use in the drive, the first of which is scheduled to be completed within the next few days and in exchanges on Aug. 23.

Rowland Starts Series

William Rowland, head of Rowland Producciones, will start camera work Monday at Eastern Service Studios on his first film in Spanish for RKO release.

George Lewis, who has appeared in Spanish versions for 20th Century-Fox, and Eva Ortega will have the leads. Roberto Snody will direct, with Jack Shilkret handling the music. The title, "La Facinadora" ("Glamour Girl") may be changed. A series of six films is planned.

Connecticut Will Get Behind Ad Campaign

New Haven, Aug. 16.—Complete support of the industry advertising campaign was voted today at a meeting of exhibitors and financial contributions were pledged.

Among those present were representatives of Loew's, Warners, the Fishman theatres, and Jack Schwartz, A. M. Schuman, Maurice Schulman of Hartford, Irving Jacocks of Branford, Leo Bonoff of Madison, George Comdon of Westport, Leo Ricci of Meriden and Joseph Davis of Southintgon.

Jacob Fishman was elected chairman of a regional committee, the other members of which are Harry Shaw, Bernhard Hoffman, Lou Schaefer, Maurice Shulman and A. M. Shuman.

N. J. Allied Opposes Sharing in Ad Drive

(Continued from page 1)

advertising campaign is not recommended by it.

The reasons given for the resolution are that the campaign was undertaken without consultation with the New Jersey organization; that exhibitors, as well as producers and distributors, are asked to share in the cost of the campaign; that participation in it may place exhibitors in "a precarious position" in negotiating new season contracts, and that it might imply undue friendliness with the rest of the industry which is participating in the drive.

Outline Plans in Dallas

Dallas, Aug. 16.—Plans for local participation in the industry's national advertising drive were detailed here at a meeting yesterday, presided over by R. J. O'Donnell, district executive committee member. He introduced R. E. Griffith, district chairman, who outlined the plans, and J. W. Underwood and Hugh Owen also spoke.

A total of $3,500 in cash was collected. A prize of $750 was offered to the salesman who collects the greatest number of pledges from exhibitors in his territory.

Seattle Support Pledged

Seattle, Aug. 16.—A meeting today on the "Motion Pictures' Greatest Year" drive attended by approximately 150 exhibitors and distributors from all parts of Washington was presided over by John Danz, regional director. Subscriptions were pledged by approximately 95 per cent of those represented. Mr. Danz will appoint regional committees and further group sessions will be scheduled some time next week.

Crabtree Is Honored At Rochester Dinner

(Continued from page 1)

of the motion picture film division, acting as toastmaster. Dr. C. E. Kenneth Mees, vice-president in charge of research and development, made an informal address. Dr. Merle L. Dundon presented a barometer as a gift to Mr. Crabtree. Present and former members of the department headed by the guest of honor acted as hosts at the affair.

Donovan May Head Counsel In Trust Case

(Continued from page 1)

acting as counsel for Keith-Albee-Orpheum and officers of that RKO theatre affiliate. Goldwater & Flynn are attorneys for M. J. Meehan, who holds a majority of the K-A-O preferred stock.

The stipulations were signed in behalf of the Government by Wendell Berge, special assistant to the attorney general, and operate as an extension from Aug. 9. All the stipulations provided that if any of the defendants other than those specifically listed in any particular group should be served or should voluntarily appear by Oct. 12, the extensions would automatically cover them.

Goldwater & Flynn signed the extension as attorneys for K-A-O Corp., Malcolm Kingsberg and Leon Goldberg. Simpson, Thatcher & Bartlett acted as attorneys for Paramount Pictures, Inc., Paramount Pictures Distributing Co., Inc., Austin C. Keough, Earl I. McClintock, Barney Balaban, Y. Frank Freeman, Norman Collyer, John W. Hicks, Jr., Neil F. Agnew, Adolph Zukor, Henry Herzbrun, Stanton Griffis, Stephen Callaghan, Maurice Newton, Harvey Gibson, John Hertz and Duncan G. Harris.

RKO Attorneys Entered

Donovan, Leisure, Newton & Lumbard, as attorneys for Irving Trust Co., trustee for Radio Keith Orpheum Corp., RKO Radio Pictures, Inc., Pathe News, Inc., The Van Beuren Corp., RKO-Proctor Corp., RKO Midwest Corp., Leo Spitz, Ned E. Depinet, William Mallard, William H. Clark and Jules Levy also entered into the extension arrangement.

Schwartz & Frohlich filed a notice of appearance yesterday in the suit, advising the Government that they represent Columbia Pictures Corp. of California, Ltd., Screen Gems, Inc., Mendel Silberberg, William Holman, George Winkler, Ted Elias and Charles Mintz, and would act as their attorneys.

RKO Signs Deal for Corrigan Life Story

(Continued from page 1)

supervision of Pandro S. Berman, vice-president in charge of production. The flier left for Albany on an air tour after signing the contract, and will confer on the production when he concludes the tour in California.

No Billboard Amendment

Albany, Aug. 16.—In the wake of Monday night's defeat of the billboard limitation amendment offered by Conservation Commissioner Lithgow Osborne, Capitol Hill observers predict that efforts to ban highway advertising will be left to the legislature.

Finish "Dark Rapture"

Armand Denis, explorer-producer, has completed editing of "Dark Rapture" and the picture will be nationally released by Universal Aug 26.

Hour Law May Not Apply to Film Players

(Continued from page 1)

which there was some worry as to which employes would be covered by the law. While he said he could not make a definite pronouncement at this time, Mr. Andrews suggested that in all probability actors and actresses would be exempt as professional workers, a definition which might also be extended to the technical forces of the studios.

Actors Will Vote on Wage Scales Aug. 23

A closed meeting of the membership of the American Federation of Actors to be held Aug. 23 at the Actors' Church will vote on proposed new minimum wage scales for vaudeville and the private entertainment field. The vaudeville scales will apply to all Broadway theatres using stage shows.

The council of the organization has passed on the proposed scales, but they will not be made public until after the membership has taken action. Ralph Whitehead, executive secretary of A. F. A., will preside. Speakers will include Harry Richman, council president; Howard E. Wheeler, Jr., president of the Entertainment Managers Association, and George Wood, theatrical agent.

House Probers May Take in Hollywood

(Continued from page 1)

tion on which he based the report made public this week, in which conditions in the film industry were assailed.

Appearing before the committee today, John P. Frey, American Federation of Labor official, declared that Communists are actively organizing WPA workers and charged that the Workers' Alliance, a Red organization, plays a prominent part in the Federal Theatre Project.

The A. F. of L. official submitted a number of documents and reports, one of which he would not read because of its international character, but which he intimated dealt with conditions in Mexico, including the activities of film stars in that country at the time of the investigation.

Rocky Mountain Unit Will Meet on Aug. 24

Denver, Aug. 16.—The cooperative advertising campaign, the Neely bill and the federal anti-trust suits will be the principal subjects for discussion at the convention of the Theatre Owners and Managers of the Rocky Mountain Region here on Aug. 24 at the Cosmopolitan hotel.

Frank H. (Rick) Ricketson, division manager for Fox Intermountain Theatres, will be the chief speaker. President A. P. Archer will preside. Archer's address, reports of officers and appointments of committees will be the first order of business.

Banner LINES

RAYMOND SCOTT, whose jazz compositions are as noteworthy as their titles are screwy ("Restless Night on an Ocean Liner," "War Dance of a Wooden Indian," "Dinner Music for a Pack of Hungry Cannibals," etc., etc.) is in line to receive an extensive buildup by CBS. The plans are being kept quiet for the moment, but beginning in the fall Scott will head his own jazz laboratory for the network. He will be given free rein in the field of popular music, and CBS will place three large orchestras under his direction. The plan is to create a musical program similar to the dramatic "Workshop" series, one of CBS's most successful developments.

All of which is quite a future for a young man who less than 18 months ago was pounding a piano in a CBS house band.

▼

The air was as blue as it was hot the other night in the vicinity of the CBS production office. The air cooling system in that office went on the fritz while the temperature was about 98 outside, but worse, the radiators, which work with the cooling system, hissed live, hot steam all evening, and despite their frantic efforts, night network supervisor Ed Scobille and his assistant Richard Linkroun, were unable to shut off the steam. They were forced to work the night through in a steam heated, rather than air cooled office, and by the time quitting time rolled around they were garbed only in their B.V.D's.

▼

Charley McCarthy, WHN announcer and commentator, received a missive from a Bronx husband who asked Charley to say a few words on the air about his marriage, which would soon be one year old.

"Just say," read the note, "greetings from Toots to Muggsy!"

▼

Somehow we just cannot dodge discussion of the heat. CBS has set up temporary broadcasting studios in Liederkrantz Hall, and the control room there, which is sound proof and practically airtight save for some air vents, was a veritable hot house until the engineers on duty in that cubicle found a solution to the problem. They now get an allowance of 100 pounds of dry ice from the network each week. The ice is scattered on the floor, and a fan, blowing directly on the ice, radiates the cool air about the room.

—JACK BANNER

'Serenade' Time Changed

The "Lady Esther Serenade," NBC program featuring Wayne King's orchestra, will go on a new time schedule over 49 stations of the Red network starting Sept. 2 at 10 P. M. The program currently is broadcast on Tuesdays at 8:30 P. M.

Bide Dudley to Return

Bide Dudley, Mutual's dramatic critic, will return to his broadcasting duties today when he resumes his "Theatre Club of the Air" program, from 11 to 11:15 A.M.

Revival of the IRNA Voted by Web Affiliates

(*Continued from page* 1)

sent by 70 stations unable to attend. There are 260 network affiliates.

Assurance was given by Neville Miller of the N.A.B. and several members of the board that the N.A.B. at its next convention will take action to establish an I.R.N.A. section with staff and office facilities of the N.A.B. available to the I.R.N.A. It is also planned to make an appropriation of $2,000 to cover the necessary operating expenses, thus relieving the I.R.N.A. members from the payment of any assessment.

Members of the N.A.B. are automatically members of the I.R.N.A. but N.A.B. membership will be necessary for I.R.N.A. membership. At present, 211 affiliates are N.A.B. members.

In addition to the officers, a committee of 11 was chosen to carry on the functions of the I.R.N.A. until the next N.A.B. convention.

Rosenbaum Issues Statement

The subject of the pending network investigation was discussed. "It was recognized," said Mr. Rosenbaum, "that affiliates have common interests with networks and should protect the present system of network broadcasting. It was thought that the views of the affiliates should be considered by the networks in their formulation of network policies and the view was expressed that in order to enable the affiliates to come forward and sincerely cooperate with the networks in expounding merits of network broadcasting some measures must be devised to satisfy the affiliates that their views on network operating policy would be given proper consideration."

The executive committee of I. R. N. A. was instructed to negotiate with the networks and reach an agreement as to the method of setting up in each network a body which might be called a "board of policy," which would have nothing to do with the board of directors of the network corporations but would have control over network policies. The affiliates of each network would be given adequate representation. The details regarding the selection of representatives, scope of their power, will be subject to negotiations. For the purpose of such a conference appointments have been made with NBC and CBS executives to meet at the St. Regis Hotel in New York, Monday, August 22, for preliminary conferences.

To Address the F. C. C.

The committee was also instructed to prepare and present to the Federal Communications Commission at its hearings a case setting forth the views of affiliates as a group on the subject of network broadcasting. What the nature of this case will be depends upon the kind of assurances received by the committee from the networks on the subject of elimination or modification of practices regarded by the affiliates as being undesirable from the listeners' point of view. The committee named, plus *ex-officio* officers, includes: Ed Craig, Nashville; Ike Lounsberry, Buffalo; Wm. Scripps, Detroit; Ed Craney, Butte; John Kennedy, Charleston; Arthur Church, Kansas City, Mo., and John Shepard, Boston. George W. Norton, Louisville, will act as advisory counsel.

The meeting, closed to everyone but members, ended late this evening, the majority of members leaving for their homes immediately. The general concensus of members was that the convention was highly satisfactory. Several network officials were on hand, apparently anxious to see what action the affiliates would take.

Morris to Celebrate

The William Morris talent agency will celebrate its 40th anniversary in September. It is the oldest agency of its kind in existence, greatly expanded in recent years because of radio. Founded by William Morris in 1898, his two children, William, Jr., and Ruth, carry on.

Chevrolet to Drop Transcribed Series

As foretold in these columns some weeks ago, the Chevrolet Motor Co. will not renew its transcribed "Musical Moments" series, which have been broadcast for the past three years three times a week over more than 200 stations. The platters will be discontinued near the close of this year.

The decision to discontinue the platters will be a serious revenue loss to radio, as it has been estimated that time for the program has cost the sponsor approximately $1,000,000 a year, and talent has cost an additional $250,000 a year.

Tomlinson Series Planned

Edward Tomlinson, author and lecturer, who has just returned from a tour of Latin America, will begin a series of commentaries on conditions in the countries he visited, over the NBC-Blue Aug. 21, at 6:45 P. M. Mr. Tomlinson will discuss the effects of European propaganda in the Latin Americas, and current political and economic trends there.

Ad Agency Will Use Commercial Pictures

HOLLYWOOD, Aug. 15.—The J. Walter Thompson advertising agency will turn this year to commercial films to advertise its clients' products, according to Stanley Resor, president. He is accompanied by Fred Fidler, head of the company's film division.

Mr. Resor said that several of the agency's clients already have signified their intentions of going into advertising films.

Outside of actual preparation of scripts, the agency has done nothing except to make a survey. "There are 7,000 theatres in the United States which at the present time show advertising films of varying lengths," he said. "We plan at the present time films of a minute or a minute and 20 seconds in length."

Primrose Sails Today

William Primrose, solo violinist with the NBC Symphony Orchestra, and Robert Choquette, Canadian radio playwright, will sail on the *Normandie* today.

Texas State Web Will Join Mutual On September 1

(*Continued from page* 1)

United States and Hawaii to 107. Th
Texas web will be operated as a r
gional network with KFJZ a
KTAT, both in Ft. Worth, as fee
points.

T. S. N. stations are operated al
in Houston, Dallas, San Antoni
Waco, Corpus Christi, Galvesto
Amarillo and other cities.

Mutual will be four months old
the day it takes over T. S. N. and
that occasion will broadcast a speci
program featuring a salute to Texa

Examiner Hearings Are Set for Autum

WASHINGTON, Aug. 16.—The Fe
eral Communications Commission t
day assigned additional broadcasti
applications for hearings before e
aminers this fall, as follows:

Sept. 28: Applications of Citize
Voice & Air Shoe, Provo Broadcas
ing Co. and Midwest Broadcasti
Corp. for 1,210-kilocycle, 100-watt st
tions at Provo, Utah; and KLS, Wa
ner Brothers, for a 1,280-kilocycl
500-watt station at Oakland, Cal.

Oct. 21: Application of KFJZ, Fo
Worth, Tex., for change of frequen
from 1,370 to 930 kilocycles and i
crease of power from 100 watts nigh
250 watts day, to 500 watts.

Oct. 25: Application of WLA
Nashville, for increase of power fro
5,000 to 50,000 watts.

Oct. 26: Application of KROC, R
chester, Minn., for change of fr
quency from 1,310 to 920 kilocyc
and increase of power from 100 wat
night, 250 watts day, to 500 wat
night, 1,000 watts day.

Plans Television Cours

R.C.A. Institutes will begin
course in television starting with th
fall term, convening Sept. 6. F
persons who have had no previo
training in radio engineering th
course will require a period of tw
years in the day school or five yea
in the evening school. Special tel
vision units of six months' durati
in the day school or one year in th
evening school will be available.

Kay Kyser to Go on Tou

Kay Kyser's orchestra, current
winding up an engagement in th
Manhattan Room at the Hotel Pen
sylvania, will embark on a tour shor
ly, and will play at the University
Pittsburgh and the University
Pennsylvania. Reports that Ben
Goodman will go into the Manhatt
Room are untrue. Red Norvo a
Mildred Bailey will appear in t
room until October, whereupon th
Kyser orchestra will return to r
main there until May.

Renew Jemail's Series

Jimmy Jemail, the "Inquiring R
porter" of the *New York Daily New*
whose program from the lobby
Loew's State Theatre is broadca
over WHN, has been renewed for a
other 13 weeks by his sponsor, t
Wilbert Products Co. It is understo
that the sponsor is now considering
network with the same setup.

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MOTION PICTURE DAILY

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Radio News
Brief,
Accurate
and
Impartial

44. NO. 34 NEW YORK, THURSDAY, AUGUST 18, 1938 TEN CENTS

egal Tactics Undecided in Trust Action

ome Opposing Any Move For Consent Decree

The law firm of Simpson, Thacher Bartlett is in the running for the ignment as chief counsel for the endants in the Government's antiist proceeding, it was learned yesday.

No decision has been made yet, wever, and there still remains the ssibility that law firms other than her Judge Thomas D. Thacher's or onovan, Leisure, Newton & Lumbard ay be designated for the assignment. this connection, the name of Fredick W. Wood of Cravath, de Gersorf, Swaine & Wood is mentioned.

It is apparent that a wide diversity opinion exists in industry legal cires over the appointment of chief unsel and it appears to be improble at this time that a unanimous

(*Continued on page* 16)

rive Accessories Started Out Today

Accessories for theatres participating the "Motion Pictures' Greatest ear" campaign will be started on eir way to exchanges throughout the untry beginning today, James Clark, charge of distribution of the materi-, said yesterday. The initial shipients will be consigned to distant ranches and the final shipments will ave been made by next Tuesday, it as said.

In addition to the first shipments of ampaign accessories, today will also e the first consignments of the

(*Continued on page* 16)

athe's 6 Months' Profit Is $51,678

Pathe Film Corp. and subsidiaries eport a profit of $51,678.74 for the ix months ended June 30, 1938, after ll charges, which compares with a rofit of $104,549.31 for the six months nded June 30, 1937.

The total operating income for the 938 period amounted to $483,974.09, hile the cost of sales and service

(*Continued on page* 3)

Radio—Pp. 14-15

Circuit Theatre Staffs May Go Under Wage-Hour Law

WASHINGTON, Aug. 17.—The status of theatre employes under the new Federal wage-hour act may be a matter for definition by the administration, it was indicated here today.

While employes of independent houses are believed to be exempt because engaged in intrastate operations, some question has been raised as to the position of employes of circuits which operate theatres in two or more states.

Managers of houses will be beyond the application of the law under a provision exempting persons employed in executive or administrative capacities. Whether the exemption will extend to ushers and other employes will depend upon the definition which the administrator will issue as to whether theatre operations, particularly those of circuit houses, are in or affect interstate commerce.

The new administrator, Elmer F. Andrews, has just entered upon his new duties and is not yet in a position to make official decisions on any of the inquiries which have been received as to the status of various types of employes. Before the law goes into effect Oct. 24, however, it is planned to dispose of as many of these questions as possible through the issuance of regulations and definitions.

Pat Casey, producers' labor contact, arrived here today for conferences with Administrator Andrews on the application of the law to Hollywood employes, particularly the extras. The conferences will be informal. Mr. Casey plans to proceed to Hollywood from here.

Modify Producer Plan of U. A. to Satisfy Chaplin

A modification of the United Artists' plan for rewarding its producers with reduced world distribution charges and a participation in profits is being worked out at the home office to meet objections to the original plan which were advanced by Charles Chaplin, it was learned yesterday.

Mr. Chaplin is in agreement with the United Artists owners and management on the theory of rewarding producers for successful productions by the means proposed but differs on the method to be employed.

Charles Schwartz of the Schwartz & Frohlich law firm, who is Mr. Chaplin's attorney and a member of

(*Continued on page* 3)

Sign Langdon to Supplant Laurel In Hardy Series

HOLLYWOOD, Aug. 17.—Milton H. Bren, vice-president of Hal Roach Studios, today signed Harry Langdon to a starring contract, effective immediately, under the terms of which he will appear in a series of features opposite Oliver Hardy.

Langdon thus returns to stardom, replacing Stan Laurel, Hardy's co-star since 1927, who was stricken from the Roach payroll last night for an alleged breach of contract. The first Hardy-Langdon feature, which will go into work shortly, will be "Zenobia's Infidelity," from H. C. Brunner's novel about an elephant who forgot. The studio says Hardy and Langdon

(*Continued on page* 3)

Showmanship in Exhibition Is Vital, Declares Zanuck

HOLLYWOOD, Aug. 17.—Showmanship in the production of pictures is not enough—there must be showmanship in the exhibition of pictures, Darryl F. Zanuck told delegates to the western regional meeting of National Theatres, Inc., at a dinner honoring them at the 20th Century-Fox studio last night. "You must get behind the little ones as well as the big ones," he declared.

Introduced by Spyros Skouras as "the man whom we all love, respect and admire," Mr. Zanuck immediately launched into a discussion of what producers expected from exhibitors. "Established policies and principles have changed rapidly in our industry," he said. "There is no set policy in making, distributing and exhibiting of motion pictures. The industry has become more than ever a business in which the person with individual ef-

(*Continued on page* 3)

Joint British Selling to Be Studied Today

Drive for Playing Time Also to Be Taken Up

The proposal for establishment of a cooperative distribution system for all American representatives of British producers is scheduled to be discussed informally in connection with advertising and exploitation plans for new season British product at a meeting of the American representatives today, it was stated yesterday at G.B. headquarters where the meeting will be held.

The proposal has the indorsement of all American representatives of British producers and is being advocated in home offices in London now.

The primary purpose of today's meeting, however, will be to explore the possibilities of group action to obtain the maximum playing time for British product here while the domestic industry's own "Motion Pictures'

(*Continued on page* 16)

Columbia to Make Three Big Films In Great Britain

Columbia will spend $1,000,000 or more on three British pictures to be produced at London Film Studios at Denham within the next year, Joseph A. McConville, foreign manager, said yesterday on his return from Europe on the *Rex*. This program will be augmented by "a few extra deals later" with British producers, he added. An increase in the second year's production was indicated.

The three major films will be designed for world distribution, includ-

(*Continued on page* 3)

"Four's Crowd" Gets $76,000 on the Week

"Four's a Crowd" drew $76,000 at the Music Hall in the week ending last night.

The Strand netted $21,000 with "Racket Busters" and the film is going a second week.

"The Crowd Roars" garnered $17,500 at the Capitol in a second week. The first week's take was $33,000.

"Army Girl" will start a second week at the Criterion tomorrow and will be followed Aug. 26 by "Bulldog Drummond in Africa."

Talent Is Scarce in Europe—Van Schmus

American theatres seeking fresh talent and production ideas for their stage shows had better look elsewhere than in the capitals of Europe, in the opinion of W. G. Van Schmus, managing director of the Music Hall, who returned yesterday on the *Rex* with his wife and daughter.

Though the month's trip primarily was a vacation, Mr. Van Schmus was on the lookout for talent and production innovations he could bring over for the Music Hall. His verdict is that he has never seen such a scarcity. His explanation is that economic conditions have forced many of the better variety houses to close, with new talent not being developed. At least, he found this the case in Paris. He also visited Rome and other spots in Italy and France.

Priscilla Lane, Warner star who is in "Four Daughters," which will open at the Music Hall today, greeted the managing director at the pier and the two posed for photographers. Mr. Van Schmus will be host at a reception to Miss Lane at the theatre's studio apartment this afternoon.

Calls Rome Studios Equal of Hollywood

The new studios near Rome are as good as anything Hollywood has to offer, according to Sidney Meyers, general manager of the Wometco circuit of Florida, who arrived yesterday on the *Rex*.

Accompanied bv his wife and niece, Felice Schreter of Miami, Mr. Meyers visited London, Oslo, Copenhagen, Switzerland and Italy. They will leave Monday for Miami.

Republic, Schine in Deal

James R. Grainger, Republic president, returned yesterday from Gloversville where he set a product deal with the Schine circuit of more than 100 houses in New York and Ohio. The contract gives Republic the best representation it ever had in the circuit, Mr. Grainger said. He was assisted in the negotiations by Nat Lefton of Cincinnati and Sam Gorrel, Cleveland, and for the New York area by Jack Berkowitz of Buffalo and Bernie Mills, Albany. George Lynch acted for the circuit.

Delay Loew Testimony

The taking of depositions from Loew and M-G-M executives by Emil K. Ellis, attorney for stockholders in the suits seeking to abrogate employment contracts, has been further postponed. The testimony was to have been resumed tomorrow.

Astor Advance Sale Big

With the sale of reserved seats four weeks in advance, the demand for "Marie Antoinette" tickets at the Astor is ahead of "The Great Ziegfeld," "The Good Earth" and "Captains Courageous," M-G-M reports. The first matinee yesterday played to S.R.O.

Ferguson Joins M-G-M

Oklahoma City, Aug. 17.—Todd Ferguson, manager of the Plaza, Standard Theatres' suburban house, has resigned to become district exploitation manager for M-G-M. His new headquarters will bc in Memphis.

◂ Purely Personal ▸

Dan Michalove, assistant to **S. R. Kent**; **E. L. Rutledge**, managing director in New Zealand for 20th Century-Fox, and **Irving Barry** of National Theatres sailed yesterday from Los Angeles for Australia.

•

Sam Marino, former cameraman at the Vitaphone studios, will start today shooting a one-reeler, "The Art of Life-Saving," which will be released by Central Film Co.

•

Johnny Cassidy, last of the vacationists in the RKO theatres publicity department, departs Friday, evoking plenty of envy from those who've been and come back!

•

Sam Bleiweiss, manager of the Waldorf, has returned from his vacation with a good burn. **Harry Feldman** of the same theatre has left on his vacation.

•

James Cagney returned yesterday to his farm at Martha's Vineyard. He is expected to remain in the east for about two months.

•

Les Whalen, 20th Century-Fox foreign publicity head, has deferred his return from his honeymoon on the coast to Aug. 29.

•

Harry M. Warner is en route to the coast, having left Tuesday night by train after vacationing at Saratoga and Rye.

•

Mrs. Herman Robbins, wife of the head of National Screen Service, left yesterday on the *Normandie* for a European tour.

•

Erich Pommer, British producer, who was to leave yesterday for London, delayed his sailing until next week.

Eddie Sniderman, press agent for the Emde division of RKO theatres, has been in and out of the hospital, where he was separated from his tonsils.

•

Baker Shelton has been transferred from the RKO Orpheum in Brooklyn to RKO Proctor's 125th St. in Manhattan.

•

. . . Denver

Fred Zekman, Black Hills Amusement Co. booker, spent a week at their headquarters in Deadwood, S. D.

Rose Agren, booker at Monogram exchange, has been made office manager.

T. B. Noble, formerly general manager of Westland Theatres, was here conferring with **L. L. Dent**, **Howard Fedderer** and **Larry Starsmore**.

•

Fred Knill, Gibraltar theatre booker, is hooking fish over on the Gunnison, famous trout stream. **J. J. Morgan**, National Theatre Supply branch manager, goes over there next week.

•

. . . Pittsburgh

Joe Feldman's youngster, **Wally**, is quarantined with the chicken pox.

Jack Simon, former manager of the Penn here and now directing a Loew House in Hartford, vacationing.

Karl Krug is back at the *Sun-Telegraph's* dramatic desk after a three-week vacation trip.

Charlie Kurtzman has become a rabid Pittsburgh Pirates' fan.

•

. . . Washington

Vincent Doherty, Paramount salesman, is the father of a seven-pound boy.

Joseph Kaliski, local G.B. representative, has been transferred to Pittsburgh. Variety Club will give him a farewell party Friday night.

New York Critics Unite to Praise 'Marie Antoinette'

New York's daily newspaper critics were unanimous in their praise of "Marie Antoinette," lauding the picture as a lavish spectacle and the performance of Norma Shearer in the title role. Excerpts from the reviews follow.

Herald Tribune— . . . The result is the most sumptuous historical spectacle of the year . . . crowded with rich pageantry . . . A poignant portrayal of the title role by Norma Shearer . . . A handsome and engrossing entertainment.

Journal-American— . . . a historical costume drama that falls easily into the colossal category, dazzling as it is in the matter of magnificent sets, gorgeous costumes and spectacular pageantry. Miss Shearer . . . glamorous.

Mirror— . . . Norma Shearer gives the most spectacular show of her career . . . In matchless pictorial splendor, in the fluid direction . . . "Marie Antoinette" is an exceptional film biography . . . A lovely, enthralling film.

News— . . . The queen has been transformed into a great royal heroine by the star . . . The sets are beautifully done and W. S. Van Dyke has handled his wealth of historical material with a lavish and masterful hand.

Post—Norma Shearer meets demands of her role with characteristic Shearer charm . . . Physically it is a massive reproduction of the period.

Sun—"Marie Antoinette," with its splendors and its stars . . . is an unusually lavish film, with some stars well worth seeing. (It) deserves one of the top places on anyone's list of pictures to be seen.

Times— . . . Automatically listed as among the year's more impressive offerings . . . (Miss Shearer) laughs, minces, coquettes, sheds tears and at last ages with courageous thoroughness.

World Telegram— . . . Is far and away the most lavish and impressive, continuously entertaining and faultlessly acted and directed of them all . . . One of the year's treats.

"Lab" Union Extend Picketing in Strik

Secondary picketing was resort to by the Motion Picture Laborato Technicians Union yesterday wh men with "unfair" placards we posted in front of the 730 Fifth Av offices of Caravel Films.

The union is striking at the D Art Laboratory, where Caravel's filn are processed. The pickets w withdrawn late in the day but are maining at the laboratory, which operating with a skeleton crew. It understood Du-Art has obtained r inforcements.

Local 306, operators' union, plar to extend picketing of the Centur circuit to 17 theatres early next weel The circuit has placed signs outsic the affected theatres saying that i operators, members of Empire Sta union, have been employed at the th atres the last six years. The unio says it obtained authorization for th unionization drive from the executiv board of the I. A. T. S. E. and tha it has been approved by George Browne, president.

To Hear Appeal Soon

Hartford, Aug. 17.—Appeal I.A.T.S.E. Local No. 486 against th permanent picketing injunction grante E. M. Loew will be heard in the Stat Supreme Court in October, it is expected. The union reports its strik is entering a second year, althoug active picketing has been prohibite since last May.

Joins Grand National

New Orleans, Aug. 17.—Pa Mirpo has joined the Grand Nationa exchange here as cashier, succeedin Alma Sherman, who is taking a similar job at the Universal exchange.

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Bann ner, Al Finestone, Thomas Fitzsimmons, Sherwi A. Kane, Irene Kuhn, Joseph Priore.

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Modify Producer Plan of U.A. to Satisfy Chaplin

(Continued from page 1)

he United Artists' board, currently is working out amendments to the origi al plan with Maurice Silverstone, irman of the United Artists execuive committee. It is reported that the plan will provide participation benefits for United Artists producers working on lower budget pictures than Samuel Goldwyn and David O. Selznick by calculating such participations on the basis of annual gross of their contributions rather than on a basis of individual picture grosses, as proposed originally. Such a procedure, it is said, would answer Mr. Chaplin's objections.

Production Ebbs; 29 Films in Work

Hollywood, Aug. 17. — After a month of great activity, production ebbed last week to 29 pictures before the cameras. Fourteen were finished and seven were started. Twenty-six moved up into final stages of preparation, presaging an active period ahead. Sixty-three are in the cutting rooms.

Those started were: "Thoroughbred," Columbia; "Overland Stage Raider," Republic; "A Very Practical Joke," 20th Century-Fox; "Swing That Cheer," Universal, and "Dawn Patrol," "They Made Me a Criminal" and "Torchy in Chinatown." Warners.

In addition to these, shooting are: "Homicide Bureau," Columbia; "The Lady and the Cowboy," Goldwyn; "Sweethearts," "Listen, Darling," "Stablemates" and "Vacation from Love," M-G-M; "Zaza" and "Arkansas Traveler," Paramount; "Gunga Din," "The Mad Miss Manton." "A Man to Remember," RKO; "Submarine Patrol," "By the Dawn's Early Light," 20th Century-Fox; "Youth Takes a Fling," "The Certain Age" and an untitled Bob Baker western, Universal, and "Wings of the Navy," "Heart of the North" and "Going Places," Warners.

Those finished were: "Girls' School" and "West of the Santa Fe," Columbia; "Too Hot to Handle" and "Boys Town," M-G-M; "Wanted by the Police," Monogram; "King of Alcatraz," Paramount; "Billy the Kid Returns," Republic; "Hold That Coed," and "Sharpshooter," 20th Century-Fox; "The Comet," Universal; "Angels with Dirty Faces," "Brother Rat," "Curtain Call," and "Torchy Gets Her Man," Warners.

Three short subjects are in production—all at M-G-M. The studio also is preparing two. A total of 10 is being edited.

Sue B&K Next Week

Chicago, Aug. 17. — Independents here next week will start suit under the anti-trust laws against B&K and major distributors, it was stated today by Joseph Rosenberg, attorney in charge.

Showmanship in Exhibition Is Vital, Declares Zanuck

(Continued from page 1)

fort, individual ambition and individual showmanship can show his mettle.

"The industry will always be a business for the showman. There is no place in it for one without showmanship. If any person has not the desire and ambition to advance in the line of showmanship he might as well get out of the industry. Showmanship extends from the individual, separate organizations to the industry as a whole.

"No organization can exist alone on epics. There must be a steadily sold turnover throughout the year on each picture. You must respect the little ones as well as the big ones. Respect each picture in the category for which it was produced. If exhibitors recognize this and a fair return is made to producers then when we lay out the budget at the end of the year we can find next year worth while gambling on. Producers must have encouragement from exhibitors and distributors. We can't find it unless we feel that you fight for even the smallest picture."

Plan Ad Drive Tie-In

The convention of the circuit closed today at the Ambassador Hotel after hearing details of the new business drive which will be conducted as a tieup with the industry's "Motion Pictures' Greatest Year" advertising and business building drive. Charles and Spyros Skouras were the final speakers at the convention and most of the delegates departed shortly thereafter for their territories.

Pathe's 6 Months' Profit Is $51,678

(Continued from page 1)

totaled $511,956.13, resulting in a loss from operations of $27,982.04, in which is included provision for depreciation and amortization. Other income totaled $80,821.42, giving a profit before interest expense of $52,839.38. Interest expense totaled $1,160.64, leaving the profit figure of $51,678.74.

The company's six-month income included $70,000 in dividends from Du Pont Film Manufacturing Corp., in which Pathe Film has a 35 per cent common stock interest. The Du Pont profit for the six months totaled $639,000, of which $223,000 was Pathe's share. However, $153,000 of the Du Pont earnings were not distributed, resulting in a dividend to Pathe for the period of $70,000.

Johnny Mednikow to Trailer-Made, Inc.

Johnny Mednikow of Chicago has been signed to a 10-year franchise for the handling of the products of Trailer-Made, Inc., in Illinois, Wisconsin, the northern peninsula of Michigan and part of Indiana, it was stated yesterday by E. Schwartz, Trailer-Made president.

Mr. Mednikow formerly was Chicago city sales manager for National Screen Service. He has opened his own office at 13th St. and Wabash Ave., Chicago.

A Safe Bet

Don Ameche, returning on the *Rex* yesterday, related that when Darryl F. Zanuck was in London recently, Francis L. Harley, British managing director for 20th Century - Fox offered to wager Mr. Zanuck $100 that "Alexander's Ragtime Band" would take $80,000 in its first week at the Roxy. Mr. Zanuck was skeptical at the large figure and didn't take the bet.

The payoff is that the picture did $87,489 in its first week and will approach Mr. Harley's predicted first week figure in the second.

Sign Langdon to Supplant Laurel In Hardy Series

(Continued from page 1)

will be surrounded by name players in high budget productions.

Langdon, who has been working as a writer for Roach, last appeared before the camera in that studio's forthcoming "There Goes My Heart," when he stepped in to play the role of a minister. Laurel's dismissal was attributed by the studio to "failure to abide by the terms of his contract" and "willful disregard of his obligations."

It was stated that the star did not report for conferences on a feature scheduled to start on Aug. 1 and was not available for retakes of "Blockhead."

Pizor, Segall Plan Three New Theatres

Philadelphia, Aug. 17.—During the next three weekends, Lewen Pizor and Charles Segall, prominent independent Philadelphia exhibitors, will open three new theatres in Philadelphia.

This Friday night, they will open the Ace, in the Franford section. Aug. 26 will mark the opening of the Tioga in the North Philadelphia section and on Sept. 2, they will open the Chelten, in Germantown. The Chelten is new. The other two spots were rebuilt. It has been estimated that the three operations represent a cost of from $200,000 to $250,000.

Anglican Church to Study Film Product

London, Aug. 17.—The Anglican Church plans a conference in October at which entertainment films will be examined and discussed, it was revealed here today. The meeting will be held at Lambeth Palace, home of the Archbishop of Canterbury.

Speakers will include bishops, parsons and the critics representing the lay press.

Columbia to Make Three Big Films In Great Britain

(Continued from page 1)

ing America on the 1939-'40 list, and will be made under the supervision of Irving Asher, associate producer at the Alexander Korda plant. It is understood Zoltan Korda will figure in the production.

Mr. McConville said there will be either three double quota films or two doubles and one of triple credit, this to be determined later. Budgets have been set at from $300,000 to $375,000 each. He expects the contract with London Films to be signed this week, following conferences with Harry and Jack Cohn, and further information, such as the production setup and properties, will then be made known, he said. Work will start immediately.

Mr. McConville was gone two months on his first trip abroad. He visited all the English and Irish offices and was in France, Belgium, Holland, Denmark, Norway, Sweden, Italy and Czechoslovakia.

Sees No New Restrictions

Though the tendency abroad is to impose more drastic restrictions on American films to protect domestic industries, Mr. McConville does not anticipate that any new laws or decrees will be passed in the coming year. War in Europe is not imminent, he said, and though he was in Prague at the height of the tense international situation, he found everything calm there with business going on as usual.

Mr. McConville renewed Columbia's distribution deal in Italy with Consorzio Cinematografico, E. I. A., the new pact running three years. No changes in the personnel of the overseas organization were made during the trip.

He found conditions "excellent" in the Scandinavian countries and Holland, but could not say as much for the other territories.

Team Hall, Miss Lamour

Hollywood, Aug. 17. — Samuel Goldwyn plans a sequel to "Hurricane," which again will star Jon Hall and Dorothy Lamour. A deal has been closed whereby the producer will loan Joel McCrea in return for the appearance of Miss Lamour with Hall.

Wall Street

Small Gains on Board

	Open	High	Low	Close	Net Change
Cons.	1¼	1¼	1¼	1¼	.....
E. K.	172	174	172	174	+3
G. T. E.....	14	14	13⅝	13⅝	+ ⅛
Loew	47⅜	48	47	47	— ¼
Para.	9½	9⅝	9⅜	9⅜	— ⅛
Para. 1.....	84	84	84	84	—1
Para. 2.....	9⅝	9⅝	9½	9½	.....
Pathe	9	9⅜	8⅝	8⅝	— ¼
RKO	2½	2⅝	2⅜	2⅝	+ ¼
20th Fox ..	24¾	24⅞	24⅝	24¾	+ ¼
W. B.	6⅛	6⅛	6	6	— ⅛

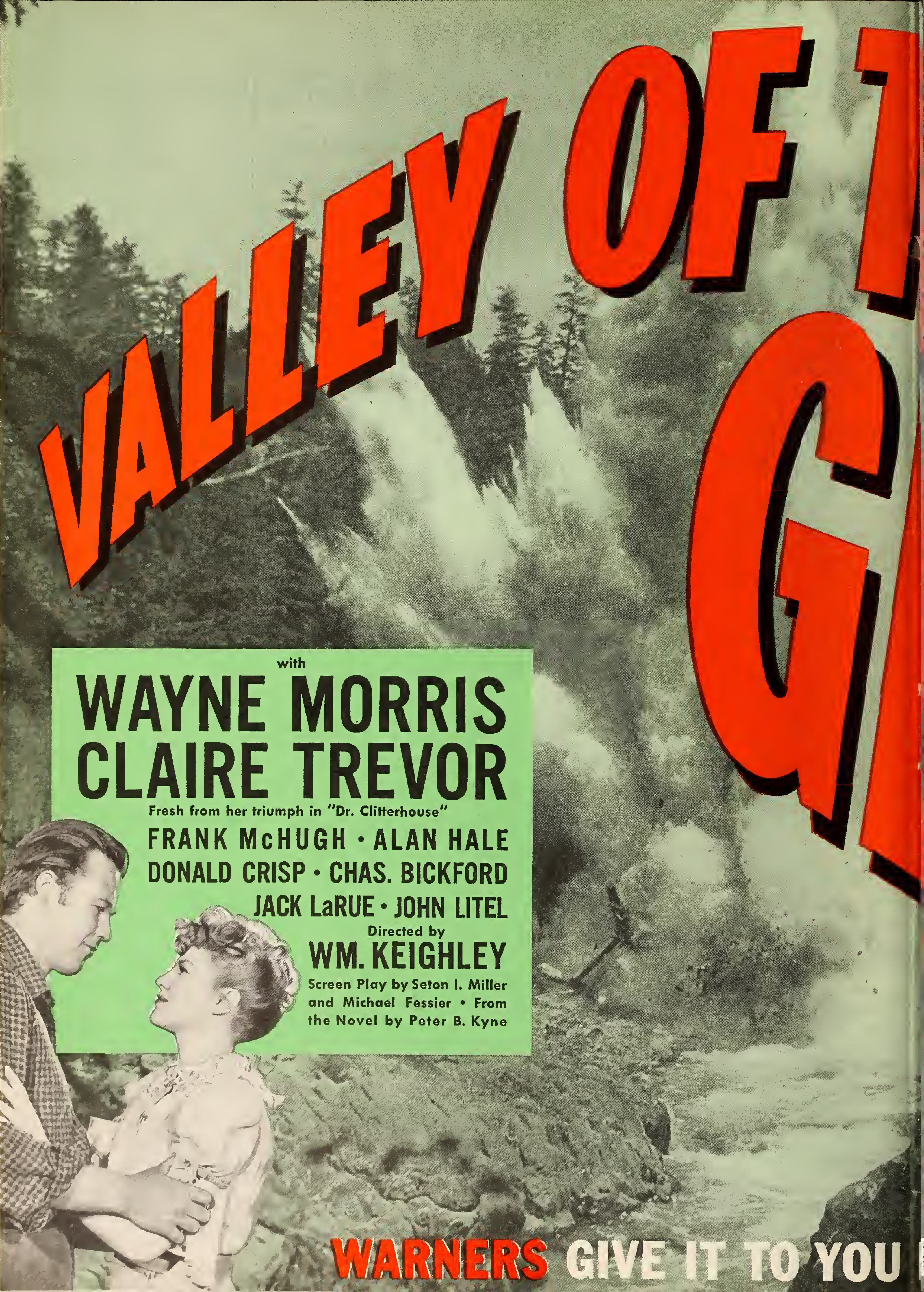
G. N. Technicolor Up on Curb

	Open	High	Low	Close	Net Change
G. N.	9/16	⅝	9/16	⅝	+1/16
Tech.	23	23¼	23	23	+ ¼
Univ. Corp.	3¼	3¼	3¼	3¼	.....

Little Trading in Bonds

	High	Low	Close	Net Change
Loew 3½s '46.....	100¼	100⅛	100¼	.....
Para. Pict. 6s '55.	96	96	96	.....

(Quotations at close of Aug. 17)

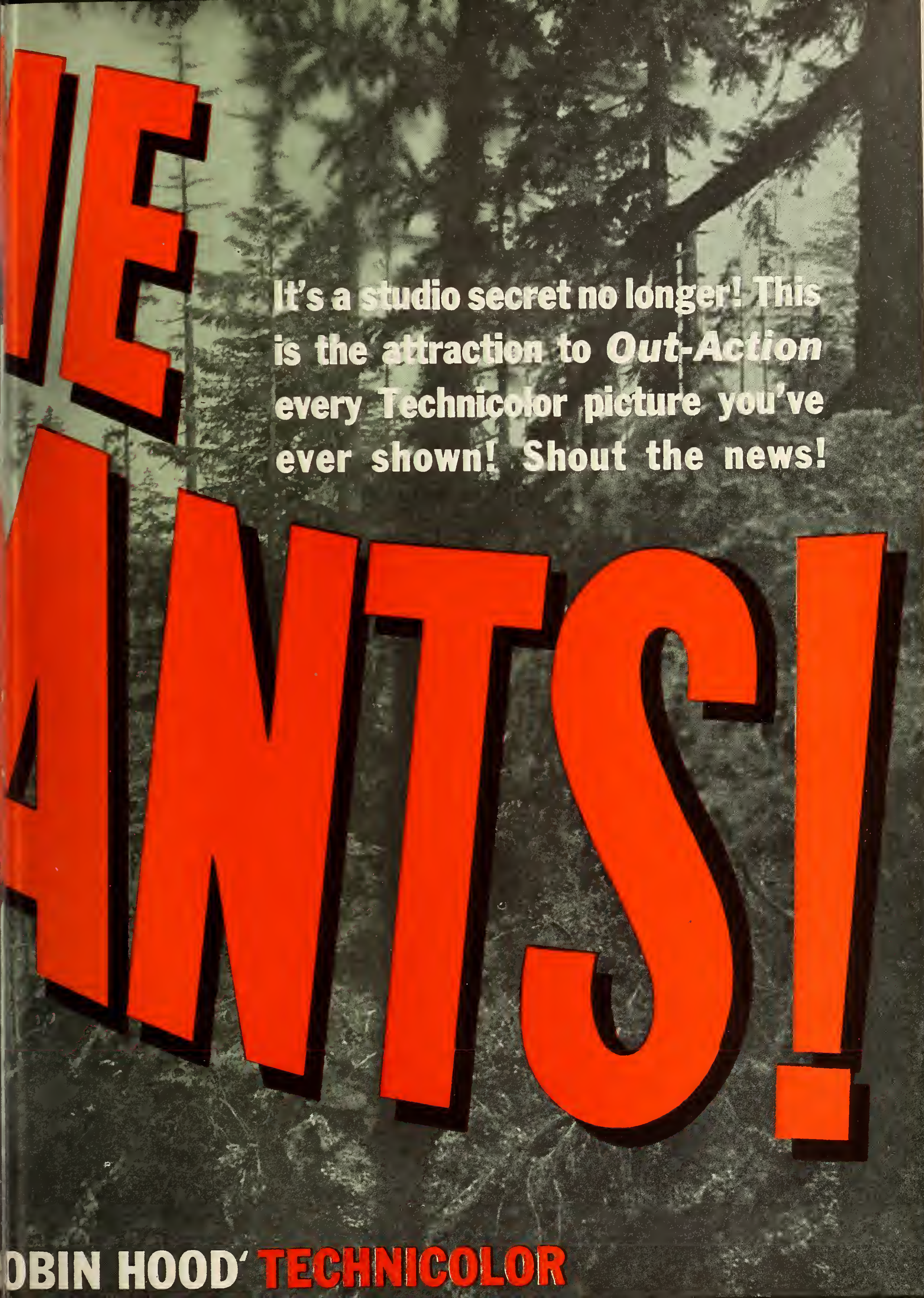


VALLEY OF T
G

with

WAYNE MORRIS
CLAIRE TREVOR
Fresh from her triumph in "Dr. Clitterhouse"
FRANK McHUGH · ALAN HALE
DONALD CRISP · CHAS. BICKFORD
JACK LaRUE · JOHN LITEL
Directed by
WM. KEIGHLEY
Screen Play by Seton I. Miller
and Michael Fessier · From
the Novel by Peter B. Kyne

WARNERS GIVE IT TO YOU



IE

ANTS!

It's a studio secret no longer! This is the attraction to *Out-Action* every Technicolor picture you've ever shown! Shout the news!

OBIN HOOD' TECHNICOLOR

Short Subjects

"Follow the Arrow"

(M-G-M)

For sheer thrills and excitement and for a few moments of vivid suspense this short tops all of Pete Smith's sporting films. Mr. Smith narrates the prowess of Harold Hill, an archer, who it is revealed, can hit anything and everything in the manner called. Flying targets, clay pigeons, bull's-eyes, splitting playing cards and penetration tests through three-inch boards are revealed while Smith comments and a number of attractive misses stand around and pop their eyes. The big moment comes when Mr. Hill shoots a small apple from the head of a man about 100 feet away who is standing against a tree. He makes it, too, right through the core. Before the short begins there is a shot of a notarized document which states that all the shots made by Mr. Hill are the real thing and not stunts. This particular short deserves a lot of attention by the exhibitor who won't regret any effort he makes to interest his patrons in it. Running time, 10 mins. "G."

"Vitaphone Pictorial Revue No. 12"

(Warners)

Ben Grauer is the "voice" in the first unit of this subject, which portrays the hard life of the film star at work. The star is impersonated by Marie Wilson. Clem McCarthy, in the second unit, describes the technique of rowing, including the training methods in use. The final sequence, in color, will thrill the women with a display of fine furs, described by Maida Severn. Running time, 10 mins. "G."

"Paramount Pictorial P 8-1"

(Paramount)

Interesting and lively material plus the pleasant scenic beauty of western canyons is offered here. In succession are shown how big game fish are preserved through the taxidermist's art, Zion and Bryce canyons in Technicolor compositions with vocal accompaniment by David Ross and high speed aquatic sport on a western lake with aquaplanes and water skis. Running time, 10 mins. "G."

"Beauty Shoppe"

(Universal)

Marty May operates a beauty parlor and puts on a show in order to lure the customers. What follows is an expertly selected variety show that should have the audience's whole and appreciative attention. The acts are particularly accomplished and neatly turned. The bill offers Buck & Bubbles, Imogene Coca, Harrison & Fisher, Mae McKim and her Three Boy Friends, Doris DuPont, a clever tap dancer with a new routine, and Hildegarde Halliday. Running time, 20 mins. "G."

"It's in the Stars"

(M-G-M)

A light and youthful musical two-reeler revolving around undergraduate life in college is offered here. The accent is on young romance. Students at the school decide to study instead of fulfilling dates. However, Johnny Downs and his girl friend cannot tear themselves away from each other and have a rendezvous in the astronomical observatory. It all works out in an effortless manner. Pleasant and light diversion. Running time, 19 mins. "G."

Loew's Can't Find 'em

Loew's nationwide search for some of the supposed "millions of non-filmgoers" so far has been unable to unearth many who will admit that they do not patronize their local theatres or that they don't like "the movies."

The search was undertaken by the circuit in cooperation with the newspapers in a dozen cities after newspaper stories appeared saying that there are 50,000,000 persons in the country who seldom or never see a picture show.

Film editors ran a series of stories asking the abstainers to write in. Typical was the reaction of Paul Hochuli of the *Houston Press,* who gave up after a few days "search" with this comment: "It is this column's conclusion that practically all South Texans go to the movies. So far, few have written to tell why they stay away from the box-office. On the other hand, they have unburdened their souls as to why they go."

Similar results were reported from New Orleans, Washington, Cleveland, Atlanta, Toledo, Louisville, Boston, Long Island and other spots where Loew's sponsored the "search," which was tied in with current attractions at the theatres.

"We Live in Two Worlds"

(Educational)

The part communication and transportation plays in the elimination of national barriers is the theme of this British short. J. B. Priestley, the English novelist, is seen and heard in the commentary. The film reveals by a series of documentary scenes and with maps the lofty internationalism of these modern factors in present day living. Its appeal is dubious since there is a message and philosophy between the lines and it deviates widely from the entertainment field. Running time, 11 mins. "G."

"Trapped Underground"

(Warners)

One of the Floyd Gibbons' "Your True Adventure" series, this attains—and maintains—a strong element of suspense, as a biologist, aiding detectives, tracks a murderer in a mine. Himself decoyed into an abandoned shaft by the killer, he is stunned, but recovers in time to capture his man. An excellent dramatic subject in a good series. Running time, 13 mins. "G."

"Paris on Parade"

(FitzPatrick-M-G-M)

The exposition in Paris which opened last year is revealed here in all its colorful splendor. The camera has caught the costumes of the various nationalities, the exhibits and the spellbinding spectacle of a fountain upon which a symphony of color is played. This last part is a Technicolor achievement. The reel concludes with fireworks. Worth while. Running time, 9 mins. "G."

"Fits and Benefits"

(Universal)

A benefit show serves as the framework upon which is built a variety show of entertaining calibre in this musical two-reeler. The performers are more or less familiar to the general public and they do their respective turns in fine style. The lineup offers York & King, Carolyn Marsh, Mirty & Mack, Eight Men of Manhattan, Sunny Rice, Eddie Bruce, The Merrie Macs and the Cotton Club Tramp Band. Running time, 19½ mins. "G."

"Miracles of Sport"

(Warners)

In color, this E. M Newman subject presents, in turn, Amos Alonzo Stagg, famed football coach, showing his methods and his contribution to the game; a blind bowler who displays truly amazing skill, and Dr. and Mrs. Wehner, whose work it is to save horses with broken legs, hitherto condemned to immediate death. An interesting and entertaining subject. Running time, 10 mins. "G."

"Rhythm Cafe"

(Universal)

This is another of those night club affairs but it hits off well with an entertaining blend of dancing, singing and fair comedy. The performers are fresh and youthful for the most part. There are modern musical numbers and familiar personalities. The talent schedule lists Oshins & Lessy, Virginia Verrill, the Four Eton Boys, Don and Dolores Foursome, Vic Hyde, Samuels Bros. & Edith Fleming and Rosa Linda. Running time, 20½ mins. "G."

"The Courtship of the Newt"

(M-G-M)

Robert Benchley devotes his screen-talk here to the creature mentioned in the title. The laughs do not occur as frequently, or as easily as they did in "A Night at the Movies" or some other Benchley "lectures." Benchley builds up a lengthy piece of business which totters when the conclusion rolls around. Running time, 8 mins. "G."

"A-Lad-in Bagdad"

(Warners)

A Leon Schlesinger color cartoon, this is an entertaining cartoon rendition of the famous story, embellished and made colorful as suits the artist's tastes. It may be depended upon to suit that of the general audience, as well. Running time, 7 mins. "G."

Short Subjects

"Zero Girl"

(Warners)

With a background of a comedy situation in which Eric Waite learns to skate because his girl, Evelyn Chandler, likes ice-skaters, then finds her suddenlv desiring polo players, this subject presents Miss Chandler, Bruce Mapes, Ronny Roberts a[illegible] DuReine Farley, the Four Eton B[illegible] and several others in specialty acts on the ice, with and without skates. Miss Chandler's exhibition is, of course, the highlight. Running time, 20 mins. "G."

"The Little Ranger"

(M-G-M)

The "Gang" goes in for western films in this latest detailing of their exploits. Alfalfa falls asleep in a theatre and dreams he is a western hero who is mistreated by a villain. His girl also leaves him. About to be blown up, he is saved by another girl. Then he wakes up. It's regulation stuff which should have little difficulty pleasing the juveniles. Running time, 11 mins. "G."

"Silly Seals"

(Universal)

There should be little difficulty in pleasing the patrons with this cartoon. It has clever animation and utilizes the chase idea. The latter is always exciting. The plot offers a school for seals where a variation of the "Schitzelbank" song is taught. One young seal would rather practice juggling, however. He is given the dunce cap. Later he comes to the rescue of the other pupils and the teacher when a polar bear raids the igloo academy. Running time, 7½ mins. "G."

"Bravest of the Brave"

(M-G-M)

Was Marshal Ney, Napoleon's aide really executed when he was captured after the 100 Days' War which attempted to restore Bonaparte to the French throne? That is what this Historical Mystery attempts to learn. It introduces evidence that one Peter Stuart Ney lived in North Carolina. He was a school teacher who on his deathbed admitted that he was Marshal Ney. It is puzzling and entertaining. Running time, 11 mins. "G."

"Barnyard Romeo"

(Universal)

Barnyard poultry has a go at romance in this cartoon. The ensuing action is familiar stuff. A note of variation, however, is injected to give it just the right appeal. It will satisfy generally. Running time, 7 mins. "G."

"His Busy Day"

(Warners)

For those in the audience who like the socalled swing music of today and there undoubtedly are manv, this subject, featuring Clyde McCoy and his Sugar Blues Orchestra, should prove entertaining musically. For others it will be just another short subject featuring a modern band. Running time, 10 mins. "G."

CAPRA *Speaks:*

"When I saw the George S. Kaufman-Moss Hart stage play, YOU CAN'T TAKE IT WITH YOU, I was convinced that here is one of the finest comedy-dramas of our time—a great idea told through comedy.

"Any story or play with a universal appeal, with a theme that reaches into the hearts and minds of humanity, makes for great screen entertainment.

"These fundamental qualities are present in an unusual degree in YOU CAN'T TAKE IT WITH YOU. That is why I believe the picturization of this delightful story will have widespread appeal to everyone everywhere."

Frank Capra

- **PRE-RELEASE RADIO CITY MUSIC HALL, AUGUST 25th**
- **GENERAL RELEASE, SEPTEMBER 29th**

CAPRA ★ PULIT

JEAN
ARTHUR ★ LIONEL
BARRYMOR

MISCHA AUER ★ ANN MILLER ★

GEORGE S. KAU

ROBE

ah:

A marquee language any showman can understand and rejoice over! NAMES to bring you EVERYTHING an audience ever asked for in a picture . . . EVERYTHING an exhibitor ever thought of asking for! A new high mark in the great motion picture tradition . . . of real, down-to-earth ENTERTAINMENT!

R PRIZE PLAY

JAMES
★ STEWART ★

EDWARD
ARNOLD

NG BYINGTON ★ H. B. WARNER

N · MOSS HART

ISKIN

COLUMBIA *Speaks:*

The aggregate merits of YOU CAN'T TAKE IT WITH YOU would naturally suggest a roadshow. COLUMBIA, however, with full appreciation of the greatness of the picture, has decided upon the following method of release:

The picture will be pre-released at RADIO CITY MUSIC HALL on August 25th.

Trade showings will be held in thirty-one key situations so that exhibitors may assimilate the extraordinary possibilities within their grasp.

This, combined with the national magazine campaign running during the month of September, the exploitation and general promotion of the picture, will give every exhibitor the opportunity to fully capitalize on these channels of showmanly selling.

GENERAL RELEASE DATE, SEPTEMBER 29th

Frank Capra's

YOU CAN'T TAKE IT WITH YOU

JEAN **ARTHUR** · LIONEL **BARRYMORE** · JAMES **STEWART** · EDWARD **ARNOLD**

MISCHA AUER · ANN MILLER · SPRING BYINGTON

Samuel S. Hinds · Donald Meek · H. B. Warner

Based on the Pulitzer Prize Play by George S. Kaufman and Moss Hart

Screen play by Robert Riskin · Directed by FRANK CAPRA

A COLUMBIA PICTURE

"Little Miss" Dual $14,500 Frisco Leader

San Francisco, Aug. 17.—"Little s Broadway," on a dual with "Men Such Fools," grossed $14,500, over ar by $1,500, to make the best show- g of the week among first runs.

"Algiers" was over par at the nited Artists for the third week, awing $8,000.

Total first run business was $73,050. verage is $82,800.

Estimated takings:

Week Ending Aug. 9:

"I'M FROM THE CITY" (RKO)
GOLDEN GATE—(2,850), 35c-40c-55c, 7 ays. Stage: vaudeville. **Gross:** $11,000. Average, $16,000)

"ALGIERS" (U. A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-c-65c, 7 days, 3rd week. **Gross:** $8,000. Average, $7,000)

Week Ending Aug. 10:

"THE CROWD ROARS" (M-G-M)
"ADVENTURES OF CHICO"
PARAMOUNT—(2,740), 15c-35c-40c-55c-c, 7 days. **Gross:** $11,000. (Average, $13,-0)

LOVE FINDS ANDY HARDY" (M-G-M)
"ARMY GIRL" (Republic)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. **ross:** $15,000. (Average, $17,000)

"LITTLE TOUGH GUY" (Univ.)
"DANGER ON THE AIR" Univ.)
ORPHEUM—(2,440), 15c-35c-40c-55c, 7 ays, 2nd week. **Gross:** $6,500. (Average, ,500)

"AMAZING DR. CLITTERHOUSE" (W. B.)
"THE CHASER" (M-G-M)
ST. FRANCIS—(1,400), 15c-35c-40c-55c-5c, 7 days, 2nd week (moved over from ox). **Gross:** $6,300. (Average, $7,000)

Week Ending Aug. 11:

LITTLE MISS BROADWAY" (20th-Fox)
"MEN ARE SUCH FOOLS" (W. B.)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, days. **Gross:** $14,500. (Average, $13,000)

"LIE OF NINA PETROVNA" (Solar)
CLAY—(400), 15c-35c-40c, 7 days, 2nd eek. **Gross:** $750. (Average, $1,300)

'Crowd Roars" Is Milwaukee Leader

Milwaukee, Aug. 17.—"The Crowd Roars" and "Lord Jeff" connected for $10,200 take at Fox's Wisconsin, ust $2,200 to the good.

Ted Fio-Rito and his band and Passport Husband" collected $5,400 n a four-day run at the circuit's Pal-ce with "The Texans" and "Keep miling" grossing $1,600 in two days o round out a $7,000 total for six days. Average take for seven days is $5,000.

Total first run business was $33,000. Average is $26,500.

Estimated takings for the week ending Aug. 11:

"PASSPORT HUSBAND" (20th-Fox)
PALACE—(2,400), 35c-50c, 4 days. Stage: ed Fio-Rito. **Gross:** $5,400. (Average, 5,000)

"THE TEXANS" (Para.)
"KEEP SMILING" (20th-Fox)
PALACE—(2,400), 35c-50c, 2 days. **Gross:** 1,600. (Average, $5,000)

"DANGER ON THE AIR" (Univ.)
RIVERSIDE—(2,300), 25c-30c, 7 days. Stage: Major Bowes Third Anniversary. **Gross:** $5,600. (Average, $5,000)

"TROPIC HOLIDAY" (Para.)
"PROFESSOR BEWARE" (Para.)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** 4,000. (Average, $4,500)

"RACKET BUSTERS" (W. B.)
"SKY GIANT" (RKO)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** 6,000. (Average, $5,000)

"THE CROWD ROARS" (M-G-M)
"LORD JEFF" (M-G-M)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $10,200. (Average, $8,000)

"Andy Hardy" Big Boost for Buffalo

Buffalo, Aug. 17.—First Runs hit a minor sort of boom here, thanks to "Love Finds Andy Hardy," finest surprise package in months. It drew $8,900 in a second week at the Hippodrome, over par by $2,100.

"The Crowd Roars" turned over $12,700 at the Buffalo, better than average figures by $700. It took a second stand at the Hippodrome.

Total first run business was $37,300. Average is $38,600.

Estimated takings for the week ending. Aug. 13:

"THE CROWD ROARS" (M-G-M)
BUFFALO—(3,000), 30c-55c, 7 days. **Gross:** $12,700. (Average, $12,000)

"THE TEXANS" (Para.)
GREAT LAKES—(3,000), 30c-50c, 7 days. **Gross:** $6,100. (Average, $7,500)

"LOVE FINDS ANDY HARDY" (M-G-M)
HIPPODROME—(2,500), 25c-40c, 7 days, 2nd week. **Gross:** $8,900. (Average, $6,800)

"I'M FROM THE CITY" (RKO)
"HUNTED MEN" (Para.)
CENTURY—(3,000), 25c, 7 days. **Gross:** $5,000. (Average, $6,000)

"WIVES UNDER SUSPICION" (Univ.)
"THE LADY IN THE MORGUE" (Univ.)
LAFAYETTE—(3,300), 25c, 7 days. **Gross:** $4,600. (Average, $6,300)

"Crowd Roars" Pittsburgh's Hit, $15,700

Pittsburgh, Aug. 17.—Business last week continued to show improvement. The Penn clicked off a nice $15,700 with "The Crowd Roars," and "Little Tough Guy" was a pleasant surprise at the Alvin, where it did $7,200.

"Professor, Beware" and Ozzie Nelson's band with Harriet Hilliard were good for $19,000 at the Stanley.

Total first run business was $51,800. Average is $45,000.

Estimated takings for the week ending Aug. 11:

"LITTLE TOUGH GUY" (Univ.)
ALVIN—(1,800), 25c-50c, 7 days. **Gross:** $7,200. (Average, $6,500)

"WE'RE GOING TO BE RICH" (20th-Fox)
"ARMY GIRL" (Republic)
FULTON—(1,700), 25c-40c, 7 days. **Gross:** $3,100. (Average, $4,500)

"THE CROWD ROARS" (M-G-M)
PENN—(3,300), 25c-50c, 7 days. **Gross:** $15,700. (Average, $11,000)

"PROFESSOR, BEWARE" (Para.)
STANLEY—(3,600), 25c-60c, 7 days. Stage: Ozzie Nelson's band, Harriet Hilliard, Evelyn Poe, Fritz and Jean Hubert, Frank Paris and His Marionettes. **Gross:** $19,000. (Average, $18,000)

"LOVE FINDS ANDY HARDY" (M-G-M)
WARNER—(2,000), 25c-50c, 7 days, 2nd week. **Gross:** $6,800. (Average, $5,000)

Sack to Open in Chicago

Chicago, Aug. 17.—Sack Amusement Enterprises will open a branch here in September, according to Alfred N. Sack, general manager. Saul Goldman, now on the Capitol Film Exchange staff, has been named branch manager.

To Hold Film Conference

London, Aug. 17.—The British Film Institute, a Government-sponsored welfare body financed by funds derived from the tax on Sunday opening, will hold a conference on children and films in November.

"Broadway" Takes $13,900 at Omaha

Omaha, Aug. 17. — "Little Miss Broadway" and "Trip to Paris" did a smash $13,900 in seven days at the Orpheum to top weekly average by $6,700. It was the Orpheum's best week on straight films in several months.

"The Crowd Roars" and "Nurse from Brooklyn" at the Omaha was close behind with $10,400 in seven days, a gain of $4,900 over seven-day par.

Total first run business was $28,800. Average is $16,700.

Estimated takings:

Week Ending Aug. 10:

"MY BILL" (F. N.)
"CONDEMNED WOMEN" (RKO)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. **Gross:** $4,500. (Average, $4,000)

"THE CROWD ROARS" (M-G-M)
"NURSE FROM BROOKLYN" (Univ.)
OMAHA—(2,200), 25c-40c, 7 days. **Gross:** $10,400. (Average, $5,500)

Week Ending Aug. 11:

"LITTLE MISS BROADWAY" (20th-Fox)
"TRIP TO PARIS" (20th-Fox)
Orpheum—(3,000), 25c-40c, 7 days. **Gross:** $13,900. (Average, $7,200)

'Crowd Roars' Kansas City's $14,600 Lead

Kansas City, Aug. 17. — "The Crowd Roars" made the big noise among first runs during a mild box-office week. With "Murder on Diamond Row" as companion, the picture grossed $14,600, $3,100 over the line.

"Sky Giant" and a stage show gave the Fox Tower $7,500, $500 better than par, while "Professor Beware" was doing $7,100 at the Newman.

The heat was intense.

Total first run business was $32,900. Average is $29,900.

Estimated takings:

Week Ending Aug. 11:

"THE CROWD ROARS" (M-G-M)
"MURDER ON DIAMOND ROW" (U. A.)
MIDLAND—(4,000), 25c-40c, 7 days. **Gross:** $14,600. (Average, $11,500)

"PROFESSOR BEWARE" (Para.)
NEWMAN—(1,900), 25c-40c, 7 days. **Gross:** $7,100. (Average, $7,000)

"SKY GIANT" (RKO)
FOX TOWER—(2,200), 25c-40c, 7 days. Stage: Heller & Riley, Toni Lane, Lattell & Laclaire, Knight Sisters, Germaine & Wiljen. **Gross:** $7,500. (Average, $7,000)

Week Ending Aug. 12:

"LITTLE MISS BROADWAY" (20th-Fox)
UPTOWN—(2,000), 25c-40c, 8 days, 2nd K. C. week. **Gross:** $3,700. (Average, 8 days, $4,400)

Hineman to Schlesinger

Hollywood, Aug. 17.—Leon Schlesinger has signed Irving Hineman to represent him in the merchandising and licensing field in the United States on his Warner cartoon characters. Mr. Hineman succeeds David C. Green, resigned.

Joins Rapf M-G-M Unit

Hollywood, Aug. 17.—Edward Sedgwick, director, has joined the Harry Rapf unit at M-G-M to aid in developing a series of outdoor action melodramas to star Dennis O'Keefe.

"Crowd Roars" Hits $15,000 At Cleveland

Cleveland, Aug. 17.—"The Crowd Roars" took top honors among the new releases. It grossed 50 per cent over average, going to $15,000 at Loew's State.

"The Amazing Dr. Clitterhouse" hit a summer high with $6,000 at the Allen where is played a move-over from the Hippodrome. This was $2,000 better than the house average. "Letter of Introduction" held to the $10,000 average at Warners' Hippodrome and was moved to the Allen.

Total first run business was $40,000. Average is $35,000.

Estimated takings for the week ending Aug. 12:

"AMAZING DR. CLITTERHOUSE" (W. B.)
ALLEN—(3,000), 30c-35c-42c, 7 days. **Gross:** $6,000. (Average, $4,000)

"LETTER OF INTRODUCTION" (Univ.)
WARNERS' HIPPODROME—(3,800), 30c-35c-42c, 7 days. **Gross:** $10,000. (Average, $10,000)

"GATEWAY" 20th-Fox)
RKO PALACE—(3,100), 30c-35c-42c, 7 days. **Gross:** $6,000. (Average, $8,000)

"THE CROWD ROARS" (M-G-M)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. **Gross:** $15,000. (Average, $10,000)

"WOMAN AGAINST WOMAN" (M-G-M)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days. **Gross:** $3,000. (Average, $3,000)

"Crowd Roars" Is Smash Cincy Draw

Cincinnati, Aug. 17. — Despite near-record heat, business held up remarkably well last week. "The Crowd Roars" was the big noise with a smash $17,800 at the RKO Albee, where average is $12,000. It was moved to the RKO Capitol.

"Professor Beware" gave the RKO Palace a $12,000 stanza, $6,000 up, and "The Amazing Dr. Clitterhouse" came within a shade of the $2,750 par on its third downtown week at the RKO Grand. The other spots did fair business.

Total first run business was $46,600. Average is $46,700.

Estimated takings for the week ending Aug. 11:

"THE CROWD ROARS" (M-G-M)
RKO ALBEE—(3,300), 35c-42c, 7 days. **Gross:** **$12,800.** (Average, $12,000) Moved to RKO Capitol.

"PROFESSOR BEWARE" (Para.)
RKO PALACE—(2,700), 35c-42c, 7 days. **Gross:** $12,000. (Average, $10,000) Moved to RKO Lyric.

"LITTLE MISS BROADWAY" (20th-Fox)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. **Gross:** $4,000. (Average, $6,500)

"ARMY GIRL" (Republic)
RKO LYRIC—(1,400), 35c-42c, 7 days. **Gross:** $3,300. (Average, $6,500)

"AMAZING DR. CLITTERHOUSE" (F. N.)
RKO GRAND—(1,200), 25c-40c, 7 days, 3rd downtown week. **Gross:** $2,700. (Average, $2,750)

"BORDER G-MAN" (RKO)
(2 days)
"HELL'S ANGELS" (U. A.)
(2 days)
"CRIME RING" (RKO)
(3 days)
RKO FAMILY—(1,000), 15c-25c. **Gross:** $2,300. (Average, $2,450)

"KEEP SMILING" (20th-Fox)
KEITH'S—(1,500), 30c-40c, 7 days. **Gross:** 4,500. (Average, $6,500)

DOUGLAS
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FOR RKO

ORRIGAN'S

Y

ADIO

They all wanted to film it!

..RKO RADIO GOT IT!..

His life story, including the flight that made him the most adventurous figure in the world today, will be made into what promises to be the greatest air show of all time! Add THAT to the list of great attractions you've just read about in the past few days!

hat's more big

SHOW NEWS
FROM RKO RADIO
FOR 1938-39

What Key City Critics Say . . .

Following are excerpts from the reviews of new films by critics of the key cities:

"Alexander's Ragtime Band"

Los Angeles Examiner— . . . A picture in a million. . . . Should bring joy to every box-office. . . .

Los Angeles Times— . . . I advise you to waste no time in attending. . . . Something of all of us went into the making of it.

"Four Daughters"

Los Angeles Examiner— . . . It will be a long time before you will find a more heart warming hour in a picture show.

Los Angeles Times— . . . A model in simplicity of story telling. . . . A truly human tale superbly directed. . . . There is not a bad or even mediocre performance in this Warner production.

"Crowd Roars" Gets $6,500 at Oklahoma

OKLAHOMA CITY, Aug. 17.—"The Crowd Roars" was outstanding in a dull week. It grossed $6,500 at the Criterion. This passed normal by $1,300.

The only other first run to make the grade was the State which pulled a par $2,500 with "Lady in Distress."

Total first run business was $17,450. Average is $17,200.

Estimated takings for the week ending Aug. 10:

"THE CROWD ROARS" (M-G-M)
CRITERION—(1,500), 25c-35c-40c, 8 days. **Gross:** $6,500. (Average, $5,200)

"SAINT IN NEW YORK" (RKO)
"A TRIP TO PARIS" (20th-FOX)
LIBERTY—(1,200), 20c-25c, 4 days. **Gross:** $1,700. (Average, $1,800)

"LITTLE MISS THOROUGHBRED" (W. B.)
"DANGER IN THE AIR" (Univ.)
LIBERTY—(1,200), 20c-25c, 3 days. **Gross:** $500. (Average, $700)

"SHOPWORN ANGEL" (M-G-M)
MIDWEST—(1,500), 25c-35c-40c, 7 days. **Gross:** $4,000. (Average, $4,500)

"REFORMATORY" (Col.)
"LADY IN DISTRESS" (Republic)
STATE—(1,100), 20c-25c, 7 days. **Gross:** $2,500. (Average, $2,500)

"WHITE BANNERS" (W. B.)
TOWER—(1,000, 25c-35c, 7 days. **Gross:** $2,250. (Average, $2,500)

Agree on Oklahoma Tax

OKLAHOMA CITY, Aug. 17.—After two months of bickering, during which assessments went as high as $975,000, the county excise board has reached a compromise with seven exchanges on the personal property valuations on films for the 1938 tax year.

The board more than doubled the voluntary valuations submitted by the firms. Total valuation was set in the compromise at $56,445, as compared with the $23,300 voluntarily submitted.

Scan Technicolor Stock

The Securities and Exchange Commission is investigating Curb stock transactions in Technicolor for the three days from July 28 to 30. Brokers have been asked for the names of persons buying or selling shares on those days.

"Professor," Show Big at Philadelphia

PHILADELPHIA, Aug. 17.—Though the weather stayed hot and humid, the town came up with three winners last week, two of which rated holdovers. "Professor, Beware," with Zasu Pitts and Louis Prima on the Earle stage brought in $19,500, over par by $5,500.

"The Crowd Roars" at the Fox turned in $17,000, the biggest figure there in weeks. It was held for a second week. A second week was also earned by "Letter of Introduction" which took $15,000 at the Boyd.

Total first run business was $70,500. Average is $70,000.

Estimated takings for the week ending Aug. 11:

"LORD JEFF" (MGM)
(2nd Run)
Arcadia — (600), 25c-40c-55c, 5 days. **Gross:** $1,400. (Average, 7 days, $2,800)

"LETTER OF INTRODUCTION" (Univ.)
BOYD — (2,400), 40c-55c-65c, 7 days. **Gross:** $15,000. (Average, $14,000)

"PROFESSOR, BEWARE" (Para.)
EARLE — (2,000), 25c-40c-55c, 6 days. Stage: Zasu Pitts, Collins and Peterson, Louis Prima and Band. **Gross:** $19,500. (Average, $14,000)

"CROWDS ROARS" (M-G-M)
FOX—(3,000) 40c-55c-65c, 7 days. **Gross:** $17,000. (Average, $14,000)

"LITTLE MISS BROADWAY" (20th-Fox)
(2nd Run)
KARLTON—(1,000), 25c-40c-55c, 7 days. **Gross:** $3,400. (Average, $4,000)

"AMAZING DR. CLITTERHOUSE" (W. B.)
(2nd Run)
KEITHS—(2,000), 30c-40c-55c, 7 days. **Gross:** $3,200. (Average, $4,000)

"THE TEXANS" (Para.)
STANLEY—(3,700), 40c-55c-65c, 7 days. **Gross:** $9,500. (Average, $14,000)

"BOOLOO" (Para.)
STANTON—(1,700), 30c-40c-55c, 4 days. **Gross:** $1,500. (Average, 7 days, $7,000)

Educational Picture Group Is Chartered

The American Film Center, a nonprofit picture corporation, underwritten by the Rockefeller Foundation, has been chartered with offices at 30 Rockefeller Plaza.

Donald Slesinger, board member said "the Center will devote its energies to the promotion of the use of the moving film as a medium of education."

It will accomplish its objective, he added, by serving as a connecting link between scientific, social, industrial and governmental units capable of bringing the ideas to the screen and before the public. It will also offer its research facilities to producers of films for entertainment. The Center, however, will not engage in actual production.

The members of the board are: Dr. Alice V. Keliher, chairman of the Commission of Human Relations, Progressive Education Association; Dr. Luther Gulick, director of the Institute of Public Administration and director of the regents inquiry into the character and cost of public education in New York; Kenneth M. Widdemer, director of the Committee on Neighborhood Health Development, Department of Health, New York; Fannin Hearon, director of the Association of School Film Libraries, Inc., and Mr. Slesinger, now Director of Education of the New York World's Fair, and formerly professor of law at Yale.

"Letter" Sets Boston Pace; Held 2d Week

BOSTON, Aug. 17.—"Letter of Introduction," with "We're Going To Be Rich," drew $15,000 at the RKO Memorial to top average by $2,000. It was held a second week.

"Love Finds Andy Hardy" and "Storm in a Teacup" held up well at Loew's Orpheum where it took in $9,500 on its second week, the first week average is $12,000. The same bill drew $7,000, $4,000 under, at Loew's State.

Total first run business was $48,500. Average is $59,500.

Estimated takings for the week ending Aug. 13:

"PROFESSOR BEWARE" (Para.)
"BULLDOG DRUMMOND IN AFRICA" (Para.)
FENWAY—(1,382), 30c-50c, 7 days. **Gross.** $3,000. (Average. $4,500)

"LOVE FINDS ANDY HARDY" (M-G-M)
"STORM IN A TEACUP" (U. A.)
LOEW'S ORPHEUM—(2,970), 25c-35c-40c-55c, 7 days. 2nd week. **Gross:** $9,500. Average, $12,000)

"LOVE FINDS ANDY HARDY" (M-G-M)
"STORM IN A TEACUP" (U. A.)
LOEW'S STATE—(3,537), 25c-30c-40c-55c, 7 days, 2nd week. **Gross:** $7,000. (Average, $11,000)

"THE TEXANS" (Para.)
"PENROD'S DOUBLE TROUBLE" (W. B.)
METROPOLITAN—(4,332), 25c-30c-40c-55c, 7 days. **Gross:** $9,000. (Average, $11,000)

"PROFESSOR BEWARE" (Para.)
"BULLDOG DRUMMOND IN AFRICA" (Para.)
PARAMOUNT—(1,793), 30c-40c-55c, 7 days. **Gross:** $5,000. (Average. $8,000)

"LETTER OF INTRODUCTION" (Univ.)
"WE'RE GOING TO BE RICH" (20th-Fox)
RKO MEMORIAL—(2,907), 30c-50c-65c, 7 days. **Gross:** $15,000. (Average, $13,000)

Gives Assurance on 16mm. Film Release

TORONTO, Aug. 17.—Because of expressed fears on the part of independent exhibitors that the exhibition of 16 mm. films in halls and schools, which is gaining impetus in the Dominion, would constitute a new form of competition for established theatres, James I. Foy, general manager of Sovereign Films, Ltd., here, has made the following declaration:

"We are distributing only the 16 mm. versions of product handled by Empire-Universal Films, Ltd. We definitely have no intention of showing these films in towns where there is now a theatre showing 35 mm. films. Further, we will confine these showings to towns that are a reasonable distance from the location of an established theatre. We will, at all times, be ready to discuss any situation with anyone who thinks our activities are injurious to their established business."

Heineman in Kansas City

KANSAS CITY, Aug. 17.—W. J. Heineman, western sales manager for Universal, was here recently with Peter Dana, new district manager of the Kansas City area, who will make his headquarters here. Here with Mr. Heineman and Mr. Dana were C. O. Binder, manager of branch office operations, and M. A. Wally, in charge of real estate for the company.

▶ *Radio Personals*

A BABY girl has been bor the Alfred W. McCann, He is the conductor of "Pure Food Hour" on WOR. . Ray Hamilton, WNEW's singing ganist, is now appearing at the Ro velt Raceway in Long Island. . Lanny Ross has been booked to pear on the CBS "Hit Parade," 27. . . . Andre Baruch, CBS announ will celebrate a birthday, Aug. 20. Gerald Marks, songwriter, has turned to New York after a th week trip to Chicago and Detroit.

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Los Angeles

The National Funding Corp., subsidiaries have taken a year's c tract calling for nine daily annou ments on KHJ, KFRC and KGB the Don Lee Mutual network . . contract for 13 additional weeks been signed by Stokely Bros., sp sors of the "Charlie Chan" series KNX Mondays, Wednesdays and I days. Raymond R. Morgan Co., Hollywood, set the pact. . . .

Al Jarvis, KMTR program dir tor, has started a unique progra "Do You Want to Be a Producer bringing to KMTR studios radio ho fuls who furnish script and talent . "The World in Action" is the title a half-hour dramatized news broadc started Aug. 14 on KMTR with co mentary furnished by Hanson "Bu Hathaway, station editor and public director, and production by Norn Paige.

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Oklahoma City

Jimmie Todd, new announcer KOMA, formerly of KFPW, F Smith, Ark., and KTUL, Tul Okla., is putting on "Caravan Dreams," a KOMA sustainer, f turing organ music and poetry. . Neal Barrett, KOMA manager, a vice-president of Hearst Radio, In has returned to Oklahoma City aft being in a Fort Worth hospital for week with a streptococcus infectic . . . Bob Durent, KOMA announcer vacationing in Texas. . . . Marjor Spears, KOMA music librarian, is St. Louis on vacation. . . . Orvil Mills, KOMA engineer in Colorad vacationing. . . . Sybil Wharton a Burma Ruth Byers, KOMA secr taries, have returned to work aft flying to California and back. Charl Blossom, KOMA engineer return this week from a two-week vacatio

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San Francisco

Betty Bronson, star of silent film auditioned a new skit series for a loc sponsor on KPO. The show is title "Social Worker," penned by Dani Lundberg. . . . Regulations under whic radio talent may appear at the 193 exposition here are being worked o by exposition officials, with I. Kornblum, west coast representati of the Theatre Authority, which rep resents the American Federation Radio Artists. . . . Howard Milho land, former NBC program directo here, returned from concert tour Australia with word that radio "booming" there. . . . Currently con ferring with local KPO-KGO head is Don Gilman, NBC vice-president o the coast.

elect Talent For the Ford Sunday Hours

Conductors and guest concert art- who will appear in the new Ford day Evening Hour," which will rn to CBS Sept. 11, have been ected, and include many new to the gram.

ugene Ormandy will conduct the t eight concerts, and the guests on se programs, in order, will be John arles Thomas, Gladys Swarthout, e and Ampara Iturbi, Beniamino gli, Bidu Sayao, Richard Crooks Lawrence Tibbett.

he succeeding eight concerts will under Mr. Iturbi's direction. The st soloists, in order, will be Kir- Flagstad, Jussi Bjoerling, Mr. gli, Elisabeth Rethberg, Ezio Pinza, len Jepson, Myra Hess, and Rich- Bonelli. Under Fritz Reiner's on, for the next five weeks, will Georges Enesco, Lauritz Melchior, . Bjoerling, Lily Pons and Rich- Tauber. Wilfred Pelletier will duct from Feb. 5 through Feb. 26. e soloists will be Mr. Crooks, bert Casadesus and John Charles omas.

Ghione Debut Planned

Mr. Ormandy will conduct again m March 5 through March 26, en the guest artists will be Miss ns, Mr. Tauber, Walter Gieseking l Miss Sayao. Franco Ghione will ke his debut on the program April when the soloist will be Lawrence bett. He will direct five of the ncerts, with Miss Swarthout, Jose rbi, Mr. Pinza, and the Green- d Village Mixed Chorus the guests. . Reiner will be conductor for the grams of May 7 and May 14, with guest soloists not having been ected as yet, and John Barbirolli l conduct the final three concerts of season from May 21 through June The guest soloist on May 2 will Mme. Flagstad with the remaining oists yet to be selected.

adio Center Being Built at Baltimore

BALTIMORE, Aug. 17.—A new radio ter to house the studios of WFBR being built here. WFBR will oc- y the whole second floor of the lding with a floor space of 18,000 are feet for the studios and offices. e cost of the construction will be und $100,000.

he radio center will house, in ad- on to WFBR, a theatre to be ned Center Theatre, to be operated Morris A. Mechanic, president of New Theatre.

ennings Quits as Crosley Executive

CINCINNATI, Aug. 17.—Robert G. nings, vice-president of the Crosley lio Corp., and general sales man- r of WLW and SWAI, tendered resignation late yesterday saying had several offers under considera- from Chicago radio companies. . Jennings is a son-in-law of Powel sley, Jr., president. No successor ndicated.

One for Ripley

Hollywood, Aug. 17.—Latest coals to Newcastle idea: The Florida Citrus Commission, through Ruthrauff & Ryan, Inc., has taken time on KFI here to plug Florida's citrus fruits.

Outside of various political and economic movements being "grown" in California, citrus fruits are the state's biggest crop.

NBC Plans to Resume Television Activity

NBC will resume experimental television transmissions beginning Aug. 23 for a four-week period. The transmissions were discontinued early this summer to permit engineering and program improvements to be incorporated.

The schedule will comprise six one-hour transmissions. The broadcasts will be divided into two series, the schedule being: film and live talent entertainment, twice weekly on Tuesdays and Fridays from 8 to approximately 9 P. M., and a series consisting of test chart and still transmissions four afternoons a week, Tuesdays, Thursdays and Fridays between the hours of 3 and 5 P. M.

American Cigarette Signs Eddie Duchin

The American Cigarette & Cigar Co., for Pall Mall cigarettes, will sponsor a new series of programs featuring the band of Eddie Duchin, starting Sept. 5 from 9:30 to 10 P.M., over a split NBC-Red network. The Compton advertising agency handled the deal.

Pall Mall used NBC facilities last year with a program which featured Dorothy Thompson in news and current event comments.

WMCA Adds Accounts

New business closed by WMCA this week includes a variety show to be sponsored by the Peter Doelger Brewing Corp.; a renewal of the Harlem Amateur Hour by the Duane Theatre Corp. and the return of "The Dentist Says," sponsored by the Dental Supply Co.

Announcement deals have been closed with Alkine Laboratories, the American Jai Alai Corp. and Beaux Arts Apartments.

Radio Firm Opens Office

The recently organized Radio Attractions, Inc., has opened offices in the RKO Building in Rockefeller Center. The firm will distribute transcribed commercial programs. Recently the company acquired exclusive rights for all Atlas Radio productions for 13 eastern states. John McCosker, formerly with WOR, has joined the company and will cover the middle Atlantic territory.

Cass Franklin Signed

Cass Franklin, the radio entertainer, will be the new master of ceremonies in the Terrace Room of the Hotel New Yorker, replacing Hal Richards, who will conclude his engagement, Aug. 21.

New Station, Power Hearings to Be Held

WASHINGTON, Aug. 17.—The Federal Communications Commission has ordered hearings on the applications of WJMS, Inc., for a new 1,200 kilocycle station at Ashland, Wis., with 100 watts power night, 250 watts day, and KRSC, Seattle, for increase of power from 250 to 500 watts; WIS, Columbia, S. C., for a satellite station at Sumter, S. C.; WDEL, Wilmington, Del., for increase of day power from 500 to 1,000 watts, and WIP, Philadelphia, for increase of power from 1,000 to 5,000 watts.

The commission has received examiners' reports recommending the granting of applications of Eastern Carolina Broadcasting Co. for a 1,370-kilocycle, 100-watt station at Goldsboro, N. C., and P. W. Spencer for a 1,500-kilocycle, 100-watt daytime station at Rock Hill, S. C., and recommending denial of the application of R. C. Atwood for a 1,500 kilocycle station at Port Angeles, Wash.

Hearings in October Are Set by the FCC

WASHINGTON, Aug. 17.—Tentative assignments for hearings on broadcasting applications have been fixed by the Federal Communications Commission as follows:

Oct. 14—Before an examiner: Applications of John T. Alsop for a 1,500-kilocycle, 100-watt station at Ocala, Fla., and WJRD, Tuscaloosa, Ala., for extension of time from day to unlimited with 100 watts night, 250 watts day.

Oct. 18—Before an examiner: Application of Durham Radio Corp. for a 1,500 kilocycle station at Durham, N. C., with 100 watts night, 250 watts day.

Oct. 19—Before an examiner: Application of WHAI, Greenfield, Mass., for extension of time from day to unlimited with 100 watts night, 250 watts day.

Short Wave Permit Is Awarded to NBC

WASHINGTON, Aug. 17.—A construction permit and license for a new international broadcasting station was issued to NBC today by the Federal Communications Commission.

The station, one of several which the commission has licensed for "good will" broadcasting to Latin America, will be located at Bound Brook, N. J., and will operate on a frequency of 17,780 kilocycles with 35 kilowatts power.

As in the case of the other international stations the license is subject to revocation should it be determined at any time to construct a Government-owned station, as has been urged in Congress.

Novis to Return to Air

Donald Novis, one of the early stars of radio, has been signed as the featured vocalist on the Fibber McGee and Molly show when that program returns to the air Sept. 6.

Lombardo to Fitch

CHICAGO, Aug. 17.—Guy Lombardo has been signed for the first "Fitch Bandwagon" broadcast scheduled for Sept. 4.

WGTM Asks Permit For Power Increase

WASHINGTON, Aug. 17.—Application for a change of frequency from 1,310 to 1,240 kilocycles and increase of power from 100 to 500 watts has been filed with the Federal Communications Commission by WGTM, Wilson, N. C.

On Oct. 13th F. C. C. will hear argument on the applications of King-Trendle Broadcasting Corp. for a 1,010-kilocycle, 250-watt station at Grand Rapids; WSBT, South Bend, for change of frequency from 1,360 to 1,010 kilocycles, extension of time from sharing to unlimited, and increase of power from 500 to 1,000 watts; WNEW, New York, for increase of day power from 2,500 to 5,000 watts; WRSP, Inc., for a 1,500-kilocycle station at Wisconsin Rapids, Wis., with 100 watts night, 250 watts day, and the competing applications of Nathan Frank, New Bern, N. C., and J. J. White, Greenville, N. C., for a 1,500-kilocycle station, the former unlimited time with 100 watts and the latter day only with 250 watts.

Transfer Aylen to Vancouver Station

TORONTO, Aug. 17.—Following a conference of Canadian Broadcasting Corp. officials, headed by W. E. Gladstone Murray, general manager, here, Peter Aylen, station manager of CBL, Toronto, had been transferred to CBR, Vancouver, replacing J. R. Radford, who comes to the local studio on Oct. 1.

At the meeting it was decided to extend the CBC policy of presenting Canadian symphony orchestras similar to the Toronto Promenade Symphony Orchestra, which has been heard every Thursday night over the Canadian network as well as in the United States through NBC.

Adds Three Announcers

CINCINNATI, Aug. 17. — William Schudt, Jr., general manager of WKRC, local CBS owned and operated station, has added three new announcers to the staff. They are Ross Mulholland, who resigned as chief announcer and production manager of WHKC, Columbus, to accept the local post; Don Paevey, member of the local Federal Radio Workshop, prevoiusly with WMPS, Memphis, and John Reynolds, formerly associated with stations in Knoxville.

Midwest Shows Net Loss

CINCINNATI, Aug. 17.—Midwest Radio Corp., manufacturers of receiving sets, now in reorganization, reported a net loss of $5,842.15 for July, according to figures filed in the U. S. District Court. Gross sales for the month were $25,191.19.

Flat Foot Floogies

Birmingham, Aug. 17.—A membership of about 8,000 has been built up in the "Flat Foot Floogie Club," an organization sponsored by Joe Ford on WSGN. The club was organized during the "Midday Serenade" and the membership has grown at the rate of about 1,000 weekly since it was organized.

Legal Tactics Undecided in Trust Action

(*Continued from page* 1)

agreement will be reached by the defense on any one firm or attorney. A majority of the defendants are almost certain to agree on the issue, but it is equally certain that others will not consent to representation by any counsel not of their own choice.

Legal opinion among counsel for the defendants is at variance at this time also on other phases of procedure. The advocates of a settlement of the suit by consent decree still are holding their own, while others continue to insist that under no circumstances will they become parties to a consent decree.

The difference of opinion extends, as well, to the question of whether or not the defendants should enter into stipulations of fact in connection with the Government's complaint. The advocates of stipulations assert that the charges are so all-embracing that much of general industry practice could be stipulated in advance of trial and the legality of the practices left to the court to determine. Others declare that they would refuse even to stipulate that the history of the industry began with the invention of the stereopticon in 1635, as alleged by the Government in its complaint.

Conferences Continue

Defense attorneys are continuing almost daily conferences on these and other questions of procedure and decisions on one or several of them may be expected at any time.

It was learned that several major defendants completed their answers to the Government's complaint last week, acting on the probability that the Attorney General's office might exact conditions from the defense in return for its consent to a 60-day extension of the time allotted for filing answers. As no conditions were imposed, these completed answers will not be filed until October and may be revised in the meantime.

Nasser Brothers to Build

San Francisco, Aug. 17.—Plans for a new $150,000 neighborhood theatre, seating 1,100 have been drawn by Nasser Brothers.

Funnyface Lew

Besieged by newspaper photographers before sailing on the *Normandie* yesterday, Lew Lehr went through a variety of facial contortions for the cameras, and had the crowd on the pier in stitches. Then reporters surrounded him and wanted to know what he was going to Europe for. "To make faces, I guess," he quipped.

The Lehrs sailed with Arthur DeTitta, newly appointed assistant European director for Movietone News, and his wife. Truman H. Talley, Edmund H. Reek, Harry Lawrenson and others from Movietone saw them off.

Says Industry Is Friend of Papers

The allocation of $600,000 of the "Motion Pictures' Greatest Year" campaign budget of $1,000,000 to newspaper advertising is "evidence that the industry is the best friend that the newspaper business has among the large advertisers," Joseph Bernhard, general manager of Warner theatres, told a meeting of zone managers in Newark yesterday. Mr. Bernhard is a member of the general committee of the drive.

"What other industry contemplating a national campaign of this scope would concentrate all its advertising money in one medium?" Mr. Bernhard asked.

Lauds Newspaper Value

"We believe newspapers will be able to reach the public with our message that 'Motion Pictures Are Your Best Entertainment' more effectively, quickly and efficiently than any other medium. Besides, the unusual cooperative relationship which has grown up between the motion picture industry and the newspapers is unique and this concentrated use of advertising money in the newspapers is a tribute to this relationship.

"I don't mean to say the newspapers have not on many occasions treated us unfairly. They criticize our industry for things which pass unnoticed in other industries or are considered of no public importance. But despite these minor differences the cordial relationship which exists between theatres of the United States and newspapers throughout the country warrants this mark of confidence by us."

Mr. Bernhard pointed out that films are "a powerful ally to other industries, especially those selling consumer goods," in that they establish new styles and encourage buying habits and that the industry, therefore, is "a powerful factor in keeping money in circulation and maintaining normal business levels."

Despite this indirect advertising influence, the Warner circuit does not tolerate direct advertising of commodities on its screens, he continued. "We have refused millions of dollars in contracts for showing commercial reels because we believe the screen should be confined to entertainment," he declared.

The Newark meeting followed a similar session in Philadelphia Tuesday attended by Mr. Bernhard, Gradwell L. Sears, Warners' general sales manager; Harry Goldberg, the circuit's advertising head, and Leonard Schlesinger of the home office.

Busman's Holiday

George Peters, manager of Loew's in Reading, Pa., yesterday started his two-week vacation by volunteering to spend his "spare time" working on the industry's business promotion campaign. Reading exhibitors have obtained the cooperation of the Chamber of Commerce and local merchants for a parade and demonstration in connection with the drive, to be held early in September. Local circuits participating include Wilmer & Vincent, Warners and Loew's.

Viscount Bridgman, Gumpel Finish Hurried Study Here

Something of a record for a good will and contact trip was made by Viscount Bridgman and Max M. Gumpel of Denham Studios, England, who arrived here Friday and left on their return to Europe aboard the *Normandie* yesterday.

Viscount Bridgman, chairman of the board of Denham, was one of the foremost proponents of the Quota Bill in the House of Lords. Yesterday he said that he was quite satisfied that the present quota arrangement is the only satisfactory, workable one. "Quotas are necessary for protection," said Mr. Bridgman. "Protection is a byword with all nations now, whether applied to motion pictures, automobiles or any other commodity."

Making Technological Study

Mr. Gumpel, general manager of Denham, came here for a quick look at American methods. He has been studying all types of laboratory accessories and modern equipment, for Denham is out to take the cream of the American production in England under quota provisions.

He visited the home offices of the major companies and reported favorably on the progress of picture-making in England by those companies. He mentioned Ben Goetz in charge of M-G-M's English product; Bob Kane, of 20th Century-Fox, and Gerald Jackson of Warner's, as men whose pictures will be favorably received in the world market. Herbert Wilcox has just finished "Sixty Glorious Years" for RKO release, he said. This is a Technicolor production starring Ann Neagle.

Musical pictures are still popular in England, Mr. Gumpel said. He predicted success for the Jack Buchanan-Maurice Chevalier film, "Break the News."

Cites Korda Films

Korda has finished "Prison Without Bars" for U.A. release here. This is a story of a woman's reformatory starring a new French actress, Corinne LuChaire. Korda's different story with the familiar title, "Four Feathers," and Sabu, the Indian boy, is another Technicolor film which Mr. Gumpel said would get attention.

"We processed two of Erich Pommer's films which he did with Charles Laughton, 'St. Martin's Lane' and 'Vessel of Wrath.' This company, the Mayflower Co., whose chairman is John Maxwell, is going to be heard from."

Mr. Gumpel and Lord Bridgman will return here again the first of the year. They were agreed that frequent contacts between American and British producers would not only make for better understanding, but would have a marked effect on improved product in both countries.

Joint British Selling to B Studied Toda

(*Continued from page* 1)

Greatest Year" campaign is under
A G. B. spokesman said yest
that that company had been in
to participate in the industry camp
recently, but had been given 24 h
in which to accept. The accept
was sent in after the allotted
and rejected with the explanation
campaign forms had been closed,
spokesman said.

Expected at today's meeting in
dition to Arthur A. Lee, G. B. h
who will return from Toronto
morning, will be Budd Rogers of
liance Films; H. William Fitel
legal representative here for sev
British producers, and Mack Littn
American representative for Herl
Wilcox.

If definite promotional plans
the new British product are evol
at today's meeting they will be
sented at a later meeting to other
tributors of British product, includ
Samuel Krellberg and John E. Ot
son.

Drive Accessories Started Out Toda

(*Continued from page* 1)

"Movie Quiz" contest booklets star
for exchanges throughout the Uni
States and Canada. Approximat
20,000,000 of the booklets are sc
uled to be in designated exchanges
Aug. 26 for distribution to thea
patrons who enter the $250,000 p
contest opening Sept. 1.

Newsreel heads yesterday pled
their support to the campaign a
luncheon conference with George
Schaefer, executive chairman,
Harold B. Franklin, business manag
The newsreel representatives inclu
Truman Talley, Movietonews; A.
Richard, Paramount; Thomas Mea
Universal, and Fred Ullman,
RKO Pathe.

Booklet Holders Read

To facilitate the distribution to t
atre patrons of the "Movie Quiz C
test" booklets, the Loew circuit is h
ing manufactured a small imitati
leather box container with leat
strap which will be slung over
shoulders of the ushers. This will
sure direct patron distribution of
booklets and eliminate their falling
to the hands of children who wo
waste the costly material. The id
was suggested by H. M. Addis
Loew's district manager in Boston.

Finish Washington Fil

A four-reel historical film arou
the life of George Washington h
been completed by Courier Produ
tions for the Virginia Conservati
Commission. The film will be sho
in Virginia schools and at the Worl
Fair next year. The company is op
ated by Fred Waller, formerly Par
mount shorts producer; Harold M
Cracken, who was with Van Beur
and G. E. Hendee. The studio is n
working on several commercial sho

lert.
ntelligent
nd
ndispensable
o the Motion
icture
ndustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

. 44. NO. 35 NEW YORK, FRIDAY, AUGUST 19, 1938 TEN CENTS

ritish Firms Seek Share in Big Ad Drive

ay Start Own Campaign If Their Move Fails

American distributors for British ducers at a meeting at the G. B. ne office here yesterday voted to uest the executive committee of the otion Pictures' Greatest Year" npaign to include their companies l pictures in the drive. Failing in it, the British representatives will leavor to launch an exploitation npaign of their own, the basic ns for which were formulated at sterday's meeting, they stated.

Arthur A. Lee, vice-president of B., who acted as chairman of the eting yesterday, was designated to et with George J. Schaefer, execu- e chairman of the industry cam- gn, in an attempt to work out ans of including the British product the drive. Mr. Lee will advocate issuance of a supplemental list vering the British pictures for in-

(*Continued on page* 5)

ew York Pledges To Campaign Fund At $25,000 Mark

Approximately $25,000 has been edged by New York exhibitors to "Motion Pictures' Greatest Year" mpaign without solicitation, cam- ign officials reported yesterday fol- ving a meeting of metropolitan ex- bitors held at the Astor to inform theatre men of all details of the ive and to instruct them in their rticipation in it.

Contributions were not solicited at sterday's meeting, which was attend- by approximately 200 exhibitors

(*Continued on page* 5)

xhibitors on Coast Promise Drive Aid

Los Angeles, Aug. 18.—Approximately 200 circuit and unaffiliated exhibitors meeting today at the Ambassador Hotel unanimously endorsed Motion Pictures' Greatest Year" mpaign and signed pledges contrib-

(*Continued on page* 5)

Radio News—P. 9

Zanuck Urges United Front For Industry

Tells Producers to End All Petty Strife

Hollywood, Aug. 18.—Members of the Producers Association and attorneys in a session which continued past midnight discussed final details of the industry's ad drive and other matters not covered in a formal statement issued following the meeting. While those in attendance were closed-mouthed as to what transpired it is known Darryl Zanuck addressed the gathering at length on observations made during his European visit and urged abandonment of petty strife between branches of the industry as a prerequisite to general prosperity in the months ahead.

The presence of attorneys at the five-hour session gave color to the belief that the imminent N.L.R.B. hearing on the Directors' Guild charges of

(*Continued on page* 6)

Contend No Laws Bar Majors from Owning Theatres

The absence of any Federal legislation even remotely covering the separation of production and distribution from theatre ownership and operation will be cited by defense attorneys in fighting the Government's anti-trust suit, according to discussions now in progress among industry lawyers.

The defense will also contend, according to these sources, that the Government's demand that the courts

(*Continued on page* 6)

PARAMOUNT DROPS COOPERATIVE ADS

Will Concentrate Upon National Magazines Next Season

Paramount has inaugurated its half million dollar 1938-'39 advertising campaign by breaking away from its long time policy of cooperative advertising in newspapers. Instead, Paramounts' advertising director, Robert Gillham, will shoot the works in 11 national magazines and as many fan publications, which it is estimated will reach 98,969,570 readers.

In announcing and discussing the new policy, Mr. Gillham said that exhibitors cut their advertising in 1933.

"The result was reflected in distributors' budgets," he said. "Whereas in 1933, Paramount was spending 11 per cent of its total budget in 'dealers' helps,' cooperative advertising, assistance advertising, free paper and free posting, the figure had risen to 40 per cent last year.

"The motion picture theatre has leaned too heavily on the distributor in the matter of cooperative advertising. We are spending our money this year where exhibitors' money won't reach, but where exhibitors may still profit from the advertising if they are

(*Continued on page* 9)

"Alexander's" 2d Week Hits Another High

Rolling up an unprecedented second week's attendance at the Roxy, "Alexander's Ragtime Band" drew 168,088 persons to the theatre in the second stanza ending last night, with a take of $77,237 for the week. Combined with the opening week's 192,520 attendance, 360,608 persons have seen the film since it started at the Roxy Aug. 5. With a gross of $87,489.84 for the first seven days, the total gross up to last night stands at $164,726.84. The third week will start today.

No film in the history of the Roxy Theatre has approached, for a similar period, the attendance record established by the Irving Berlin picture. A buildup was noted in the fact that yesterday's attendance figures were ahead,

(*Continued on page* 6)

Van Dyke Denies All Communism Charges

Washington, Aug. 18.—Resentment of the Hollywood film colony over the Communism charges of Edward Sullivan was voiced today in a wire received by the Dies committee investigating un-American activities from W. S. Van Dyke, president of the Academy of Motion Picture Arts and Sciences.

Flatly denying Mr. Sullivan's charges Mr. Van Dyke characterized

(*Continued on page* 6)

Eastman's Story on Screen Is Shown at Waldorf Party

By CHARLES S. AARONSON

Eastman Kodak Co. and J. E. Brulatour, Eastman film distributor, joined yesterday afternoon in screening for the New York trade the company's new industrial picture, "Highlights and Shadows."

The Empire Room of the Waldorf-Astoria and innumerable cocktails accompanied the film, but it needed no such assistance. The film, which runs for 55 minutes, is brilliantly executed.

Against a particularly provocative musical score by Dr. Howard Hanson, director of the Eastman School of Music at Rochester, founded by the late George Eastman, the picture frankly recounts the skill and amazing degree of efficiency which characterizes the immense Kodak plant, wherein are

(*Continued on page* 6)

Schenck Sells Big Block of 20th-Fox

Washington, Aug. 18.—Sales during June of 19,200 shares of 20th Century-Fox common and 1,000 shares of its $1.50 cumulative preferred stock have been reported to the Securities and Exchange Commission by Joseph M. Schenck, it is shown in the commission's semi-monthly summary of transactions of officers and directors in the stocks of their corporations.

At the close of the month, the report showed, Mr. Schenck held 149,443

(*Continued on page* 6)

Salute Opening of Comerford Theatre

Wilkes Barre, Aug. 18.—Industry executives from New York and Philadelphia today joined local and state officials in opening the 2,000-seat Comerford Theatre. The dedicatory program included the national anthem, a trailer of welcome by M. E. Comer-

(*Continued on page* 6)

◂ Purely Personal ▸

SAMMY COHEN, U. A.'s foreign publicity, and his wife returned yesterday from a Halifax-Bermuda cruise aboard the *Kungsholm* and are continuing their vacation in the country. They are also celebrating their 15th wedding anniversary.

•

FRANK ARLINGHAUS, president of Modern Talking Picture Service, Inc., has named Kimball, Hubbard and Powel, Inc., as the firm's advertising agency.

•

SYLVIA SIDNEY, who was married to LUTHER ADLER of the "Golden Boy" company in London, is due on the *Queen Mary* Monday.

•

MARTIN BECK, stage producer, and DEEMS TAYLOR, radio commentator, will return today from Europe on the *Ile de France.*

•

JOEL SWENSEN of the Hays office press department will return Monday from a respite in Vermont's Green Mountains.

•

·AL ADAMS, Republic advertising and publicity head, will spend the weekend roaming the mountains in his car.

•

DAVE PALFREYMAN of the Hays office will return early next week from his vacation in the Maine northwoods.

•

ROBERTO D. SOCAS, film correspondent for *La Nacion* of Buenos Aires, will leave today for Hollywood.

•

BUCKY HARRIS of JOHNNY DOWD'S RKO theatres' publicity department was in Providence yesterday.

•

CHARLES COHEN of HOWARD DIETZ'S staff at M-G-M will start his two-week vacation today.

•

J. CHEEVER COWDIN left New York yesterday by plane for a general look around the Universal studio.

•

DON and MRS. AMECHE are due on the coast tomorrow by train following their European trip.

•

H. J. YATES, head of Consolidated Film, is due Monday from the coast.

Phil Reisman to Europe

Phil Reisman, foreign distribution chief for RKO, will sail tomorrow on the *Ile de France* for a European survey. He will be gone two and one-half months and will hold a meeting while abroad. Another passenger will be Lillian Fischer, returning to Paris after acting as fashion consultant on Paramount's "Artists and Models Abroad." She is the wife of Frank Farley, Paramount studio representative on the Continent.

Priscilla Lane Honored

W. G. Van Schmus, managing director of the Music Hall, was host yesterday afternoon in the theatre's studio apartment to Priscilla Lane, star of Warner's "Four Daughters," currently at the Music Hall. A number of film executives and the press attended. Miss Lane will leave shortly for Hollywood.

All Reviews Heap Praise on Crosby, "Sing You Sinners"

General approbation of Paramount, its writers and of Bing Crosby for his work in "Sing You Sinners" is reflected in the reviews of New York's daily newspapers following the opening of the film. Excerpts follow:

Herald Tribune— . . . The delineation is sharp but understanding; above all, it rings true. . . . An unusually interesting film, technically and from an entertainment standpoint. . . . An expert example of good film-making.

Journal-American — Paramount's done right by Bing Crosby. . . . "Sing You Sinners" turns out to be one of his best. A thoroughly amusing piece. . . . You'll find it grand fun.

Mirror— . . . Excruciatingly hilarious entertainment. . . . Bing Crosby performs with zest . . dashing and inventive. . . . It has smart dialogue, enchanting characters and hilarious situations. . . . A picture which you mustn't miss.

News— . . . "Sing You Sinners" is the most entertaining screen vehicle the crooner has had. . . . A human interest story that is highlighted by amusing comedy lines.

Post— . . . A simple and truthful fabric of a family at home. . . . I don't see how a better picture could have been made. The performances . . . are flawless.

Sun—"Sing You Sinners" turns in a pretty job from everyone. . . . A film that is funny and likeable. . . . Has a dramatic story, real characterizations and plenty of chuckles.

Times— . . . The funnniest comedy on Broadway, including all the side streets. Claude Binyon's story and Wesley Ruggles' direction are swell.

World-Telegram— . . . Bing Crosby's finest picture to date, as well as one of the most enjoyable musical comedies Hollywood has sent us in a long time. It has everything.

Condor Stockholders Sue Company's Heads

Ninety-two stockholders of Condor Pictures, Inc., filed suit yesterday in the U. S. District Court against Condor Pictures, George A. Hirliman, former president, Amadee J. Van Buren, Michael H. Hoffman, Frank Snell, Albert Lieberman, Max Forst, David Brown, Harry Rothman, Glenn Stephens, Louis Atz and 30 other defendants, listed under fictitious names, for $49,300 damages for alleged violation of Sections 11, 12 and 22A of the Securities Act.

Kellogg, Emery, Inness-Brown, attorneys representing the plaintiffs, stated that the suit is similar to one previously filed in Los Angeles, which charged that the defendant officers of the corporation filed misleading statements with the Securities and Exchange Commission as to the financial status of the corporation.

Gets Out Capra Book

Maurice Bergman's advertising department at Columbia has turned out a smart special edition of the *Columbia Mirror* devoted entirely to Frank Capra's "You Can't Take It with You."

Capra's picture is on the front cover, with a foreword by him inside, a few words on the Moss-Hart-George S. Kaufman play, followed by some interesting stills on the development of a picture. The remainder of the book is profusely illustrated with production scenes and individuals connected with the making of the picture and a story on Capra called "Fame's Paradox." The text is printed on coated stock.

"Spawn" Book Is Issued

Paramount's advertising department has turned out a compact and comprehensive press book on "Spawn of the North." Its cardboard covers contain illustrations from the picture, and page 3 contains a handy index to the contents of the book, which includes five pages of promotions, 14 of advertising, eight of publicity and four pages of accessories.

Stage Producers to Convene Sept. 13-14

The Second National Convention of the Legitimate Theatre, to be held Sept. 13 and 14 at the Hotel Astor, will have as its primary purpose "the formation of a plan to make the American Theatre Council a permanent functioning organization devoted to the welfare of the legitimate stage."

This was decided at a meeting yesterday of the executive and administrative committees of the convention, on the basis of evidence submitted that the legitimate theatre needs a permanent organization to act as a clearing house.

The program is being arranged by Brock Pemberton, Warren P. Munsell, Paul N. Turner and Lawrence Langner.

Extra for Loew's Boston

BOSTON, Aug. 18.—Directors of Loew's Boston Theatre Co. have voted an extra dividend of $1.35 a share payable Aug. 27 to holders of record Aug. 22. On Aug. 1 the quarterly dividend of 15 cents was paid. An extra of $1.25 was also paid Aug. 2, 1937.

Warner Victors on Coast

HOLLYWOOD, Aug. 18.—John Rogers and Joan Christie, winners of the Warner Bros.-WNEW "Boy Meets Girl" contest, arrived today via American Airlines. They will be screen tested at the Warner Bros. studios at Burbank.

Elsa Maxwell to Write

Alexander Korda has signed Elsa Maxwell, society hostess and prominent wit, to write an original as a starring vehicle for Merle Oberon. Miss Maxwell will start on the story in September at Denham.

"Daughters" Opens Big

The opening of "Four Daughters" at the Music Hall yesterday was reported as "very big," the management reporting a gross of $13,000 following the close of the last show.

Monopoly Hearings Set After Labor Da

WASHINGTON, Aug. 18.—Hearin of the Administration monopoly i vestigating committee will open shor ly after Labor Day, it was disclos today by Senator O'Mahoney Wyoming, chairman.

The senator did not divulge ho the hearings would be run or wh industries would first be investiga but indications are that initial sessio will be devoted to consideration the general subject and that, later, t committee may split up into sectio in order that several phases of t planned inquiry may proceed simult neously.

Columbia Is Picketed

The building at 729 Seventh Av was picketed yesterday by the Motic Picture Laboratory Technicians Unic in protest against Columbia, whic is having its new Joe E. Brown filn "The Gladiator," processed at the D Art Laboratories, where a strike in progress. John Goetz, laborator official, said the employes complete 120 prints on the film before walkir out Monday night.

Ross's Brother Passes

Harry Ross, president of Ross Fe eral Service, is mourning the death a brother, Ben D. Ross, who die Tuesday of pneumonia at Bellefo taine, Ohio.

"U" Promotes Daff

A. E. Daff, formerly Universal sale manager for Japan, has been name supervisor for the Far East by J. Seidelman, foreign manager, the ho office reported yesterday.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Pu lisher; J. M. JERAULD, Managing Edito JAMES A. CRON, Advertising Manager. ED TORIAL STAFF: Charles S. Aaronson, Jack Ba ner, Al Finestone, Thomas Fitzsimmons, Sherw A. Kane, Irene Kuhn, Joseph Priore.

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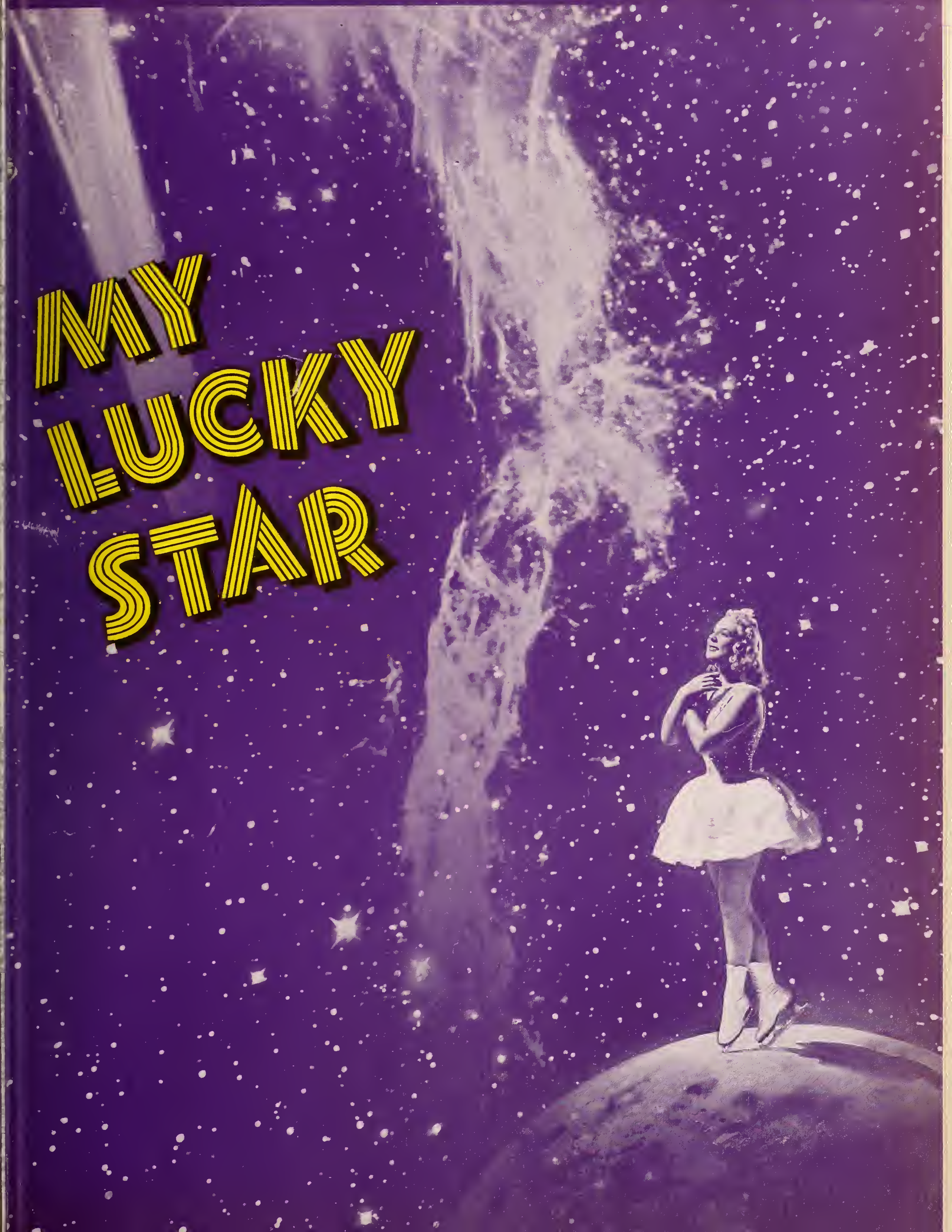
DESTINED TO ECLIPSE EVERY SONJA HENIE RECORD!


MY
LUCKY
STAR

A MODERN GIRL ON A CO-ED CAMPUS

. . . That's Sonja now . . .

SO DAINTY, SO DESIRABLE, SO INCREDIBLE!

Love calls to her in the good, young American way—forever and ever—and awakens a Sonja more understandable, even more *completely winning!* And more astonishing, too, in a climax a thousand-fold more lavishly thrilling than all her previous spectacle-triumphs on ice!

Every woman in America will be crazy about Sonja's 28 new Fall costumes styled by Royer!

Romantic with the rhythms of 8 new Gordon & Revel-ries
including
'THIS MAY BE THE NIGHT'
'COULD YOU PASS IN LOVE?' • 'I'VE GOT A DATE WITH A DREAM'
'BY A WISHING WELL'

SONJA HENI
and
RICHARD GREEN
in
MY LUCKY STAR

with
JOAN DAVIS • CESAR ROMERO • BUDDY EBSEN

ARTHUR TREACHER • GEORGE BARBIER
LOUISE HOVICK • BILLY GILBERT
PATRICIA WILDER • PAUL HURST

Directed by Roy Del Ruth
Associate Producer Harry Joe Brown
Screen Play by Harry Tugend and Jack Yellen
From an original story by Karl Tunberg and Don Ettlinger
Skating ensembles staged by Harry Losee
Darryl F. Zanuck In Charge of Production

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

British Firms Seek Share in Big Ad Drive

(*Continued from page* 1)

sion in the $250,000 “Movie Quiz” test it was learned.

When the British companies' aims ere brought to the attention of cam- aign officials yesterday, several of hem pointed out that it would be ex- emely difficult to add new pictures o the contest list at this time, inasmuch as the “Movie Quiz” booklets sting the contest pictures were being rinted yesterday and first consignments have been sent to exchanges.

Campaign officials declared that umerous attempts were made to communicate with Mr. Lee over the past wo weeks to invite him to enter his ompany's pictures in the campaign, ut without result. Their final effort, hey said, was a telegram advising him hat the forms for the “Movie Quiz” ooklet would close 24 hours later nd that if G. B. was to be included n the contest the company's decision would have to be made within that ime. G. B.'s acceptance of the invi- ation was received a day after the orms had closed, it was stated.

“Only a Wire,” Says Lee

Mr. Lee asserted that the telegram nforming him that his decision must be made within 24 hours was the first ommunication he received from campaign headquarters and that his reply, accepting the invitation, was dispatched at the earliest moment possible.

It was reported that the alternative plans formulated yesterday by the British picture distributors for a promotional campaign for their product nvolved cooperative national advertis- ng with special campaign and sales eatures to benefit participating exhibitors.

The meeting discussed an earlier plan for the establishment of coopera- ive distribution machinery in the United States for British product. The plan has the backing of all American sales representatives and final action must be taken in London where the proposal now is under consideration.

At the meeting, in addition to Mr. Lee, were Budd Rogers, H. William Fitelson and Mack Littman. A second meeting will be called in about two weeks to consider the promotional plan or the British product in the event no means of including that product n the industry campaign are found n the meantime, it was stated.

The British producers represented at the meeting included Gaumont British, Gainsborough Pictures, Herbert Wilcox, British & Dominions, European Film Corp., Criterion Film Prod., Trafalgar Film Prod., Capital Film Corp., Imported Pictures Corp. and Imperator Pictures.

Mr. Lee arrived in New York yesterday from Canada where he met Arthur Jarratt, head of the Gaumont British Theatre Circuit. The latter went to Georgian Bay to visit William Bach, former head of Erpi's London office, who is convalescing from a recent illness at his summer home there. Mr. Lee will meet Mr. Jarratt there this weekend and the two will continue on to the coast, visiting G. B. branch offices en route. They plan to be back in New York Sept. 6.

“Biggest” Quiz Ad

Probably the biggest ad so far used to promote the industry's $250,000 “Movie Quiz” is that flashing atop the Capitol on Broadway. Copy on the contest, tied up with “Rich Man, Poor Girl,” current attraction at the theatre, is flashing letters eight feet high on the traveling sign that runs across the Capitol's “dome.”

No Allied Action

National Allied States Association has not disapproved participation of its members in the “Motion Pictures' Greatest Year” campaign, Max Cohen, president of Allied of New York, said yesterday following the metropolitan area drive meeting at the Astor.

“There appears to be an impression that national Allied policy does not permit its members to cooperate in this campaign. The impression is entirely erroneous,” he said.

Browne of IATSE to Aid Industry Drive

George E. Browne, president of the I.A.T.S.E., yesterday accepted an invitation to serve on the national committee for the “Motion Pictures' Greatest Year” campaign, George J. Schaefer, executive chairman of the campaign, reported.

In accepting the post Mr. Browne said that he was prepared to serve actively and expressed his complete support of the drive. His acceptance was hailed by campaign headquarters as a “new token of the harmonious labor relations in the industry and of the unity of interests behind the nationwide drive.”

Previously, the Screen Actors Guild had adopted a resolution endorsing the campaign and offering the organization's cooperation.

New York Pledges To Campaign Fund At $25,000 Mark

(*Continued from page* 1)

of the Greater New York area. Joseph M. Seider, head of Prudential and Playhouses Operating Circuit, presided.

The partial list of pledges to the campaign fund on the established basis of 10 cents per seat included the following: George P. Skouras, $9,072.50; Frisch & Rinzler, $5,000; A. H. Schwartz, Century Circuit, $5,000; J. M. Seider, Prudential and Playhouses, $2,680, and Si Fabian, $1,103.80. In addition a pledge from the Schine Circuit on the 10-cent-per-seat basis was received, but the amount which the pledge represents was not tabulated.

George J. Schaefer, executive chairman of the campaign, outlined the aims of the drive and urged complete exhibitor cooperation for it.

“It is important to stress,” Mr. Schaefer said, “that this campaign was inspired from the very beginning by a group of exhibitors. Independent exhibitors participated from the very inception of the campaign and it was with their cooperation that the plan of procedure and the details of the $250,000 ‘Movie Quiz’ contest were formulated.”

Cohen Asks Cooperation

Max Cohen, president of Allied of New York, urged independents to support the drive, warning that while no plan could meet every condition in the industry, it would be unwise for any theatre to remain aloof.

Referring to exhibitors who fail to participate in the campaign, Mr. Cohen asked: “How will they explain to the public which wishes to participate in the contest? How will they meet the competition of those theatres which are in the drive?”

Mr. Cohen moved that the meeting go on record as indorsing the campaign, but the chair ruled that the motion was not in order. Moreover, Harry Brandt, president of the I.T.O.A., advocated additional time for members of his organization and other exhibitors sharing similar views to study possible weaknesses in the “Movie Quiz” contest and the effect these would have on houses subject to lengthy clearance schedules. Mr. Brandt said that the subject would be considered at length at the next meeting of the I.T.O.A., Aug. 24, and action on campaign participation would be taken subsequently by those for whom he spoke.

Mr. Brandt expressed sympathy with the aims of the drive, however, and asked that his proposal be not construed as disapproval of the campaign.

Brecher Favors Drive

Leo Brecher, independent operator, spoke in favor of the campaign and urged the independents to give full consideration to its advantages at their meeting next Wednesday.

A plan for organizing the entire New York area into community committees to direct advertising and exploitation in neighborhoods was outlined by Oscar Doob, chairman of the campaign theatre committee.

James Clark, in charge of accessories for the drive, instructed the exhibitors on the procedure for obtaining all campaign materials.

The Newsreel Parade

No particularly outstanding news events of the week appear to have occupied the attention of the newsreels to the point where they all featured it. On the other hand, a widely scattered series of news and “feature” occurrences marked the footage of the five reels. The newsreels and their contents follow.

Movietone News—Social Security has birthday. Annapolis middies return from cruise. West Point cadets use heavy artillery. Twins gather in Maine. Lambeth Walk is new dance. Young men join Franciscan friars. New fall hats for women. Lew Lehr and a trained seal. Indians in Washington race in canoes. New York pro football Giants start practice.

News of the Day—Latest films of war in China. Young men join Franciscan friars. Navy divers set world record. Social Security has birthday. Cadets fire big guns. Lambeth Walk is new dance craze. British speed king tries for record. Diving champions in good form.

Paramount News—Eyston tunes up for record assault. Roosevelt engages in primary fight and O'Connor explains his stand. Hold World's Fair preview. Chemical food is successful. Twins gather in Maine. Mrs. Roosevelt greets World Youth Congress. Pro football players warm up in Washington as do college all-stars at Evanston. Two-year-old works out with high wire act of Wallendas.

RKO Pathe News—Auto production spurts. Mrs. Roosevelt greets World Youth Congress. European swim stars compete. New chemical producing extreme temperatures is demonstrated. Pegler engages in sculpturing battle. “Wonder” clock tells almost everything. Navy divers hit new records. Corrigan takes off on tour. Irish win international horse show.

Universal Newsreel—Navy divers break records. American Embassy quits Hankow. Cadets practice with big guns. Social Security has birthday. Young men join Franciscans. Baby parade in Ocean City, N. J. Cross-country run in France. New water sport in Pennsylvania. Eyston tries for auto record. Wrestling match in Washington.

Exhibitors on Coast Promise Drive Aid

(*Continued from page* 1)

uting their share toward the national drive. It was the first regional meeting of showmen on the coast. Albert Glaston, president, and R. H. Poole, general manager of the I.T.O. of Southern California pledged that organization's unequivocal support.

Speakers were Herman Wobber, 20th Century-Fox general sales manager; William F. Rodgers, M-G-M sales head; Spyros and Charles Skouras of Fox West Coast; Frank Whitbeck of M-G-M and Gabe Yorke, chairman of the Hollywood committee for the drive.

Mr. Wobber explained the details of the “quiz” contest with $250,000 in prizes for the public.

Mr. Glaston said the plan of campaign is more than fair to independent exhibitors, since producers, distributors and their affiliated circuits are putting up three-quarters of the expenses although their theatres number only 30 per cent of those in country.

Mr. Rodgers, Spyros Skouras and Mr. Wobber left tonight for San Francisco and other cities to hold similar meetings.

F. & M. to Help Campaign

St. Louis, Aug. 18.—Fanchon & Marco will subscribe 100 per cent to the “Motion Pictures' Greatest Year” campaign. The subscription will total approximately $4,000 for the 40,000 seats, with the management confident that the second run houses will be the chief beneficiaries in the campaign due to the fact that several of the pictures figuring in the “quiz” have already been shown in the first runs.

20th Anniversary

Film Daily **yesterday published its 20th Anniversary Number. The publication contains, among other things, innumerable pictures and a lengthy directory, indicating what many industry executives of today were doing 20 years ago, the final year of the World War.**

"Alexander's" 2d Week Hits Another High

(Continued from page 1)

hour for hour, of any other day in the second week of the run except last Saturday. By 5 P. M. yesterday, the gross was $600 ahead of Wednesday's business at the same hour.

For comparison, the daily audience and gross figures for the two weeks are as follows:

First Week

	Att.	Gross
Friday	29,614	$12,966
Saturday	34,149	15,947
Sunday	26,630	12,758
Monday	25,970	11,440
Tuesday	26,134	11,836
Wednesday	27,500	11,971
Thursday	23,687	10,573

Second Week

	Att.	Gross
Friday	23,908	$11,003
Saturday	31,790	15,484
Sunday	23,735	11,235
Monday	21,192	9,208
Tuesday	23,016	10,324
Wednesday	22,726	10,343
Thursday	....	....

Reports of record-breaking business in other cities continue to pour in to 20th Century-Fox. At the Metropolitan, Boston, "Alexander's Ragtime Band" set a new high mark of $33,701 for the opening week, exceeding by $8,349 the previous record set by "In Old Chicago," whose opening week included the Easter holiday and Patriots' Day.

Record in Los Angeles

In Los Angeles, Grauman's Chinese and Loew's State, playing the film simultaneously, reported a new all-time record gross of $45,752 as the picture ended its first week. The total was $2,444 above the record set by "Thin Ice." Playing to a total attendance of 55,617 for the first week at the Stanley, Philadelphia, the picture did $28,464, which is within $700 of the two-week total for "In Old Chicago" at the theatre.

In Pittsburgh the film did $21,208 at the Alvin, compared with $15,805 for the first week of "In Old Chicago." The Denver, Denver, took $2,785 on the opening day, last Wednesday, topping the first day's take on "In Old Chicago" by $600. At the Malco, Memphis, the picture did $1,640, as against the previous opening record of $1,068 set by "Happy Landing." The Paramount, Toledo, reported $600 more on the first day than the previous record figure. The Apollo, Atlantic City, reported a first week's gross 55 per cent higher than the two-week total for "In Old Chicago."

Van Dyke Denies All Communism Charges

(Continued from page 1)

the investigator for the committee as a "liar."

In a report to the committee, Mr. Sullivan, its chief investigator, alleged that prominent film stars were financing and taking an active part in the operations of red organizations on the coast

Eastman's Story on Screen Is Shown at Waldorf Party

(Continued from page 1)

made lenses, boxes, all the various portions of motion picture and still cameras, the film itself, for amateurs and professions, and the sensitized paper on which the world in motion is stopped and held.

The picture's director, Ken Edwards, and the producer, James Sibley Watson, Jr., made admirable use of the montage technique to achieve a definite impression of the speed, efficiency, cleanliness and scientific accuracy of the Eastman operations. Particularly does the film stress the scientific research which lies behind every Eastman operation, and which keeps pace with every activity, checking and rechecking for greater value and greater accuracy. Mr. Edwards, chatting with the writer in a quiet corner of the Empire Room after the showing, confided that the picture "cost a great deal of money."

For Organizational Use

The film, as it stands, is designed chiefly for camera clubs and like organizations over the world, Mr. Edwards declared, but it is the intention of Eastman to cut it into shorter lengths and to offer the resulting "sections" to various scientific and other organizations as desired. This is particularly wise, since the film covers all phases of Eastman operation, some of which would be of interest to certain groups and some to others, depending upon their field. It is, of course, furnished by Eastman gratis to any group. Lowell Thomas acted as incidental commentator during a portion of the picture.

The audience, which had grown to sizeable proportions by the time the picture started, was closely held by the film, and words of praise were mixed with references to "Manhattans" and the like after it had been concluded.

Guest List Large

Among those attending were: Herman Seivers, Adolph Stuber and Col. Oscar Solbert, Eastman executives from Rochester; Ted Curtis, William Rivers, William German, Dick Brady, Charles Bonn, H. Edward White, Donald Hyndman, C. E. Snow, E. McDermott, Archibald Dean, Tom Roberts, all of Eastman or Brulatour, New York; Daniel Collins, Erpi; M. H. Aylesworth, John E. Otterson, Carl E. Milliken, Colvin Brown, John Abbott; Fred Waller and Harold McCracken, Courier Productions; George McCarthy, George McMahon and Frank Hilton of Rekordak; Robert Hilton, E. A. Seiffert and Arthur Miller, Consolidated Film Industries.

Also, John Ojerholm, Paramount; E. I. Sponable, 20th Century-Fox; Harry Seml, National Screen Service; Sam Talpin and Stephen Eller, H. E. R. Laboratory; William Rowland, George Naffki, Charles Glett, Walter Brooks, Ralph Austrian, RCA Photophone; Sam Citron, Joseph Burch, Film Laboratory; George O'Keefe; Harry Glickman and Sam Brettenstein, Mecca Film Laboratory.

Salute Opening of Comerford Theatre

(Continued from page 1)

ford, circuit head, and a special short of Mayor Charles N. Loveland proclaiming "Comerford Week" in honor of the new house.

The advance campaign included 12-page newspaper supplements, banner and plaque decorations in all parts of the city, band concerts and billing over a 75-mile area. A demonstration of the latest anti-air craft guns by the 213th Coast Artillery featured the opening day's exploitation. Comerford executives were hosts at cocktail parties to visitors at the hotels Sterling and Durkee, following the premiere.

Among film men in town for the celebration were Leon Netter, George Dembow, Charles Casanave, Lou Astor, Jay Emanuel, A-Mike Vogel, Stanley Goldberg, Earl Sweigert, Pop Korson, Charles Klang, Bill Humphries, Ben Stern, Morrie Bier, Max Gillis, Jack McFadden, Al Davis, Moe Sherman, Sam Gross, Paul Baron, Arthur Meyman, George Beatty, Lewen Pizor, Ted O'Shea, Tom Connors, Sidney Sampson, J. V. Schreck, Bill Mansell, Norman Moray, S. E. Applegate, Bob Lynch, Roger Mahan, Jim Duffy and many others.

Representing the Comerford circuit were John Nolan, J. J. O'Leary, John Comerford, Charles Ryan, Harry Spiegel, Jerry Cadoret, Michael O'Toole, John Roberts, Eddie Pash, Ernie Schmidt, Joe Elicker, John Galvin, Edgar Simonis, Richard Fetterman, Fred Herman, William Walsh, Sid Stanley and Fred Lee.

Frank C. Walker, Comerford executive vice-president, unexpectedly called away, was unable to be on hand.

Schenck Sells Big Block of 20th-Fox

(Continued from page 1)

shares of common and 23,284 shares of the perferred stock.

The total of the transactions was the largest reported for any film company for several months, and the only film corporation report in the summary.

The S.S.C. report showed that a number of men becoming officers or directors in film corporations had made returns of the securities held at the time of their election. Reports showing no securities were filed by Gene F. Kaplan, Los Angeles, added as an officer of Grand National Films Feb. 16; Richard Jones, 3rd, New York, made an officer of K-A-O April 14, 1937, and George L. Bagnall, elected an officer in Paramount Dec. 14. Edwin L. Weisl, New York, added to the Paramount directorate June 21, reported the holding of 3,200 shares of convertible second preferred stock, and Daniel M. Sheaffer, Philadelphia, made a director in Universal Pictures Sept. 2, last, reported the holding, through Universal Corp., of 228,927 shares of common, 220 shares of first preferred and 20,000 shares of second preferred.

Zanuck Urges United Front For Industry

(Continued from page 1)

Wagner Act violation was one of th topics covered.

Will H. Hays' comments to th members, which were described as extended, are said to have been concerned primarily with the national a drive as a means of bringing theatr patronage up to a high level.

Among those present was Sam Goldwyn, who resigned from the association some years ago, but attende this meeting as an observer. Loui B. Mayer presided.

Contend No Laws Bar Majors from Owning Theatres

(Continued from page 1)

rule for severance of the two mai divisions of the industry's functions i discrimination against a particular industry and therefore contrary to law

If the Government wants to establish the principle of "divorcement" i large industries, such as the fil business, the proper method, say th lawyers, would be for Congress t pass a general law applying to all industries alike without discrimination

In the absence of such legislation the courts will have to rule on th issue under the anti-trust laws, it i pointed out, and the question o whether integration of functions constitutes monopoly in restraint of trad will have to be decided in the light o public interest.

Among numerous other points o attack, the defense is expected to contend that the "divorcement" sought b the Government would be confiscatio of property in violation of the Constitution.

Industry executives declare that a adequate defense will be prepared b company lawyers and special counse who will constitute some of the "big" names of the nation's bar.

Wall Street

G.T.E., Loew's Gain on Board

	Open	High	Low	Close	Net Chang
E. K.	173	173	173	173	—1
G. T. E.	13¾	13¾	13¾	13¾	+ ⅛
Loew	47⅜	47¾	47¼	47¼	+ ¼
Para.	9¼	9¼	9¼	9¼	— ⅛
Para. 2	9½	9½	9⅜	9⅜	— ⅛
Pathe	8⅝	8⅝	8⅝	8⅝	....
RKO	2½	2⅝	2½	2½	— ⅛
20th Fox	24¾	24¾	24⅝	24⅝	— ⅛
20th pfd.	32¾	32¾	32¾	32¾	— ¼
W. B.	6	6	6	6	....
W. B. pfd.	35	35	35	35	—3

Curb Quiet

	Open	High	Low	Close	Net Chang
G. N.	9/16	9/16	½	9/16	....
Sentry	¼	¼	¼	¼	—1/1
Univ. Corp.	3¼	3¼	3¼	3¼	....

W.B., Loew Bonds Advance

	High	Low	Close	Net Chang
Loew 3½s '46	100½	100⅜	100½	+ ¼
Para. Pict. 6s '55	96	95	95	—1
RKO 6s '41	71¼	70	70	—1
W. B. 6s '39	76	76	76	+ ½

(Quotations at close of Aug. 18)

ASTAIRE

ROGERS

BERLIN

CAREFREE

THE "TOP HAT" COMBINATION TOGETHER AGAIN—WITH A SHOW TO TOP ALL TOPS! . . . And—delight of delights—Fred and Ginger dancing to your heart's content! . . . Plenty more to build a record-breaker, too . . Four of the Best Berlin songs the world ever swung to! . . . A swell, swift DIFFERENT story that zips around a swank country club, with golf and skeet shooting, all-round sports and bubbling romance splashing through i all! . . . SOME ATTRACTION, BOYS! . . . SEE YOU IN SEPTEMBER

Come on — jam!
Swing that YAM!
Oh, sir; yay, mam,
IT'S A WHAM!

FRED ASTAIRE
GINGER ROGERS

in

"CAREFREE"

with

RALPH BELLAMY
LUELLA GEAR
JACK CARSON
CLARENCE KOLB
FRANKLIN PANGBORN

Lyrics and music by

IRVING BERLIN

RKO RADIO PICTURES

A PANDRO S. BERMAN PRODUCTION . . . Directed by Mark Sandrich
Screen Play by Ernest Pagano and Allan Scott . . . Story and Adaptation by Dudley Nichols and Hagar Wilde

Cooperative Ads Dropped By Paramount

(Continued from page 1)

eawake and tie in with this new y," said Mr. Gillham.

o explain the new policy to exhibi- s and showmen generally, Mr. Gill- m is sending 15,000 large-size book- s telling the story behind the ad- rtising, and giving Paramount sales- n a new slogan—"If it's a Para- unt Picture it's not only the best ow in town, it's the best *advertised* ow in town."

The use of magazine space for ad- rtising pictures is not new with ramount. The company's first na- nal advertising appeared 20 years o. What's new is the exclusive use magazines to tell the public about ramount pictures.

And for the first time advertising edia are tailor-made to each picture. agazines are being selected accord- to the individual pictures to be ad- rtised, and according to the type of ader of each magazine.

The first advertisement appears in ugust in the *Saturday Evening Post* d other magazines. From there on Paramount ads will appear con- uously in the national magazines.

Radio Tieup Planned

Another indication of Paramount's treamlined merchandising" is in a rthcoming tieup with a new network oadcast series which will plug the- re attendance directly.

Fitch's Hair Tonic series, which ill start in September, will take er the Paramount Theatre idea of me bands. Instead of giveaways of lgin watches, as formerly, they asked aramount to cooperate by giving vay 500 two-person passes to the- res showing Paramount pictures. r. Gillham agreed to 500 one-per- n passes if they would plug Holly- ood on the show, urging listeners to see such-and-such a Paramount cture. The one-person pass has ne over big with exhibitors who ure that the recipient will take along other person for a paid admission, creasing grosses regularly.

Precedent Likely

Paramount's abandonment of a co- erative advertising policy is likely be followed by similar action by her major companies. Jack Cohn, ce-president of Columbia, indicated sterday that it may not be long now fore Columbia's long policy of co- erative advertising is abated or andoned.

"Exhibitors must realize they are show business and regardless of ery other consideration look upon lvertising as the life blood of their isiness," Mr. Cohn said.

Mr. Cohn reflected the opinion held distributors that the exhibitors do t realize that with or without co- erative or any other kind of adver- sing, they must maintain good mini- um budgets in order to continue the imulus, so necesary at all times, hich advertising gives to picture bus- ess.

"One reason the distributors are scouraged, is that since the compa- es offered cooperative campaigns, a eat many exhibitors have taken advantage of the cooperative advertising to cut down their own advertising budgets almost to zero. They should consider cooperative advertising as a plus quantity which increases business. No exhibitor should mind spending more money if it means more business, even if the distributor does get more.

"We don't mind giving money for cooperative advertising if the exhibitor will use it to increase his own budget for advertising. But we're fed up with giving the exhibitors money to sell a picture and then seeing them not only not use it for that, but actually cut their own house budget," concluded Mr. Cohn.

▶ Radio Personals ◀

W. C. ALCORN, vice-president and general manager of WBNX, accompanied by Mrs Alcorn is enroute to Klinger Lake in Southern Michigan on a vacation. . . . Sammy Kaye will open today at the Hippodrome, Baltimore, where he will appear for a week. . . . Emil Coleman is vacationing in Asbury Park. . . . Lou Babian and Hope Emerson have become permanent fixtures on Jack Berch's variety show on CBS. . . . Sidney W. Caulfield, treasurer of WBNX, and Mrs Caulfield, have just returned from a holiday in Maine. . . . The Ed Ervins (he is production manager of WBNX) are vacationing at Oak Beach, L. I. . . . Morton Downey has been held over at the Casa Manana, Fort Worth, until Aug. 25. . . . Ben Grauer, the announcer, leaves Saturday on the *Antigua* for a vacation in Mexico. He'll be accompanied by his brother, Alvin, advertising manager of the Gimbel store in Philadelphia. . . . Gabriel Heatter will return to the WOR airways on Monday.

Gaumont Television Plans Cover World

The commercial television plans of Gaumont British, which owns the Baird television patents, are worldwide in scope and will be undertaken on that basis as soon as feasible, Arthur A. Lee, American head of G. B., said yesterday.

Mr. Lee said that he had been misquoted in recent dispatches from Denver in which he was represented as having stated there that Gaumont British planned to enter the United States with commercial television "within a year." He said that he had made no forecast as to the time of the company's entry into this market and observed that "when it is commercially practicable, it is natural that the company will enter this market as well as others throughout the world."

New Circus Series Placed on CBS Web

Contract for a new script show having a circus background was placed with CBS yesterday by Penick & Ford Co., makers of Mi-T-Fine desserts. The series will start Sept. 12, and will be heard Mondays through Fridays from 5:45 to 6 P.M. Batten, Barton, Durstine & Osborn is the agency.

Television Sets Are Guaranteed for Year

Louis W. Parker, chief engineer of the American Television Corp., in response to reports that certain changes in the basic operations of transmitting a television program might render sets being produced now practically obsolete in a short time, stated yesterday that American Television Corp. is prepared to guarantee every receiving set it sells against obsolescence for the next 12 months.

According to Mr. Parker, the flexibility of the system designed by him makes it possible for A. T. C. to guarantee the receivers against obsolescence without unusual risk.

CBS Arranges Sport "Preview" Broadcast

To afford a preview of the network's sports coverage plans for the remainder of the season, CBS has scheduled a special "Sports Showcase" broadcast for Aug. 26 at 10 P. M. Among the participants who have accepted invitations to participate are Don Budge and Gene Mako of tennis; golfers, Johnny Goodman and Mrs. J. A. Page, Jr.; Mrs. John Hay Whitney, Samuel Riddle and George Bull, representing horse racing, and Bob Kelley, secretary of the U. S. Polo Association.

Benny Goodman to Tour

When Benny Goodman's band concludes this week's engagement at the Steel Pier in Atlantic City, the orchestra will begin a trek throughout the midwest. Among the cities in the tour are Columbus, Cleveland, Cincinnati, Pittsburgh, Toledo, Detroit, Toronto and Chicago, concluding in that city with a two-week engagement at the Chicago Theatre.

Mann Holliner Returns

Mann Holliner, radio director for the Lennen & Mitchell advertising agency, returned to New York yesterday from Hollywood, where he negotiated the deal to place Robert Benchley on the air for Old Gold Cigarettes over CBS.

Mr. Holliner will return to the coast in the early fall for the resumption of the Tyrone Power program.

Deny Burgess Charges

Answers were filed yesterday in the U. S. District Court by the Knickerbocker Broadcasting Co., Inc., and Jacobson & Co., Inc., to the patent infringement suit recently brought by C. F. Burgess Laboratories, Inc. The defendants denied the infringement and asserted that the plaintiff's patent is "wholly void and invalid at law" because of alleged prior patents.

Meakin En Route East

SAN FRANCISCO, Aug. 18. — Jack Meakin, KSFO musical director, has resigned to go to New York as "em cee" on the new Nestles Chocolate program, starting this fall over NBC's Red network. His place here will be taken by Jack Joy of KEHE.

Revere Back from Coast

Tom Revere, Benton & Bowles director of radio, arrives today from Hollywood, where he has spent the past few weeks on agency business.

Banner LINES

ONE of the largest crowds of the season turned out for the closing concert in Lewisohn Stadium Wednesday night, which featured radio's Jessica Dragonette as soloist. Busy Miss Dragonette and her indefatigable sister, Mrs. Nadia Loftus, left for Chicago and Milwaukee immediately following the concert's end, where Jessica is to fulfill several other singing engagements.

Miss Dragonette has enjoyed a plentiful season in concert work, and she still is booked far ahead. Attendances wherever she has appeared have been heavy, and the press notices have been eulogistic. All of which is highly unusual for a first season in the concert field. The explanation in Miss Dragonette's instance is not hard to trace, however. It's radio. In her 10 topflight years before the microphone. Miss Dragonette has won her herself one of the greatest, and most intensely loyal followings ever to become attached to a performer. With this following, Miss Dragonette has what practically amounts to success insurance.

▼

The way to a man's heart is through his stomach, but it's also a good way to prevent mike fright, according to a CBS way of reckoning. Persons who are interviewed on the "Farmer Takes the Mike" and "People's Platform" series are taken into the private CBS dining room and treated to full-course repasts before they are presented on the air. Apparentely the system works, for there hasn't been a case of mike fright on those programs yet.

▼

A press release arrived yesterday states "baritone Eddie Roecker meets Lew Lehr in a battle next week to determine the new outboard motorboat champion of Wildwood, N. J." That battle will take place if—the French liner *Normandie* can be reckoned an outboard motorboat, and if the coast of France is adjacent to Wildwood, N. J., for Lew embarked for the Continent yesterday aboard the *Normandie.*

▼

One of the greatest lineups of "names"—political, social, business, civic, and of the show world—ever presented on one program will be presented on the air Sept. 19, for "Think Straight America" week. The program is being lined up by William J. Riley, president of the National Institute of Straight Thinkers—whatever that may be.

▼

Ralph Edwards, announcer on the Major Bowes and other hours, has hung out a "tenants wanted" sign. Seems that Ralph, Andre Baruch, and Mel Allen jointly took an elaborate apartment, and lived together a long while. Then Andre Baruch unexpectedly took unto himself a wife, and Mel Allen's family came on to New York from the south, compelling Mel to get another apartment. Anyone wanting to move in with Ralph can call him at CBS.

—JACK BANNER

Function of Advertising in Distribution

By Terry Ramsaye

Mutual Director of Publicity Discusses Policies and Methods—Discourages General Advertising of Brands

LET us consider some primary facts. There are two kinds of motion picture advertising.

A—Advertising to sell film to the exhibitor.

B—Advertising to sell seats to the public.

It is principally about the Class A, or distributor to exhibitor advertising, that we are concerned here. I am seeking to make clear to the exhibitor, and any others interested, not what he should do but rather what is being done to and for him in advertising.

Now let us sub-divide our Class A advertising, the advertising in behalf of the producer and distributor. Looking into it further we find:

1.—Advertising to present the merchandise, the picture.

2.—Advertising to make the picture appear a success—a sort of post-mortem jubilee intended to foster immortality.

3.—Advertising addressed apparently at the exhibitor or the public but in fact intended for the banker and investor, to keep up a front and maintain credit and borrowing power.

4.—Advertising to keep a star happy, or to promote a president or a general manager or other official in influence.

5.—Advertising just to be advertising, because everybody has the impression that a picture concern ought to do a lot of advertising.

Contrary to many hasty opinions, all of these classes of advertising enumerated, except the fifth and last, are usually amply justified commercially.

Terry Ramsaye.

The motion picture did not become a business until it began to advertise. It is a better business today because it is a vigorous, perhaps often violent advertiser.

Something like six years ago a big advertising agency sent me to a very high official of a then dominant factor in the motion picture industry to mildly suggest to him that advertising might help his business. He listened about half a cigarette and, then looking me coldly in the eye, remarked:

"Young man, advertising is fandangle and a luxury which we can afford but do not need. If we should advertise and should get more business we would be much distressed. Let us not waste any more of each other's time."

This big man was sincere. He is now exceedingly well unknown and his concern is a commercial ghost.

Competitors arose who did advertise—any anybody today in the picture business can write the rest of this paragraph for himself.

For the purpose of advertising to present the pictures to the exhibitor's attention—No. 1 in our schedule—there are four commonly used media; the trade paper, the direct broadside or circular, the local newspaper and the billboards.

The obvious absurdity of using costly billboards and newspaper space to reach the relatively few exhibitor readers is glossed over most frequently by an attempt to make the space appear to be devoted to the establishment of brand value in the public eye, among ultimate consumers. But the everlasting final fact is there, that the advertiser is using the space with the single aim of inducing the exhibitor to pay rental for film.

Upon the evidence now available no advertiser has yet been able to make motion picture brand value stand up in the attention of the public or exhibitor to a profitable degree. If anybody steps up to point a disputing finger at certain brand names I shall be forced to point back at the stock quotation and dividend records.

This is not a failure of advertising, but rather a fact of manufacture. Motion pictures can be branded but they can not be made to a brand standard, at least they have not yet been so made.

If picture brands had important value big stars and special productions could not dominate the market. The name of the star is the nearest thing to a brand in the picture business, but stars have a way of slipping out from under brand control.

Picture patrons do not call up the box office and ask if you have a Burr Oak brand feature. They want to know "Who have you got on to-night?"

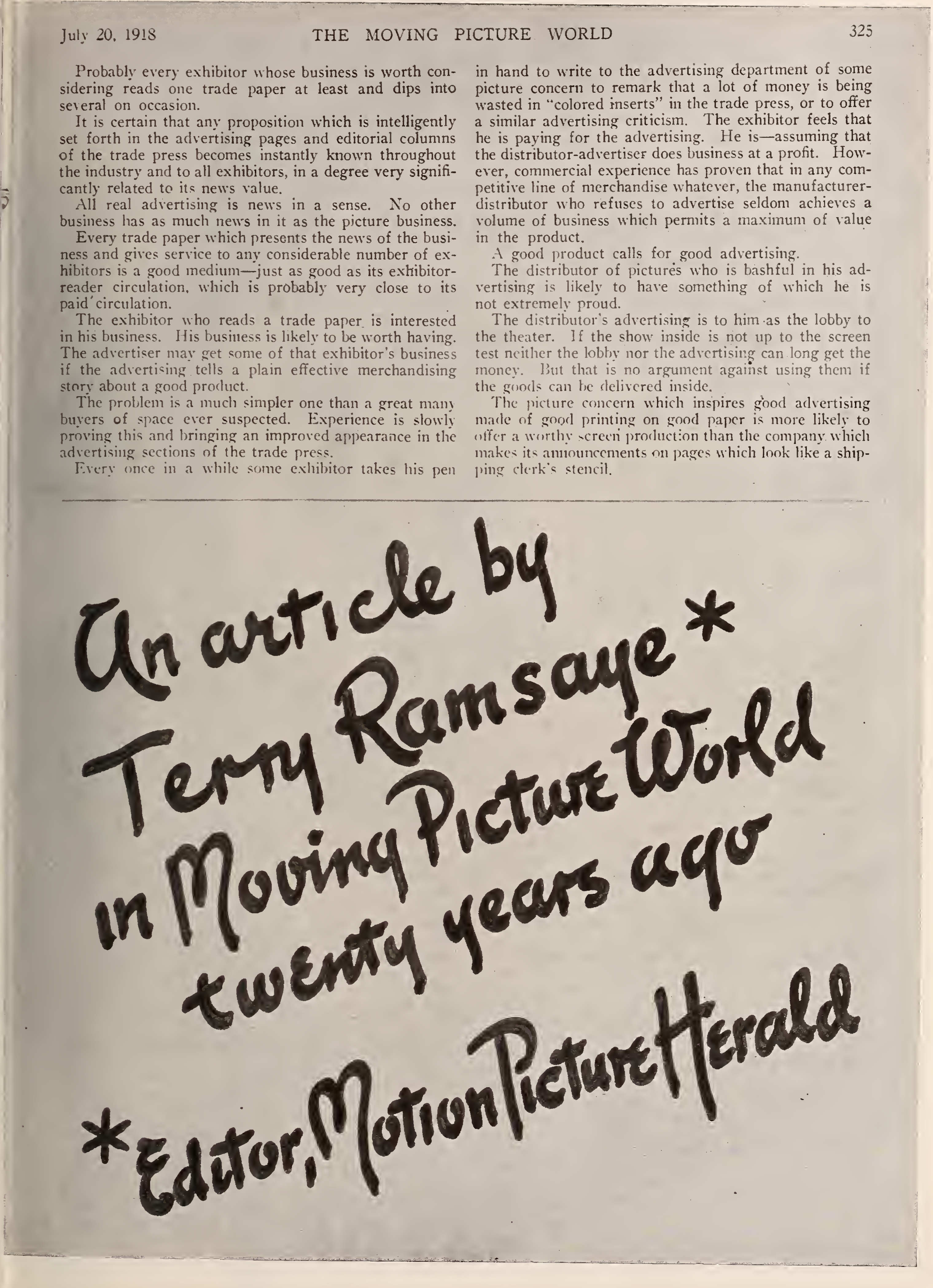
Also it must be admitted that billboards and newspapers can have but small and indirect part in the selling of motion pictures to the exhibitor. I do not mean to decry either the billboards or the newspapers as media—they have a big basic value to the exhibitor, and beyond doubt the newspaper is the best existing medium for exhibitor advertising, the advertising which sells seats to the public.

With thus disposing of two of the media sometimes used—less frequently now than formerly—we have left two other avenues to the exhibitor's attention, the trade paper and literature mailed direct.

Direct literature is not just now as fashionable as it was two years ago. There is a prevailing notion that the motion picture exhibitor has gotten and still gets so much of this matter that he has adopted a practise of ignoring it all in self-defense. Experiment and investigation by the advertising experts of many concerns indicate that this notion is probably well founded. A piece of direct literature sent out in 1915 to 20,000 exhibitors drew the astonishing total of 3,000 replies or inquiries. A similar broadside, probably much better as advertising copy, prepared by the same man, mailed to 14,000 exhibitors in 1917 drew a total of twenty-five replies.

I am not sure the second one was wasted, since the proposition is said to have sold well, and the circular may have had a considerable introductory value, but most assuredly it was not the sensational success that the 1915 circular was. Probably the time is near at hand when the direct broadside can profitably go to work again for a while.

This leaves us with the trade paper to discuss. The trade paper, much debated and ofter berated, remains as the only medium which has been a consistent and continuous performer for the motion picture advertiser.



Probably every exhibitor whose business is worth considering reads one trade paper at least and dips into several on occasion.

It is certain that any proposition which is intelligently set forth in the advertising pages and editorial columns of the trade press becomes instantly known throughout the industry and to all exhibitors, in a degree very significantly related to its news value.

All real advertising is news in a sense. No other business has as much news in it as the picture business.

Every trade paper which presents the news of the business and gives service to any considerable number of exhibitors is a good medium—just as good as its exhibitor-reader circulation, which is probably very close to its paid circulation.

The exhibitor who reads a trade paper is interested in his business. His business is likely to be worth having. The advertiser may get some of that exhibitor's business if the advertising tells a plain effective merchandising story about a good product.

The problem is a much simpler one than a great many buyers of space ever suspected. Experience is slowly proving this and bringing an improved appearance in the advertising sections of the trade press.

Every once in a while some exhibitor takes his pen in hand to write to the advertising department of some picture concern to remark that a lot of money is being wasted in "colored inserts" in the trade press, or to offer a similar advertising criticism. The exhibitor feels that he is paying for the advertising. He is—assuming that the distributor-advertiser does business at a profit. However, commercial experience has proven that in any competitive line of merchandise whatever, the manufacturer-distributor who refuses to advertise seldom achieves a volume of business which permits a maximum of value in the product.

A good product calls for good advertising.

The distributor of pictures who is bashful in his advertising is likely to have something of which he is not extremely proud.

The distributor's advertising is to him as the lobby to the theater. If the show inside is not up to the screen test neither the lobby nor the advertising can long get the money. But that is no argument against using them if the goods can be delivered inside.

The picture concern which inspires good advertising made of good printing on good paper is more likely to offer a worthy screen production than the company which makes its announcements on pages which look like a shipping clerk's stencil.

An article by
Terry Ramsaye*
in Moving Picture World
twenty years ago

*Editor, Motion Picture Herald

HE WON THE RACE!

Bing Crosby's horse (Uncle Gus) in Paramount's "Sing You Sinners" was a bad actor at the post but he got in there and won!

JUST AS PARAMOUNT'S "SING YOU SINNERS" HAS WON EVERY START!

AT SARATOGA

Broke all opening day house records at Community Theatre!

ON BROADWAY

Turned in biggest opening day's business in twenty weeks at N. Y. Paramount!

AND THAT PARAMOUNT BANGTAIL HAS ONLY STARTED!... PLAY IT ON THE NOSE!!!!!

PARAMOUNT HAS THE WINNERS

DO NOT REMOVE

lert.
ntelligent
nd
ndispensable
o the Motion
icture
ndustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

. 44. NO. 36 NEW YORK, MONDAY, AUGUST 22, 1938 TEN CENTS

egion Head Praises Trade For Clean-Up

ropaganda Films Hit by rchbishop McNicholas

n a statement issued yesterday by
National Legion of Decency,
hbishop John T. McNicholas of
cinnati, head of the organization,
ressed appreciation of the improve-
nt in the moral character of Amer-
motion pictures and detailed the
unds for the Legion's opposition to
paganda films.

eclaring that the Legion is con-
ned solely with the moral issue he
that "with every resource at its
mand" it will "challenge any pro-
m using the popular theatre screen
exploit . . . insidious doctrines."

rchbishop McNicholas' statement
s follows:

The motion picture industry has
ounced its plans to increase the
ndance at theatres. The announce-
nt has arrested the attention of all
rmed and thoughtful persons who
w the inestimable value of whole-
e public entertainment in our
dern life.

The cinema caters regularly to
iences of many millions and now it
icipates greater attendance. The
that millions of minds are thus
uenced by motion pictures imposes

(Continued on page 7)

utual's Officers Are All Reelected

ll officers and directors of the
tual network were reelected at the
ual meeting of the stockholders and
ectors of the network, and all of
stock of the web will continue to
held by WGN, Chicago, and the

(Continued on page 8)

Booklets Out Friday

The "Movie Quiz" contest booklets will be available, at designated exchanges next Friday, but the campaign committee cautions exhibitors not to distribute them to patrons before Sept. 1, the start of the Motion Pictures Greatest Year drive. There will be an initial shipment of 20,000,000 booklets. By the time the contest is ended it is estimated that 200,000,000 booklets will be needed.

Must Maintain Air's Freedom, Miller States

But Regulation Needed, NAB Head Says

NASHVILLE, Aug. 21.—The American people are as determined as the American broadcasting industry to resist any Government invasion of "freedom of the air," Neville Miller, recently elected president of the National Asociation of Broadcasters, declared in addressing the graduating class at Peabody Teachers' College here Friday. Mr. Miller's address was broadcast over the NBC-Blue network.

Additional developments in radio yesterday on page 8.

Government regulation of radio is necessary, Mr. Miller acknowledged, to prevent "utter confusion in the air," and to see that the individual stations are operated "in the public interest, convenience and necessity. Should any station fail to so operate," he said, "it deserves to lose the privilege to operate. This is the position of the National Association of Broadcasters; every American station must be

(Continued on page 8)

Few Changes Asked By Reel Cameramen

Few changes in the wage and hour schedules covering newsreel cameramen are in prospect for inclusion in the new two-year agreement with the cameramen's union which is slated for negotiation in late October. The new pact will be retroactive to Sept. 1 when finally agreed upon.

The union has asked an increase in the present schedule of $35 per day and $100 per week minimum, $50

(Continued on page 7)

Blowing Rock Turns Out to See "Spawn"

BLOWING ROCK, N. C., Aug. 21.—This little town of 600 population had more excitement last night than it has had since Armistice Day. Paramount brought 100 hill-billies down from the uplands to show them their first picture, "Spawn of the North," and gave 'em the works.

Newspaper syndicate writers, still cameramen, newsreel men, and a flock of just plain citizens stirred by cu-

(Continued on page 7)

THEATRES' DRIVE BUDGET 2 MILLION

Planning Big Campaign As Supplement for Industry Effort

About $2,000,000 will be spent by theatres in the Motion Pictures Greatest Year campaign in addition to the $1,000,000 which the campaign committee is disbursing, it is estimated by Oscar A. Doob, advertising and publicity director for Loew's, who is chairman of the drive's theatre committee.

Mr. Doob's estimate is based on information pouring in from all sections of the United States and Canada indicating that exhibitors are eager to capitalize on the industry's greatest promotion effort and give it support.

"The drive is reviving the lost art of showmanship among many theatres who haven't put on a campaign in years," he said.

Loew's has budgeted $200,000 as its total expense, and more will be forthcoming if needed. Last fall's campaign cost the circuit $20,000, one-tenth of what it is spending this year. "We believe in these drives," he declared. "They always get us business."

It is estimated that the five major circuits, Warners, Paramount, RKO, National Theatres and Loew's, will

(Continued on page 6)

Paramount to File No. Dakota Appeal In Mid-September

Paramount will file its appeal from the Federal statutory court decision upholding the constitutionality of North Dakota's affiliated theatre "divorcement" law by mid-September, attorneys for the company stated this weekend following the entering of the decree giving effect to the decision in Federal court at Fargo, Friday.

The appeal will go on the Supreme Court calendar and may be reached for hearing by the end of the year or shortly thereafter. A decision could be expected by March, 1939.

Under the decree filed in Fargo, Paramount's bill of complaint was dismissed and, as reported earlier, a 30-day stay was granted to permit the company and its affiliates to bring their appeal to the Supreme Court. The plaintiffs, which include the Minnesota and American Amusement companies in addition to Paramount,

(Continued on page 6)

Warners Get Suit Extension to Nov. 1

A stipulation was filed Friday in the U. S. District Court extending to Nov. 1 the time to answer of Warner Bros. Pictures, Inc., Vitagraph, Inc., The Vitaphone Corp., Warner Bros. Circuit Management Corp., Albert Warner, Sam E. Morris, Robert W. Perkins, Gradwell L. Sears, Joseph Bernhard, Samuel Carlisle, W. Stewart McDonald, Morris Wolf, Charles S. Guggenheimer, Waddill

(Continued on page 6)

Zanuck Group Talks With Director Guild

LOS ANGELES, Aug. 21.—On the eve of tomorrow's hearing before trial examiners of the National Labor Relations Board charging violation of the Wagner Act by 10 major producers, filed by the Screen Directors Guild, Darryl F. Zanuck, chairman of the producers' negotiating committee, today stated that his committee had met with guild representatives and made "satisfactory progress toward a harmonious solution of their problems." Mr. Zanuck, Sam Briskin,

(Continued on page 3)

No "Quiz" Shifts For British Films

Campaign forms will not be reopened to admit American distributors of British pictures into the "Movie Quiz" contest to be conducted in conjunction with the Motion Pictures' Greatest Year campaign.

While no official statement to this effect was issued at campaign headquarters, executive officers stated that

(Continued on page 6)

Watch Trade Papers

In the *Loewdown*, daily house organ of the Loew circuit, Oscar A. Doob publishes this bulletin:

"All Loew managers are urged to watch the trade papers and read carefully all data published on the industry drive. The trade press is providing the quickest and most economical method of reaching theatres with information vital in the drive."

Purely Personal

RICHARD BLAYDON, Paramount production executive, will arrive today with his bride from the coast. They are scheduled to sail Wednesday for London, where MR. BLAYDON will be assistant to DAVID E. ROSE, in charge of Paramount's British production.

•

DR. BORIS V. MORKOVIN, chairman of the department of cinematography of the University of Southern California, will speak on "The University Studies the Motion Picture" in the National Board of Review film forum tomorrow evening over WNYC.

•

LOREN RYDER, chief sound engineer at the Paramount studio, is due today on a checkup of equipment in key city theatres which will play "Spawn of the North" and "Men with Wings."

•

W. C. GEHRING, 20th Century-Fox central division manager, has returned from Detroit, where he worked with LESTER STURM, branch manager, on a circuit deal.

•

H. R. BEIERSDORF, Dallas manager for 20th Century-Fox, is here working with WILLIAM KUPPER, division manager on the Griffith circuit deal.

•

R. K. HAWKINSON, Latin American division manager for RKO, sailed Saturday on the *Carinthia* for a cruise to the Saguenay River and Bermuda.

•

EVELYN KOLEMAN, assistant to AL ADAMS at Republic, is studying Spanish in preparation for a forthcoming Havana trip.

•

HERMAN WOBBER, 20th Century-Fox sales chief, is spending some time at his home in San Francisco.

•

HERMAN G. WEINBERG left for Provincetown over the weekend to work on a book, "Sin and Cinema."

•

MRS. DUDLEY NICHOLS, wife of the screen writer, sailed on the *Georgic* Saturday for a tour of England.

•

HARRY MOSKOWITZ, in charge of construction for Loew's, will return today from a vacation in Canada.

•

SYLVIA SIDNEY returned from Europe on the *Queen Mary* this morning.

Cammack Leaves for Rio

Ben Y. Cammack, Latin American manager for RKO, sailed Saturday on the *Northern Prince* for Rio de Janeiro, where he will hold a three-day sales meeting starting Aug. 26. Bruno Cheld, Brazilian manager; Nat Liebeskind, Argentine manager, and George Kallman, in charge of Chile, will attend with their sales staffs.

Consolidated Best Team

With the close of the season rapidly approaching, the team of Consolidated Film Industries is leading the Motion Picture Baseball League by a wide margin. Following in order of ranking, are: NBC, RKO, Skouras, M-G-M Columbia and International Projector.

No Dissension in Critics' Appraisal of "Daughters"

There was no dissenting critical voice as the New York daily paper reviewers appraised "Four Daughters." The Lane Sisters, and especially John Garfield, as well as the film as a whole, came in for a large share of praise.

Herald-Tribune—High on the list of fine motion pictures of 1938 "Four Daughters" must assuredly be placed. . . . Here is a pleasant surprise of the young season. . . . A credit to Warners and the motion picture business.

Journal-American — Charm and humor and tenderness are woven in. Sympathetically told and acted, it takes its place among the season's best . . . outstanding entertainment.

Mirror— . . . Stirring comedy drama. . . . It's a hit. . . .The premiere audience responded with unwavering enthusiasm. . . . Director Curtiz has done a marching, moving job of it.

News— . . . Form an interesting and heart-warming pattern. . . . Superb performances from every member of the cast. The brightly written dialogue is one of the picture's chief attractions.

Post— . . . The picture is unquestionably a crowd pleaser. . . . It can be ranked as one of the best in the home-life cycle.

Sun— . . . A popular hit. . . .The opening day audience received it with bounteous applause. . . . Likely to put the younger players on the road to stardom.

Times— . . . "Four Daughters" is one of the best pictures of anybody's career. . . . It may be sentimental, but it's grand cinema.

World-Telegram— . . . The film is a superb entertainment. . . . Performances like Mr. Garfield's are all too rare. . . . It seems to have everything that goes to make up exceptional film fare.

Reisman to Conduct Meeting in Europe

A meeting of European managers for RKO will be held by Phil Reisman, foreign manager, in Paris, Sept. 8 or 9, he said before sailing Saturday on the *Ile de France* for a European survey of two and a half months.

The meeting will be attended by Reginald Armour, European chief; Ralph Hanbury, in charge of the United Kingdom; G. E. Georgoussy, Near East; Norman Durant, India, and Louis Lioni, Dutch East Indies. The latter two will fly in. Mr. Reisman is taking along a print of "Carefree," which will be screened.

Drop English Exemption

LONDON, Aug. 21.—Under new import regulations which went into effect yesterday, the free entry into England of scientific films is abolished, but applications for exemption from duty will be considered by the authorities. Foreign films dubbed in English under British auspices now will be admitted duty free.

Youmans Has Invention

QUEBEC, Aug. 21.—Vincent Youmans is working on a new device in connection with film sound tracks which he predicts will "revolutionize sound in motion pictures." He is stopping at the Chateau Frontenac. He will go from here to New York and then to Washington.

Warner Tourney Sept. 16

The annual Warner golf tournament will be held at the Old Oaks Country Club, Purchase, N. Y., Sept. 16. The committee in charge includes Arthur Sachson, President, and Jerry Keyser and Leonard Palumbo.

New GB House to Open

LONDON, Aug. 21.—The Holloway, new Gaumont British 3,000-seat suburban house, will open on Sept. 5. The programs will include a feature, one hour of vaudeville, March of Time, newsreels and shorts.

Momand Suit Hearing Delayed Until Aug. 30

OKLAHOMA CITY, Aug. 21.—The hearing on the motion of the defendants in the A. B. Momand anti-trust suit to strike out certain petitions, was held in abeyance until Aug. 30 by Federal Judge A. B. Murrah on Friday.

The judge asked that a brief outline of the proposed arguments of the defense, major companies and the Griffith Amusement Co., and the plaintiffs be given him for study between now and Aug. 30.

Miss Kerr Charges Communism on Coast

WASHINGTON, Aug. 21.—Communism is rampant in Hollywood, the Dies House Committee on un-American activities was told here on Friday by Miss Margaret Kerr, of the Better America Federation of Los Angeles.

Miss Kerr, mentioning no one individual or group, said that many members of the film colony were contributors to *The People's Work*, a Communist publication. She said that $6,600 had been contributed toward the publication by the film colony.

Monogram Sales Up 50%, Weeks States

Monogram Sales are now 50 per cent ahead of last year's figures for the corresponding period of time, according to George W. Weeks, Monogram sales head. Monogram, according to Mr. Weeks, in the past two days has closed deals which will give the organization 100 per cent representation on its new product with the Lightman circuit in Memphis, the Kincey chain in Charlotte, and the Harris circuit in Pittsburgh.

Felix Jenkins Returns

Felix Jenkins, general counsel for 20th Century-Fox, returned yesterday from Los Angeles where he attended the National Theatres convention. He attended the circuit's first regional meeting in Kansas City earlier.

Mary Pickford to Be
Active on UA Boa

Mary Pickford will continue activ
as a director of United Artists follo
ing the establishment of a reside
here which she will utilize for
greater part of each year, she revea
yesterday. She will be the only
of the five United Artists' partn
owners to serve actively in a dir
torial capacity, inasmuch as the o
have designated representatives t
board on the transfer of the execut
and administrative functions fr
Beverly Hills to New York this su
mer.

Asked about reports that she mi
become president of United Arti
Miss Pickford said, "I have no a
bitions whatever along those lines
would refuse the office if it w
offered me."

She said that long term engageme
in the east of Buddy Rogers, her h
band, and the establishment of her
cosmetics business impelled her
establish a residence here.

Terry May Make 13
In Color Next Ye

There may be 13 Terry-Toons
color instead of the six origin
scheduled by Paul Terry in his se
of 26 for 20th Century-Fox rele
during 1938-'39.

On the basis of reaction to
color films, Mr. Terry said rece
he would increase the program to
of the one-reelers. Now he pl
to make half of the series in co
This is the first time the Terry-T
studio has departed from black
white.

Three months' releases of the 2
Century-Fox shorts program 1
been completed.

MOTION PICTURE
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mann, representative. SHANGHAI: Rooms 3
Capital Theatre Building, 142 Museum Road; J
Koehler, representative. STOCKHOLM: Ku
gatan 36; Ragnar Allberg, representative. TOK
880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. T
naga, representative.

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at the post office at New York, N. Y., u
the act of March 3, 1879.

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ill Would Revise Oklahoma City Fees

KLAHOMA CITY, Aug. 21.—A sed ordinance setting new license for local theatres has been introed into the City Council, setting hedule of fees which W. A. Quinn, Manager, said "would equalize license burden" between large and ll theatres.

e ordinance was the second of its attempted, the first having been pped after protests of W. B. Shut- general manager of Standard atres Corp., operators of nine local tres.

nder the proposal, theatres whose imum admission charge is $1 or e would pay a yearly license of . Where seating capacity is less 1,000 and maximum admission 0 cents to $1, the annual license would be $150. From these top s, the annual licenses are scaled n to $75 for theatres with fewer n 400 seats where a maximum ad-sion charge is less than 50 cents. ordinance will come up for final sage in a few days.

ile Second Condor Suit

uit brought by 13 stockholders of ndor Pictures, Inc., asking for gment for $12,951 has been filed the U. S. District Court against orge A. Hirliman, Amadee J. Van ren, Michael H. Hoffman, Frank Snell, Albert H. Lieberman, Max rst, David A. Brown, Harry J. thman, Glenn W. Stephens, Wil- n Siegel, Louis A. Atz and 30 other endants under fictitious designa- ıs. The plaintiffs charged viola- of Sections 11 and 22A of the curities Act of 1933. A similar t was brought on Aug. 18 by 92 er stockholders of Condor Pic- es against the same defendants.

oward to Produce Here

Villiam K. Howard, director, and nard J. Steele of New York have med a partnership to produce films the Eastern Service Studio. The tative title of the first is "Home wn."

Robert Montgomery, Sylvia Sidney, nchot Tone, Claude Rains and nny Walker are among those men- ned in connection with the first ture which is now casting and is eduled to start late in September. ramount will release.

John F. Camp Passes

ILWAUKEE, Aug. 21.—John F. np, 44, in the film business for 25 rs, and Universal exchange mana- here for the past two years, died e Friday. Funeral services were l yesterday. Mr. Camp is sur- ed by his widow, two sons and a ther.

anson Again with RKO

MAHA, Aug. 21.—Oscar Hanson, nager of the Majestic at Hebron, b., for the past two years, has re- ned the RKO sales staff here. Mr. nson succeeds Bill Foley.

nprove Little Carnegie

The Little Carnegie Playhouse was sed today for several weeks, during ich air conditioning and new seats l be installed.

Hollywood Previews

"Block-Heads"

(Roach-M-G-M)

HOLLYWOOD, Aug. 21.—Episodic in nature, "Block-Heads," last of the Laurel and Hardy feature length pictures for M-G-M release, contains no sustaining thread of plot. It consists of about seven blackouts, which are built up by the comedians with comic elaborateness. Those patrons who have a fondness for the technique of misfortune employed by the two comics will find a number of laughs along the way.

The picture opens with Laurel being left to guard a trench during the World War while his buddies "go over the top." It picks up a thread of continuity 20 years later when Laurel, still pacing the trench, is unaware of the end of the war. Hardy, his buddy, insists that he become his house guest and a jealous husband, a neighbor, further complicates the plot when he discovers the pair innocently flirting with his wife. The final blackout has the husband, Billy Gilbert, chasing after the duo, firing a gun and shouting. As the final fadeout comes, about a dozen other men, hearing Gilbert's shouts, jump out of windows of other apartments.

Patricia Ellis, Minna Gombell and James Finlayson support. This was the late John G. Blystone's last directorial assignment, and marks the first time Hal Roach, Jr., draws associate producer credit. The "original story and screenplay" was written by five writers—Charles Rogers, Felix Adler, James Parrott, Harry Langdon and Arnold Belgard.

Running time, 55 minutes. "A." VANCE KING

"I Am the Law"

(Columbia)

HOLLYWOOD, Aug. 21.—Edward G. Robinson is in practically every inch of this melodrama and every inch an actor. Here, as in his radio shows, he is on the side of the law without equivocation, but in this he goes the full route and cleans up not one but all the dirty spots in a crime ridden city.

The story is from a *Liberty Magazine* serial by Fred Allhoff and has much more body than the mine run of mobster films. Jo Swerling's screenplay is compactly constructed and Producer Everett Riskin, together with Director Alexander Hall, have given it imperative presentation.

Mr. Robinson plays a professor of law who serves his city as special prosecutor and is relieved of his assignment just as he is beginning to find out who the racketeers work for. After that he carries on his own investigation with the aid of his former students and succeeds at cost of cherished reputations in effecting imprisonment or lethal removal of his criminal opponents. The plot convolutions are too intricate and well ordered for swift synopsisation. John Beal, Otto Kruger, Barbara O'Neil and Wendy Barrie top a supporting cast that is large and well selected. Highlights in the action are Robinson's fight with a gangster, his use of a concealed sound camera in gathering evidence and his forcing of the principal higher-up of the gangsters to give up his life in a trap set for Robinson.

Running time, 80 minutes. "G." ROSCOE WILLIAMS

"Freshman Year"

(Universal)

HOLLYWOOD, Aug. 21.—Constance Moore, William Lundigan, Dixie Dunbar, Stanley Hughes and Frank Melton are seen and heard here as unprodigious and altogether credible college freshmen getting into and out of typical first year troubles, scholastic and personal, with Ernest Truex, as a faculty member who rediscovers his youth, contributing mightily to the entertainment quality of the finale, one of those campus shows staged to solve a financial problem. The film gets Universal's new college series off to a nice start.

Worked into the proceedings, which have to do with the adventures of a somewhat over-fresh freshman and his pals, are individual performances by the Diamond Brothers, the Murtah Sisters, the Lucky Seven, a pleasantly vocal outfit, and Tommy Wonder. Songs by Harry Barris and Joe McCarty and by Irving Actman and Frank Loessor are appropriately swingey.

Frank McDonald directed for Associate Producer George R. Bilson, displaying a light but sympathetic touch. The screenplay by Charles Grayson from an original story by Thomas Ahearn and F. Maury Grossman is a slick little article utilizing "flunk insurance" and other modern material.

Running time, 65 minutes. "G." ROSCOE WILLIAMS

Variety Club

Detroit

DETROIT, Aug. 21.—The local club will hold its final summer golf tournament on Aug. 22 at Franklin Hills Golf Club. The wives will attend—but to play bridge, not golf. Mrs. Phil Kaplan is chairman of the women's activities. Among the golf prizes is a trophy offered by S. E. Sallen, past chief barker. H. M. Richey is chairman of the prize committee and Carl Buermele is general chairman of the tournament.

Kansas City

KANSAS CITY, Aug. 21.—The variety Club-Film Row annual picnic came off on schedule at Quivira. The 20th Century-Fox "all stars" beat the I.T.O. Amalgamated "all stars" in 7 innings of softball, 10 to 4.

Zanuck Group Talks With Director Guild

(Continued from page 1)

and E. J. Mannix, represented the major producers, and Frank Capra, Howard Hawks, and W. S. VanDyke represented the guild negotiating committee.

The Directors' Guild has two actions pending before the NLRB. The first filed asked the Guild to be declared the collective bargaining agency for directors, assistants, and unit managers, and the second complaint charged that 10 major producers violated the Wagner Act by refusing to bargain collectively, also coerced and intimidated employees.

The conference today followed a closed meeting of producers at which it is reported a movement for intra-industry peace in employer-employe relations was started. Whether the N.L.R.B. board action will be postponed indefinitely, pending possibility of an amicable settlement of the controversy which has raged for over a year, remains indefinite. However, in that event, Screen Writers Guild, which has been certified as the writers' bargaining agency in 13 studios, and producers, may also settle their problems without resorting further to the N.L.R.B. or the Federal courts.

The producers' contentions in the primary conference with the directors were that directors are not employes, but individual contractors, that the guild as constituted is not the proper representative for assistant directors and unit managers. The producers had indicated willingness to bargain with directors as a group, and with assistants and unit managers in another group. This, the Directors' Guild board and Junior Guild board declared was an attempt to split the ranks of the organization.

Following the breaking off of negotiations last year, directors' and producers' committees resumed talks this spring but the producers remained adamant in stands taken last year concerning impropriety of the deal with one organization representing three classifications. The producers also have steadily denied that the industry is engaged in interstate commerce and therefore amenable to provisions of Wagner Act. The N.L.R.B. in the Writers Guild case, ruled that writers are employes and that the Wagner Act is applicable to the industry.

"I have seen 'Four Daughters'

"I have seen 'Four Daughters'

12,000,000 readers of New York newspapers saw this advertisement

"I have seen 'Four Daughters'. It was a privilege to see it. It's all that a motion picture ought to be!"

Dave Chatkin, Monarch Theatres

"I have seen 'Four Daughters' and it is a really wonderful picture. If it's a sample of the new season's product, Warner Bros. can look forward to a great year. It's about the most livable picture I've ever seen, with those new players fitting so perfectly into the parts that they really *are* the characters they play."

Jack Partington, Fanchon and Marco

"I have seen 'Four Daughters' and it is an exquisite production."

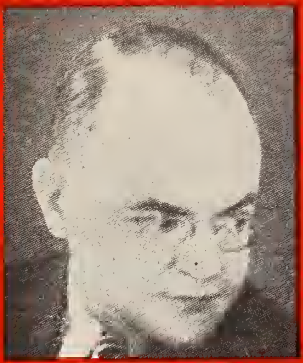
George Skouras,
Skouras Theatres

have seen 'Four Daughters'. Here is splendid piece of entertainment—one at women will undoubtedly go for the biggest kind of way, and men, oo. It's an example of perfect casting."

Sam Dembow, Fanchon and Marco

"I have seen 'Four Daughters' and I say it is one of the finest pictures ever produced. A great cast and a great production."

Bob O'Donnell, Interstate Circuit



"I have seen 'Four Daughters'. It is entertainment par excellence. RKO gives it 5 bells."

John O'Connor, RKO

have seen 'Four Daughters'.
's a truly great production."

Leon Netter, Paramount

Warner Bros., *Producers*

Theatres Will Use 2 Million In Own Drive

(Continued from page 1)

spend a total of $1,000,000 or more. With the exception of the contributions to the general campaign fund, which will cover the cost of national advertising and the "Movie Quiz" contest, the circuits' expenditures will be for local campaigns.

At least 10,000 of the 16,000 theatres estimated to be operating will actively participate in the drive, Mr. Doob believes. "The large circuits have taken on a large burden and for the first time are unselfishly sharing their experience and the work of their organizations with other exhibitors," he said. "All theatres will benefit, but the degree to which they will benefit will depend on their own efforts."

The Loew circuit's contribution to the campaign fund is more than the 10 cents a seat assessment stipulated by the campaign committee, Mr. Doob said. He estimates Loew's will need 2,000,000 "Movie Quiz" booklets, at a cost of $11,000.

Full Cooperation Set

All circuits are raising funds for local celebrations, parades, combination advertising and so on, he reported, and one has assessed itself two cents a seat for decorations, Mr. Doob declared. He brings out the point that as the initial punch of the campaign wears off in a few weeks, theatres will put on another local drive to sustain public interest to the last day of the four-month promotion.

The Loew circuit will launch its new season campaign simultaneously with the start of the industry drive Sept. 1, with "Marie Antoinette" as the opening attraction. A national campaign of 2,200-line ads has been scheduled on the film in Loew key cities at a cost of $30,000 and $40,000.

Buy Out Odessa House

KANSAS CITY, Aug 19.—Several weeks ago C. P. Shaner, who operates the Dixie at Odessa, Mo., closed his theatre and went off for a vacation. While he was gone, the Chamber of Commerce bought out the house for the reopening night.

Wall Street

Eastman in Best Gain

	Open	High	Low	Close	Net Change
E. K.	172	174	172	174	+1
G. T. E.	14	14	14	14	+ ¼
Loew	47½	47¾	47⅛	47¾	+ ½
Para.	9⅜	9½	9⅜	9½	+ ¼
Para. 2	9⅜	9½	9⅜	9⅜	.....
Pathe	8⅞	8⅞	8½	8½	— ⅛
RKO	2½	2½	2⅜	2⅜	— ⅛
20th Fox	24⅞	24⅞	24¾	24¾	+ ⅛
W. B.	6	6⅛	5⅞	6	.....

Little Curb Activity

	Open	High	Low	Close	Net Change
G. N.	½	½	½	½	—1/16
Sonotone	1⅝	1⅝	1⅝	1⅝	.....
Tech.	23	23	22½	23¼	— ¼
Univ. Corp.	3¼	3¼	3¼	3¼	.....

Para. Bonds Show Rise

	High	Low	Close	Net Change
Loew 3½s '46	100½	100½	100½	.....
Para. Pict. 6s '55	96½	95¼	96½	+1½
Para. Pict. '47	80¼	80¼	80¼	— ¼

(Quotations at close of Aug. 19)

Loew-Poli Houses Plan Big Campaign

With proclamations by the Governors of Massachusetts and Connecticut and the mayors of various cities, the Loew-Poli New England circuit is planning its greatest campaign in conjunction with the industry's drive.

Harry F. Shaw, division manager of the circuit, reports parades are being planned in all Loew-Poli towns, with a motor cavalcade covering all of them in a seven-day period. Headed by a large float, the procession will start in Waterbury Aug. 27, stopping on succeeding days in Bridgeport, New Haven, Meriden, Hartford, Springfield and Worcester, where it will wind up Sept. 3.

A special assignment of Connecticut state police has been made to escort the cavalcade along the route, and there will be city police escorts in all towns. The local parades will include from three to six bands, four girls astride horses, ushers in uniform with banners, clowns, automobiles and floats, with a calliope bringing up in the rear.

The large float will remain for a day in front of the local theatres, with a "man on the street" broadcast direct from the display interviewing passersby on questions relative to "Movie Quiz" contest and the drive. The theatres' slogan is "Loew-Poli Theatres March On to a Greater New Show Season." The industry's campaign slogan, "Movies Are Your Best Entertainment," will also be used.

Commerce Chambers Included

In cooperation with the Chambers of Commerce throughout the territory, merchants have pledged to decorate their store fronts and buildings.

Mr. Shaw is working on a hookup from the M-G-M coast studios to get two or three stars to speak via the telephone on the opening night of the "New Show Season," Sept. 1. This will be accomplished by loud speakers on the stage of the theatres, the messages to be heard simultaneously in seven cities.

Among many other stunts, a small angel cake will be mailed to newspaper editors, film critics and city and state officials, with a card inserted reading, "Cut yourself a piece of cake and help us celebrate Motion Pictures' Greatest Year."

The day the float visits the theatres, an 18-page photo album will be given away by the thousands. Each week patrons will get a still of a star to put in the book and at the end of the campaign the album will be filled.

Warners Get Suit Extension to Nov. 1

(Continued from page 1)

Catchings and S. Charles Einfeld in the Government anti-trust suit.

The extension was consented to by Wendell Berge, special assistant to the Attorney General, in behalf of the Government, and Robert W. Perkins as attorney for the defendants. The stipulation contained a clause similar to one incorporated in previous extensions granted to other defendants, providing that if any other defendants listed in the Warner group be served or voluntarily appear by Oct. 12 their time to answer would automatically extend to Nov. 1.

25th Anniversary

New Orleans, Aug. 21.—Twenty-five years of operation of the Lafayette Theatre was celebrated here last week by Jack Miller and his staff. Mr. Miller operates in a theatre building erected 35 years ago for the Shuberts. It later was a Klaw and Erlanger house.

Key City Drive Work Progressing Rapidly

Key cities in many sections of the country are making swift progress with community promotional plans for the "Motion Pictures' Greatest Year" drive, according to reports submitted to campaign headquarters over the weekend by regional chairmen of the drive.

Baltimore's 80 affiliated and independent houses and a large representation of Washington, D. C., exhibitors have pledged their support to the campaign and are actively engaged in developing community activities for the drive in their cities, according to Carter Barron, regional chairman.

Harrisburg Campaign Heavy

Harrisburg, Pa., exhibitors have lined up local newspapers and radio programs for cooperative work in the drive and are already showing the first of five official campaign trailers. Lobby displays and local advertising on the drive will start Thursday. Sam Gilman, chairman of the city committee, is obtaining aid for the drive from city officials and civic organizations.

In Kansas City, exhibitors have begun showing the campaign trailer and are displaying lobby accessories. A campaign meeting for exhibitors in the Cincinnati territory will be held tomorrow. Maurice White is chairman.

Unanimous support of the drive and financial pledges at 10 cents per seat were voted by 200 exhibitors in the Los Angeles territory at a meeting late last week. Albert Galston, president, and R. H. Poole, general manager of the I. T. O. of Southern California and Arizona, pledged the support of their organization.

Newsreels to Have Clips on Ad Drive

The five newsreels will produce a series of brief sequences exploiting the Motion Pictures' Greatest Year campaign and the $250,000 "Movie Quiz" contest for inclusion in their forthcoming issues.

The promotional sequences, in some instances, will feature ranking industry executives in brief explanatory talks on the meaning and aims of the industry campaign.

Trailer-Made Ready Soon

CINCINNATI, Aug. 21.—Trailer-Made Service, Inc., recently incorporated here by William Bien, president of Theatre Poster Supply Co.; Ralph Kinsler, manager for Grand National, and Max Friedman, attorney, will open offices in the Film Mart Building within the next two weeks. Both Br. Bien and Mr. Kinsler will retain their present connections. Contracts for the trailer service have been closed with several circuits in the six-state midwestern territory.

Paramount to File No. Dakota Appeal In Mid-Septembe

(Continued from page 1)

will also ask the Federal statuto court at Fargo to reinstate the ten porary injunction against the enfor ment of the divorcement meas pending determination of the appe by the high court.

The defendants, who include th Governor of North Dakota, the atto ney general and various state's atto neys, will receive their costs und the decree.

No "Quiz" Shifts For British Film

(Continued from page 1)

it would be "physically impossible to revise the arrangements which hav been completed already for the conduct of the contest.

Arthur A. Lee, vice-president c G. B., acting for other distributor of British pictures as well as his ow company, proposed that a supplemental list of contest pictures be issue in order to include the British produc in the contest. The proposal eithe has been rejected or will be on th grounds that there is no provision fo the additional printing cost in th campaign budget.

Mr. Lee left New York over th weekend on a tour of compan branches which will take him to th Pacific Coast. He was not availabl for comment prior to his departure an will be away for at least a week. It i believed, however, that in view of th campaign officials' decision, the distributors of British product will endeavor to further their own plan fo a promotional campaign on Britis pictures in this market. The basi of such a plan was developed by then at a meeting last week and an effor to work out details is expected to b made following Mr. Lee's return t New York.

Claim Lee Informed

Campaign officials reiterated tha efforts had been made by them over two weeks' period to get in touch wit Mr. Lee to invite him to enter hi company in the contest, but withou result. Mr. Lee replied that his firs knowledge of these efforts was message which gave him 24 hours t send in an acceptance. He said it wa impossible to comply with this an that when his answer was given—three days after the specified deadline—he was informed that campaig forms had been closed.

Nazis Ban Short

M-G-M has received word of the banning of its one-reel short, "Swing Banditry," a tabloid musical released in 1936. The German title is "Uberfall nach Noten." While, as is customary, no reason was given, it is believed here the censor frowned on the film because of the Nazis' "cultural" aversion to swing music.

"Alexander" Big Hit in 2 Coast Houses

Los Angeles, Aug. 21.—"Alex- der's Ragtime Band" was a double- relled sensation both in Hollywood nd downtown. It rolled up $22,759, ver normal by $10,259, at the Chinese, nd turned in $25,521, up by $11,526, t Loew's State.

House records established by "Thin ce" at both the Chinese and State ere broken in spite of a heat wave hich sent thousands to beaches.

Business in some of the other first uns held up surprisingly well in the ace of this competition. "Boy Meets irl," with "When Were You Born?" as in the profit column at both the Varner Hollywood and Downtown. t the former the gross was $15,300 nd at the latter $14,500.

"Algiers" took $5,040, above aver- ge by $1,790, at the 4-Star, in its ifth week.

Total first run business was $120,- 75. Average is $100,950.

Estimated takings for the week end- ng Aug. 17:

"MARIE ANTOINETTE" (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, 7 ays, 6th week. **Gross:** $7,200. (Average, 10,000)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
CHINESE — (2,500), 30c-75c, 7 days. ross: $22,759. (Average, $12,500)

MOONLIGHT SONATA" (Pall Mall-U.A.)
ESQUIRE—(900), 40c-55c, 7 days, 8th eek. **Gross:** $950. (Average, $2,500)

"ALGIERS" (U. A.)
4 STAR—(900), 40c-55c, 7 days, 5th week. ross: $5,040. (Average, $3,250)

"DON QUIXOTE"
GRAND—(750), 35c-40c, 7 days. **Gross:** 800. (Average, $1,200)

"MOTHER CAREY'S CHICKENS" (RKO)
"SKY GIANT" (RKO)
HILLSTREET—(2,700), 30c-65c, 7 days. **Gross:** $6,600. (Average, $6,500)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
LOEW'S STATE—(2,500), 30c-75c, 7 ays. **Gross:** $25,526. (Average, $14,000)

"MOTHER CAREY'S CHICKENS" (RKO)
"SKY GIANT" (RKO)
PANTAGES—(3,000), 30c-65c, 7 days. **Gross:** $6,800. (Average, $7,000)

"THE TEXANS" (Para.)
PARAMOUNT—(3,595), 30c-65c, 7 days. tage: F. & M. revue, Rube Wolf and his rchestra, Kenny Gardner. **Gross:** $15,000. (Average, $18,000)

"BOY MEETS GIRL" (W. B.)
"WHEN WERE YOU BORN?" (F. N.)
WARNER BROS. (HOLLYWOOD)—(3,- 00), 30c-65c, 7 days. **Gross:** $15,300. (Average, $14,000)

"BOY MEETS GIRL" (W. B.)
"WHEN WERE YOU BORN?" (F. N.)
WARNER BROS. (DOWNTOWN)—(3,- 00), 30c-65c, 7 days. **Gross:** $14,500. (Average, $12,000)

Pascal in Deal Here For His 'Pygmalion'

Gabriel Pascal, independent British producer, has closed a deal for his "Pygmalion," by Bernard Shaw, in this country and will produce "Devil's Disciple" in Hollywood shortly, he stated over the weekend following his arrival from the coast.

Mr. Pascal said he will disclose in a day or two the identity of the company with which he is affiliated and will sail Wednesday on the *Queen Mary* to attend the showing of "Pygmalion" at the International Film Exposition in Venice, returning to New York in two weeks. He will proceed immediately to Hollywood.

Theatre Warms Up

Charlotte, Aug. 21.—It may have been an accident, or it may have been a bit of showmanship. Mrs. Pauline Griffith, proprietor of the Ayden, won't say.

While "In Old Chicago" was being shown patrons began to feel uncomfortably warm as the big fire scenes began and their heat increased as the conflagration spread. The cooling system had gone out of commission.

"My Bill," Harris Indianapolis Hit

Indianapolis, Aug. 21.—Phil Harris and his band on the stage with "My Bill" on the screen turned in a powerful $12,000 for the Lyric, upstairs by $4,000, in the second consecutive week of good business for first runs here.

"The Texans," on a dual with "Bulldog Drummond in Africa," was $1,500 to the good with a $6,000 take at the Circle. "Little Tough Guy" and "Ladies in Distress" rode the par line for $3,000 at the Apollo.

Total first run business was $27,000. Average is $22,500.

Estimated takings for the week ending Aug. 12:

"LITTLE TOUGH GUY" (Univ.)
"LADIES IN DISTRESS" (Republic)
APOLLO—(1,100), 25c-40c, 7 days. **Gross:** $3,000. (Average, $3,000)

"THE TEXANS" (Para.)
"BULLDOG DRUMMOND IN AFRICA" (Para.)
CIRCLE—(2,800), 25c-40c, 7 days. **Gross:** $6,000. (Average, $4,500)

"ALGIERS" (U. A.)
"CITY STREETS" (Col.)
LOEW'S—(2,800), 25c-40c, 7 days. **Gross:** $6,000. (Average, $7,000)

"MY BILL" (W. B.)
LYRIC—(2,000), 25c-40c, 7 days. Stage: Phil Harris and Orchestra, with Nick Lucas, Ruth Robins, Sinclair Sisters, Ben Beri, Maxine & Bobby. **Gross:** $12,000. (Average, $8,000)

Filmarte Reopens Soon

The Filmarte will reopen early in September with "Grand Illusion," directed by Jean Renoir and starring Erich von Stroheim. World Pictures is releasing here.

Few Changes Asked By Reel Cameramen

(*Continued from page 1*)

daily and $125 weekly. It also asks for a maximum hours schedule of 80 hours for each two-week period in place of the former maximum of 320 hours for an eight-week period. When the maximum number of hours has been worked the cameraman cannot be reassigned until the end of the basic period, as over-time assignments are prohibited.

Other proposed changes in the pact are of minor nature, according to newsreel officials. Negotiations on the new pact are scheduled to open with the return to New York of Pat Casey, producers' labor representative, in October.

Blowing Rock Turns Out to See "Spawn"

(*Continued from page 1*)

riosity showed up. The theatre had only 250 seats, so there was some congestion. Luckily, fire laws are scarce if not entirely non-existent in this region.

Mutual broadcast the proceedings on a coast-to-coast hookup so that added to the general excitement.

"Spawn" Opens at Seattle

Seattle, Aug. 21.—"Spawn of the North" was given a premiere here Friday night at the Paramount with the help of the Chamber of Commerce and other prominent citizens. John Barrymore and his wife, Elaine Barry, and Lynn Overman, who appear in the film, attended.

Al Rosenberg, vice-president of Evergreen Theatres, was host at a dinner. There was a special broadcast over KOL and a Mutual hookup.

Atlas Exchange Formed

The Atlas Film Exchange, Inc., headed by Walter Bibo and Egon Klein, has been formed to distribute foreign product here. The firm is the exclusive European and American distributor for the product of Bustamente and De Fuentes, Inc., Mexican producers. "Rancho Grande," the first film, will open at the World in October.

Out Hollywood Way

Hollywood, Aug. 21.—Because of the reception accorded "Boy Meets Girl," Warners is planning to use James Cagney, Marie Wilson and Pat O'Brien in "Boy Meets Sally." John Payne and Priscilla Lane will be in the cast, also, with Cagney and O'Brien again portraying a film writer team. It will be from an original story by Mark Hellinger and Earl Baldwin. . . . Olympe Bradna will have the feminine lead opposite Bing Crosby and Bob Hope in Paramount's "Follow the Sun."

Janet Gaynor is forming a producing company with Myron Selznick on a percentage basis. . . . Walter Brennan has withdrawn from the cast of 20th Century-Fox's "Jesse James" because of a commitment in Samuel Goldwyn's "The Lady and the Cowboy." . . . Fannie Hurst is planning a lecture tour to coincide with showings of "Four Daughters," made from her book, "Sister Act." . . . Edward Small is sending a location unit to Samoa for "South of Pago Pago," headed John Burch, production manager.

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Casting — Bob Burns and Akim Tamiroff will have leads in Paramount's "Union Pacific," starring Joel McCrea. . . . Robert Montgomery will star in "The Earl from Chicago," purchased by M-G-M from Selznick International. . . . Lew Ayres will star in the new M-G-M series based on the "Dr. Kildare" stories by Max Brand. The first will be "Young Dr. Kildare." . . . Don Ameche and Loretta Young will be starred in 20th Century-Fox's "Kentucky" to be done in Kentucky.

Legion Head Praises Trade For Clean-Up

(*Continued from page 1*)

upon the industry a grave responsibility to the public. The industry, it is to be hoped, will recognize that there is no escape from this responsibility to safeguard the moral welfare of its patrons by setting right and decent patterns of thought and conduct.

"During recent years the industry has made progress by giving attention to the moral influence of its films. The Legion of Decency is happy to express to the industry its appreciation of the improvement made in the moral character and tone of its work. It is also grateful to the leaders and people of the Protestant and Jewish faiths for their support and insistence that films of right moral character be shown.

Legion Treats Morality Only

"The Legion of Decency operates under the auspices of the Catholic Bishops, whose pastoral solicitude for souls obliges them, especially in a medium so influential as the cinema, to oppose vigorously every trend which threatens to invade the domain of fixed and unvarying principles of morality expressed in the natural and divine law. The Legion of Decency is concerned solely with the moral issues found in the subject matter of motion pictures and in its treatment.

"The Legion views with grave apprehension those efforts now being made to utilize the cinema for the spread of ideas antagonistic, not only to traditional Christian morality but to all religion. It must oppose the efforts of those who would make motion pictures an agency for the dissemination of the false, atheistic and immoral doctrines repeatedly condemned by all accepted moral teachers.

Guards Christian Philosophy

"Films which portray, approvingly, concepts rooted in philosophies attacking the Christian moral order and the supernatural destiny of man serve not to ennoble but, rather, to debase humanity, and, as such, these films are an affront to right thinking men and women.

"The Legion of Decency, with every resource at its command, shall challenge any program using the popular theatre screen to exploit such insidious doctrines. Secular affairs are not in themselves the concern of the Legion of Decency. When, however, contrary to all that is truly American, unchanging principles of morality are assailed, and atheism and irreligion are fostered, the Legion must, in pursuit of its single and unvarying objective of a morally wholesome screen, interpose the full weight of Catholic opinion and authority."

Archbishop McNicholas is chairman of the Catholic Bishops Committee on Motion Pictures which originated and directs the Legion of Decency.

Exhibition Play Theme

Baltimore, Aug. 21.—Distribution and exhibiton of films form the central theme of a new play by Maxwell Weinberg of the Little Theatre here, and Joseph Julian, radio actor.

Must Maintain Air's Freedom, Miller States

(*Continued from page* 1)

worthy of its franchise or else lose that franchise.

"But if an agency of the Government seeks to dictate what shall and what shall not be broadcast, then that is another matter."

For any Government agency to do that, he declared, would be to abandon Democracy and assume instead the technique of a totalitarian state.

"American radio has never been locked to the goose-step of a dictator," he declared.

Mr. Miller stated there is ample evidence of the consequences, political and social, of government-dominated, government-controlled radio. Without mentioning the names of the European nations involved, he recited how controlled radio has been used to sell hatred, to split people apart on religion; how it has been used to keep people in ignorance; how it has been used to incite rebellion in neighboring nations, and to foment trouble between friendly nations."

Cites Foreign Domination

In one European nation, he declared, 60 per cent of the radio schedule is consumed by broadcasts of "political enlightenment." "Such a thing cannot happen here," he stated. "Here radio has never stooped to sell hatred; to merchandise prejudice of race and religion."

Mr. Miller, stating that he did not want to be placed in the position of placing blanket approval of radio in this country, acknowledged that in some respects radio could be improved in this country. "Certainly there are areas in programming which must be strengthened to improve radio's contribution to American life, and this is particularly true in the field of education," he said. "But paramount to programs is this basic relation of radio to our Democracy. As long as radio is kept free as an avenue for the communication of thought, then it will enrich and enlarge the character of American life. Without such freedom it will stifle American life," he concluded.

To Telecast Two Pictures

LONDON, Aug. 21.—Further invasion of the film field by television is manifested by the British Broadcasting Co. decision to telecast daily two Gaumont British films, "Jack Ahoy" and "Aunt Sally," during the forthcoming Radiolympia Exhibition, which opens next Wednesday, and will continue for 10 days.

Lunceford to Broadcast

Jimmie Lunceford's orchestra, now on a road tour, will open at the Southland Cafe in Boston, Sept. 21. The group will broadcast three times weekly on a coast-to-coast hookup via Mutual.

Hylan Is CBS Salesman

William H. Hylan, Jr., for the past year in the research and promotion department of Radio Sales, Inc., of CBS, has been advanced to the rank of salesman.

Mutual's Officers Are All Reelected

(*Continued from page* 1)

Bamberger Broadcasting Service of Newark, operators of WOR.

The officers reelected were: W. E. Macfarlane, president; Alfred J. McCosker, chairman of the board; Theodore E. Streibert, first vice-president; E. M. Antrim, executive secretary and treasurer.

Directors reelected were: Mr. Antrim, Mr. McCosker, Mr. Streibert, Jack J. Straus, Mr. Macfarlane, E. W. Wood, Jr., and Fred Weber.

Mr. Weber, reporting progress of the network, declared that for the first six months of 1938, Mutual's commercial revenue was 19 per cent greater than for the same period last year. He also reported on the affiliation with Mutual of the Texas State network.

Benchley Series to Take Air on Nov. 20

Time and starting date for the new Old Gold series featuring Robert Benchley has been set, with the program scheduled to bow in over 60 stations of CBS on Nov. 20, from 10 to 10:30 P. M. No talent other than Mr. Benchley has been signed as yet.

Lennen & Mitchell, the agency handling the Old Gold account, has stated that George McCall's "Screenscoops" program, also heard on CBS, will be continued on the air with the Benchley series.

Kay Kyser Series To Double on WHN

Kay Kyser's "Musical Klass," heard Wednesdays on the NBC-Red network, will be heard also over WHN, the M-G-M station, according to a deal closed Saturday. The American Tobacco Co. sponsors the program.

Orders Bestor Hearing

N. Y. Supreme Court Justice Timothy A. Leary has ordered an immediate hearing before Referee William R. Maloney of the suit of Don Bestor, orchestra leader, against Consolidated Radio Artists, Inc. and Charles E. Green. Bestor is seeking an injunction against the defendants and a decree of the court declaring void an alleged contract made in February, 1937, whereby he made the defendants his exclusive radio gents.

New Show Starts Today

CINCINNATI, Aug. 21.—"The Bulletin Board," a new program, will begin as a sustainer over WSAI tomorrow as a regular 8:15 P. M. feature Monday through Friday. The program, which will present current news and announcements from clubs and other non-profit organizations in Cincinnati and vicinity, will be conducted by Harry Jackson, and will include light musical interludes.

Safety Series on WOR

Under the sponsorship of the Commercial Credit Co., a new series titled "It Happened So Quick" began over WOR yesterday and Sundays thereafter from 9:45 to 10 A.M. The program will be dramatizations of motor accidents.

Texaco Hour Details Revealed by Witten

Lou Witten, radio head for the Buchanan advertising agency, on Friday revealed that thus far the following performers have been signed for the new Texaco series: Max Reinhart, to direct his "Workshop" presentations; Charles Ruggles and Una Merkel, for comedy roles; Jane Froman as the feature vocalist and David Broekman's orchestra. Billy Bacher will direct the full program.

Mr. Witten declared that the cast will include four picture personalities in addition to those mentioned. He said they would be "top" screen names but stated he could not yet make known their identity. It is believed, however, that either Douglas Fairbanks, Jr., or Adolphe Menjou will hold down the master of ceremonies role.

Previews of pictures have been definitely ruled out, Mr. Witten declaring that there were now a sufficient number of programs devoting time to picture reenactments. The Texaco program is scheduled to begin over CBS Oct. 5, from 9 to 10 P. M.

Hearst Air Breakup Seen in Texas Chain

OKLAHOMA CITY, Aug. 21.—Announcement of a new network of Texas radio stations, with Elliott Roosevelt as president and Neal Barrett as executive vice-president, lent further substantiation to reports of a pending dissolution of Hearst Radio, Inc.

Mr. Roosevelt is president of the Hearst firm, and Mr. Barrett is manager of KOMA in Oklahoma City, one of the four stations owned by the Hearst chain. Others are located in Dallas, Austin and Waco, Texas.

It is reported here that a group of independent Oklahoma City oil men headed by Harrison Smith, investment broker, plan the purchase of KOMA. Persistent reports here have it that Mr. Hearst expects to liquidate his radio properties as part of the nationwide consolidation of his interests.

Two New Series Are Set on WEAF-WJZ

Manhattan Soap Co., for Sweetheart Soap, will sponsor two programs over the New York NBC outlets, starting in October.

One of the programs will begin Oct. 5, from 7:30 to 7:45 P.M. over WJZ, and the other will start Oct. 7, from 7:45 to 8 P.M. The talent for the programs has not been selected as yet. The Peck agency handled the placements.

Start Texaco Show Oct. 5

Starting date and time for the new Texaco series on CBS has been set, with the program scheduled to bow in Oct. 5, from 9:30 to 10:30 P. M., and Wednesdays thereafter at this time. The talent and the number of stations to be included in the hookup are still undetermined.

'Valley Days' Is Renewed

"Death Valley Days," long on NBC, has been renewed for another year. Sponsored by the Pacific Borax Co., the program is heard on the Basic Red network from 9:30 to 10 P. M. on Fridays. McCann-Erickson is the agency.

Around the Country

Cincinnati

Vicki Chase, WLW prima featured on her own weekly pro and soloist on William Stoess' " Varieties," will be married in York during September to S Fisher, Louisville, Ky., represen of a New York commercial . . . William C. Robbins is sche to do the mike chores when V broadcasts the annual pistol ma from Camp Perry, O., Sept. 3. Paul Kennedy, radio editor o *Cincinnati Post,* is on vacation.

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Philadelphia

Margaret "Mike" Schaeffer, W program director, is writing a dramatic serial titled "Just Me. will be aired five times weekly. Adams Clothes, through the Fe baum agency, has bought 13 w time on WIP, for a two-hour rec show. Ken Stowman, WCAU chief, is vacationing down Vir way. . . . Kitty Kallen, WCAU "F Bandwagon" songstress, now two of her own shows a week in tion. . . . Harold "Buzz" Davis, gram director and sports commen at WDAS, left for a month in toga. . . . Barbara Hayes, Jack H inson and Peggy Morgan, niec Maestro Russ, have joined WPE "Evening Varieties" show.

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St. Louis

Paul Phillips, continuity direct KNOX, is in New York on vaca . . . L. A. Benson, president and eral manager of WIL is back fr two-week fishing trip up north. Arthur T. Jones, program direct WEW, is to have a new 15-mi dramatic skit to be produced in studio. . . . Margaret Temple formerly of KOMA, has taken the "Women's Club of the Air" WEW. . . . Bill Durbin, who does "Man on the Street" for WEW, is ing to study law at St. Louis Uni sity this fall. . . . Harry "Pa Chesire, leader of KMOX hill unit, is on vacation. . . . France L chief announcer of KMOX, previe a new sports review for Paul J cigarettes.

+

San Francisco

Andy Potter, ex-KGGC prog manager, and Burt Barry have op a radio production agency here. are preparing a program for exp er Richard Halliburton. . . . Don bins has resigned as local sales m ger for McClatchy Radio Stations, fective Sept. 1. . . . KSFO launched a twice-daily news series, taining, using International N Service. . . . Union Oil Co. has bo a quarter-hour daily participation "Women's Magazine of the Air," KPO to the coast Red network days weekly. . . . Joseph Gillespie, merly of KOA, Denver, has jo KGO's mike staff. . . . George N licek and announcer Bert Buzzini substituting for Ramona Berg KYA commentator, during the latt vacation.

DO NOT REMOV

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dispensable
 the Motion
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dustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

44. NO. 37 NEW YORK, TUESDAY, AUGUST 23, 1938 TEN CENTS

ocal Drive)rganization Starts Today

oup to Supervise All Veighborhood Units

ganization of the 45 community nittees which will function in the opolitan area in the Motion Pic-' Greatest Year campaign will today with a meeting of organ- who will supervise formation of ieighborhood units.

ie organizers will hold meetings ie various neighborhoods during week and it is planned to have committees functioning by next day. Each neighborhood will its own drive, with parades, s, merchant tieups, etc., for the season starting Sept. 1.

oday's organization meeting will eld in the office of Oscar A. Doob, rman of the theatre committee, at v's, and will be attended by Fred

(*Continued on page* 4)

Guardia Directs omb Case Inquiry

ayor F. H. LaGuardia yesterday cted a "very thorough investiga-" of the stench and tear-gas bomb- of 12 Century circuit theatres in oklyn Saturday night. The Mayor he is keeping in close touch with situation.

olice authorities said they deter-ed that the bombs were similar to e exploded in theatres during a r dispute early last year.

ocal 306, operators' union, dis-med responsibility. The local ted a picketing campaign against

(*Continued on page* 7)

evor, Wurtzel in lew Producing Unit

Iollywood, Aug. 22. — Claire vor, at present under contract to studio, and her agent, Harry irtzel, are forming a new producer- company under which the actress star in three pictures for the new son.

inancing is said to have been ar-ged already, with two pictures to produced here and one at the East- Service Studio. The budget on h picture is said to approximate 0.000.

Radio News—P. 8

Arnold Seeks Financing of Trust Battle

Reported Aim Is to Wage Continuous Warfare

Washington, Aug. 22.—Advocacy by Assistant Attorney General Thurman Arnold last week of increased appropriations for the anti-trust division of the Department of Justice, to permit continuous warfare against monopoly, was intended to pave the way for a department request to Congress next year for more funds, it was learned today.

Throughout the period of gestation of the anti-monopoly drive now being waged by the Administration, consideration has been given to the possibilities of increasing the division's appropriation. After annually making slight increases in the fund, Congress last session added a considerable sum and the department now is said to be anxious to make a good showing with its pending cases, so that it can demonstrate the money is not wasted.

Indications are that the budget for the next fiscal year will carry an additional $250,000 or even more for the anti-trust division, and that a

(*Continued on page* 7)

"Ragtime" Maintains Record-Making Pace

Holding the record-breaking pace it established in the first two weeks at the Roxy, "Alexander's Ragtime Band" came through with $31,350 for the first three days of the third week, representing an attendance of 68,129 for the three days. Yesterday's business reported as only about $300 under that of the second Monday.

By Sunday night a total of 428,737 persons had seen the film at the Roxy. Detailed attendance figures for the weekend are: Friday, 20,555; Saturday, 26,342; Sunday, 21,232.

F. P. Canadian Meet Will Start Tomorrow

Toronto, Aug. 22.—The annual eastern managers' convention of Famous Players Canadian Corp. will begin Wednesday at the King Edward Hotel and continue through Friday.

Special screenings of new product will be interspersed among round table discussions of managers' problems, which will occupy the greater part of the time of the convention. N. L. Nathanson, president of the circuit, is expected to be present. Home office executives will speak.

SKOURASES STUDY END OF GIVEAWAYS

Begin with Experiment In South California; May Be National

An experiment with the abolition of giveaways in Southern California is being watched closely by National Theatres with the possibility that if it proves successful it will be extended to the entire circuit.

Charles P. Skouras, head of Fox West Coast, expressed himself as opposed to giveaways at the recent meeting of the circuit in Kansas City, and at the Los Angeles regional session George Bowser, district manager at San Diego, described the experiment which is in progress in that area. It has worked out to advantage so far, it is said, but definite results will not be known for a few weeks.

While there is a possibility that giveaways may be abandoned by the circuit, double bills are destined to stay, Spyros Skouras having expressed the opinion that they help business in many situations, although in others they are not necessary.

Mr. Skouras returned over the weekend from the coast. Others who returned after attending the Kansas City and Los Angeles meetings include William P. Powers, chief buyer; Harry C. Cox, treasurer, and John Healy, assistant to Mr. Skouras.

Educational's Brand Name to Be Maintained

The Educational Pictures brand name will be perpetuated following the proposed merger of the company's assets with Grand National, E. W. Hammons, Educational president, said yesterday.

All Educational product distributed by the New Grand National company will bear its own brand name, it was said. In addition, the corporate identity of Educational will be retained through a specific reservation for the use of the name which was included in the merger agreement.

The retention of the Educational name has a significance beyond the immediate future in that it will be available for the exclusive use of the company in the event that future developments make it practicable to enter the school film field on a large commercial basis, it was intimated. There are no definite plans of this kind in existence at this time, how-

(*Continued on page* 7)

Postpone Hearing on Director Guild Plea

Hollywood, Aug. 22.—The National Labor Relations Board in a communication from headquarters in Washington has postponed for one week the hearing on the petition of the Screen Directors Guild to be declared the collective bargaining agency for directors, assistants and unit managers, also to weigh charges of the

(*Continued on page* 7)

Fleischer to Start Transfer This Week

Fleischer studio will start its move to the company's new quarters near Miami this week when a first contingent of 60 animators will leave New York. The group is scheduled to leave here Friday.

Sam Buckwald, Fleischer general manager, said that all departments would be established in the new studio by Oct. 15. Some sections of the new plant are still under construction and will delay completion of the move until that time. Mr. Buckwald will remain here for the time being.

Claims $1,000,000 Behind Anglo Firm

London, Aug. 22.—Louis Jackson, head of the newly formed Anglo-American Film Corp., who will sail for the United States on the *Normandie* Wednesday, declared here today that he has guarantees of $1,000,000 in support of the new distributing group.

Mr. Jackson is seeking independent product, and claims deals already are pending. He also declared that he plans to finance American productions for British release.

M-G-M, Pascal Close Deal on "Pygmalion"

M-G-M has made a deal with Gabriel L. Pascal, independent British producer, for "Pygmalion," based on the Bernard Shaw play, it is understood. Louis B. Mayer liked the picture when Mr. Pascal showed it to him on the coast late last week, and

(*Continued on page* 7)

Isaacs Loses Move To Join Loew Suit

Judge Thomas F. Noonan in N. Y. Supreme Court yesterday denied an application of Philip S. Isaacs, as executor of the estate of Alice Isaacs, for an order permitting him to intervene as a plaintiff in the nine consolidated stockholders' suits against Loew's, Inc., Loew's officers and directors, the Bank of America and the National Trust & Savings Assn., as co-executors and co-trustees under the last will and testament of Irving Thalberg.

At the same time Justice Noonan granted an application of the defendants staying Mr. Isaacs from proceeding further with his individual stockholder's suit pending trial in the consolidated action, which seeks to abrogate salary and profit-sharing agreements. Emil K. Ellis, attorney for the plaintiffs in the consolidated suit, opposed the application.

Cites Former Ruling

The court referred to a previous decision of Justice Peter Schmuck who ruled on July 28 that no additional plaintiffs should be allowed to intervene since the number of plaintiffs was sufficient in the case. This decision was given on the petition to intervene filed by E. N. Grossman.

The defendants have served their answers to the new consolidated complaint. Examination before trial of Nicholas M. Schenck, David Bernstein, J. Robert Rubin and others has been deferred to early in September because of the absence from the city of defendants' counsel.

Ruben Asks That He Be Dropped in Suit

Madison, Wis., Aug. 22.—Maintaining that he is not a resident of Wisconsin and therefore the court has no jurisdiction, Ed Ruben, one of six defendants sued for $1,050,000 by the La Crosse Theatres Co., Inc., has petitioned the U. S. District Court here for dismissal of the action against him.

Other defendants in the action are Paramount, 20th Century-Fox, United Artists, Wellworth Theatres of Wisconsin, Inc., La Crosse, and the Minnesota Amusement Co., of which, it is charged, Wellworth is a subsidiary.

The defendants have until Aug. 29 in which to file answers to the suit filed in Federal court here July 14 by the La Crosse Theatre Co.

Calling All Reels

When H. H. Buxbaum, local 20th Century-Fox branch manager, checked the return shipment of "Three Blind Mice" from the New Paltz at New Paltz, he found the last reel hadn't been sent back. The reels were needed for another booking yesterday. Unable to reach the exhibitor, Joseph di Lorenzo, by phone or telegraph, Mr. Buxbaum enlisted the aid of the State Police at the New Paltz barracks. A sergeant went to Mr. di Lorenzo's house, awoke him, and the exhibitor went to the theatre to get the missing reel. It was still in the projector.

◂ Purely Personal ▸

JOSEPH BERNHARD, general manager of Warner Theatres, and Harry Goldberg, circuit advertising and publicity director, were in Albany yesterday meeting with managers. They will return today.

•

Saul Krugman, assistant to Edward Alperson of Grand National, yesterday announced his engagement to Mae Rose Carnaghi, niece of George P. Skouras.

•

W. Halsey Johnson, Jr., has been named exploitation supervisor in New York for "Selling America," sales training film produced by Jam Handy.

•

Eddie Duchin was an American Airlines passenger to Boston last night.

•

H. J. Yates, Consolidated Film head, returned from the coast yesterday.

•

Sylvia Sidney arrived from Europe on the *Queen Mary* yesterday.

WILLIAM P. PHILIPS, vice-president and treasurer of United Artists Theatre Circuit, returned yesterday from a six-week European vacation. While in Athens he lunched with Thanos Skouras, film distributor and exhibitor in Greece.

•

William F. Rodgers, M-G-M general sales manager, and E. M. Saunders, division manager, are due tomorrow from San Francisco.

•

Charles L. Casanave, National Screen Accessories vice-president, has purchased a home in Mamaroneck.

•

Morris Goodman, Republic foreign chief, is due Sept. 1 on the *Manhattan.*

•

Jacques Renard flew to Boston Monday via American Airlines.

•

Cecil Humphreys, English actor, will arrive on the *Paris* today.

•

Alfred Levy's story, "Tiki," has been purchased by M-G-M.

Library to Produce History of Pictures

The Film Library of the Museum of Modern Art will produce a feature portraying a dramatic historv of the motion picture from its beginnings to the present, according to John Hay Whitney, president. John Abbott, director of the museum, has gone to Hollywood to get the cooperation of major studios.

Mr. Abbott is working with the cooperation of the trustees of the museum who are A. Conger Goodyear, Nelson A. Rockefeller, Mrs. John S. Shepard, Samuel A. Lewisohn, Cornelius N. Bliss, Mrs. Robert Woods Bliss, Stephen C. Clark, Mrs. W. Murray Crane, Lord Duveen of Millbank, Marshall Field, Edsel B. Ford, Philip Goodwin, William S. Paley, Mrs. Charles S. Payson, Mrs. Stanley Resor, Mrs. John D. Rockefeller, Jr., Beardsley Ruml, Paul J. Sachs, Edward M. M. Warburg and Mr. Whitney.

"Modern Times" Gets Slim $4,500 on Week

"Modern Times," Charlie Chaplin's film which ran five weeks at the Rivoli in 1936, grossed a weak $4,500 in a revival week at the Globe. The picture will not be generally reissued by U. A.

Walter Futter's "Dark Sands" did $5,000 at the Rialto in the week ending last night.

The 55th St. Playhouse will reopen Sept. 12 with "Edge of the World," a British film.

Col. Takes "Tiny Town"

"Terror of Tiny Town," Jed Buell production with a cast of midgets, will be released throughout the world by Columbia, as a separate novelty comedy musical melodrama in addition to the regular 1938-'39 program.

Joins Monogram Branch

Omaha, Aug. 22.—J. M. Foley has been named office manager of the Monogram exchange here by F. E. Judd, manager.

Refinancing Plan of Harman-Ising Ready

Hollywood, Aug. 22.—The refinancing of Harman-Ising, Inc., cartoon producing company, which several months ago concluded its releasing contract with M-G-M, already has been agreed upon, it has been learned.

Harry Wurtzel, talent agent, is understood to have arranged for the refinancing, and two studios are said to be negotiating for the release of the new company product. The company is now in Federal court reorganization under Section 77B of the Bankruptcy Act. The new company plans at least one feature cartoon this year in addition to the regular short subject output. Mr. Wurtzel will leave for New York in a day or two for the signing of the final papers before presenting the plan to the Federal court here.

Expect Big Conn. Crowd

New Haven, Aug. 22.—Advance reservations promise a large attendance at the annual film district outing at Ye Castle Inn, Saybrook, Thursday, according to Barney Pitkin, chairman. Luncheon will be served at the Inn, after which film people will be invited to swim, vie for honors in games, and otherwise pass the afternoon. Dinner will be followed by dancing, amateur contests and awarding of prizes.

"Spawn" Breaks Record

Paramount yesterday reported a new opening dav record figure at the Paramount in Seattle, where "Spawn of the North" opened on Friday. The take for the day was $2,068. Saturday's second day draw, $1,741, bettered any second day gross at the theatre for the past six months, Paramount declared.

Son Born to Gillhams

A son was born to Robert and Mrs. Gillham at Lying-In Hospital Aug. 20. The child is the couple's second—both are boys. Mother and child were reported in good health yesterday.

Legion Approves 1
Of 12 New Pictu

The National Legion of De
approved 11 of 12 new pictur
the current week, eight for g
patronage and three for adult
classified one as objectionable ir
The new films and their classifi
follow.

Class A-1, Unobjectionabl
General Patronage—"Blockh
"Come On, Leathernecks," "
Mexico," "Man from Music
tain," "The Missing Guest," "
in Numbers," "The Utah Trail,"
Valley of the Giants." Class
Unobjectionable for Adults—
Command," "Racket Busters," "S
ing the Rackets." Class B, Obj
able in Part—"Secrets of an Ac

20th-Fox Kent Dr
Opens with a Rec

Twentieth Century-Fox set
record for drive opening weeks
sales as represented by contrac
ume topped by more than $50,0
figure for the opening week
S. R. Kent Drive last year.

The opening week of the c
Kent drive was designated as
man Wobber Appreciation V
The home office considers the
record as a mark of appreciati
the sales staff for its new g
sales manager. Mr. Wobber s
will start on a swing of exch
with James P. O'Loghlin,
leader.

To Award Quigley Pl

Bridgeport, Aug. 22. — M
Rosenthal, manager of the Ma
Theatre, will be awarded his
ley silver plaque for first pr
class B at a Rotary Club lun
Wednesday.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office
MARTIN QUIGLEY, Editor-in-Chief an
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gatan 19C; Charlotte Laszio, represe
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Quigpubco, London; Hope Williams, m
MELBOURNE: Regent Theatre Building
Collins St.; Cliff Holt, representative. M
CITY: Apartado 269, James Lockhart, repr
tive. MONTEVIDEO: P. O. Box 664; Paul
representative. MOSCOW: Petrovski
Beatrice Stern, representative. PARIS: 2
Marsoulan; Pierre Autre, representative. PR
Uhelny trh 2, Prague 1; Harry Knopf, repr
tive. RIO DE JANEIRO: Caixa Postal
L. S. Marinho, representative. ROME: 5
Della Mercede; Joseph D. Ravotto, represe
SANTIAGO de CHILE: Casilla 13300; A.
mann, representative. SHANGHAI: Rooms
Capital Theatre Building, 142 Museum Road
Koehler, representative. STOCKHOLM:
gatan 36; Ragnar Allberg, representative. T
880 Sasazuka, Ichikawa-shi, Chiba-Ken; H.
naga, representative.
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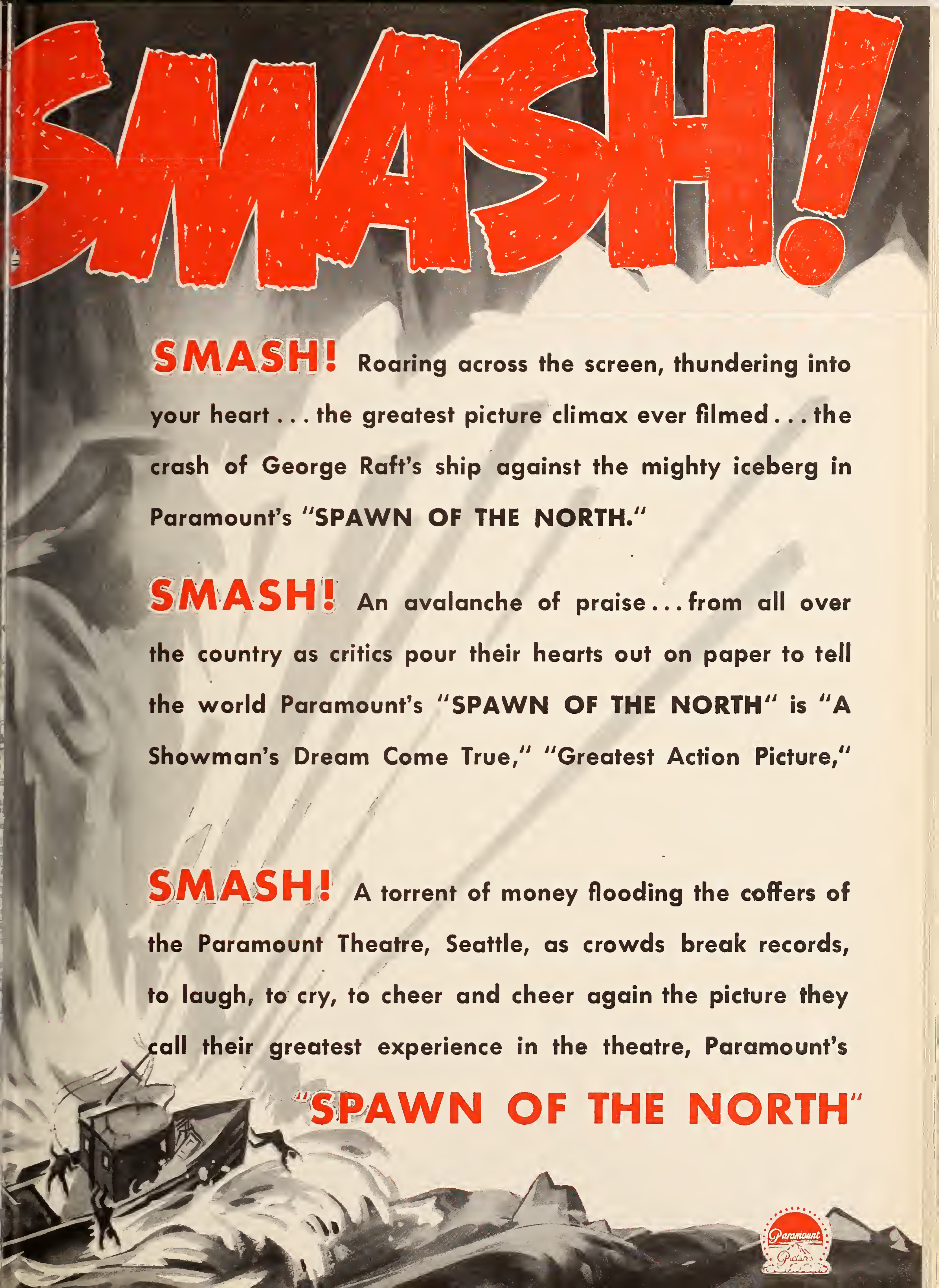

SMASH!

SMASH! Roaring across the screen, thundering into your heart . . . the greatest picture climax ever filmed . . . the crash of George Raft's ship against the mighty iceberg in Paramount's "SPAWN OF THE NORTH."

SMASH! An avalanche of praise . . . from all over the country as critics pour their hearts out on paper to tell the world Paramount's "SPAWN OF THE NORTH" is "A Showman's Dream Come True," "Greatest Action Picture,"

SMASH! A torrent of money flooding the coffers of the Paramount Theatre, Seattle, as crowds break records, to laugh, to cry, to cheer and cheer again the picture they call their greatest experience in the theatre, Paramount's

"SPAWN OF THE NORTH"
)

Local Drive Organization Starts Today

(*Continued from page* 1)

Brunelle, Century circuit; George Lambert and Harry Davey, Randforce; Herman Starr, Notis Kominos and John Baker of Skouras; Larry Greib, Harry Mandel, Harry Weiss, Maurice Harris, Louis Goldberg, Solly Schwartz, Ed Sniderman and Herb Jennings of RKO; Eddie Dowden, Al Simon, Harold McMahon, Charles Burns, John Judge, Jerry DeRosa, Seymour Mayer and Arthur Herschmann of Loew's.

On Thursday at 10 A. M., managers of theatres in each neighborhood will meet as follows: Lower East Side, at Academy of Music; East Side, at Loew's Lexington; Yorkville and Harlem, Loew's Orpheum; Greenwich Village, Loew's Sheridan; Central Park West, at Riviera Theatre; Morningside Heights and Harlem, West End Theatre; Columbus Circle, at RKO Colonial; downtown Brooklyn, at RKO Albee; Bushwick and Ridgewood, at RKO Madison; Coney Island and Sheepshead, RKO Tilyou; Flatbush, at Loew's Kings; Eastern District and Greenpoint, at RKO Greenpoint; South Brooklyn, at RKO Prospect; Boro Park and Bensonhurst, at Walker Theatre; East New York, at Embassy; Brownsville and Canarsie, at Loew's Pitkin; Jamaica, Queens, at Loew's Valencia; Flushing, Corona and Woodside, at RKO Flushing; Astoria and Long Island City, at Bliss Theatre; Tremont (Bronx) at Loew's Fairmount; Morrisania and Mott Haven, at RKO Royal; White Plains and Westchester, at Loew's Post Road; New Rochelle, at Proctor's New Rochelle; Yonkers, Loew's Yonkers; White Plains, RKO Keith.

Several Meetings Friday

Meetings will be held Friday as follows: Washington Heights and Inwood, at Loew's 175th St.; Broadway, at Loew's Broadway; Bay Ridge, at RKO Shore Road; Bedford and Eastern Parkway, at Savoy Theatre; Richmond Hill and Woodhaven, RKO Richmond Hill; Glendale, at Maspeth Theatre; Rockaway and Far Rockaway, RKO Strand; Fordham, University Heights and Hi-Bridge, RKO Fordham; Hunts Point and West Farms, Loew's Spooner; Mt. Vernon, RKO Parkway Theatre.

New Jersey committees have already been organized.

Ohio Drive Men Seek Papers' Cooperation

COLUMBUS, Ohio., Aug. 22.—Leading publishers throughout the state have been asked to aid the motion picture industry in its $1,000,000 campaign to stimulate theatre attendance by lending their editorial support.

An official communication sent to newspapers by the Independent Theatre Owners of Ohio pointed out that the industry always is the first to spend money for recovery. Such bold, aggressive action, the communication stated, will serve as the spark which will touch off the desire of other businesses to put idle dollars back to work.

To Get Plaques at Wisconsin Jubilee

MILWAUKEE, Aug. 22.—A total of 115 persons associated with the industry for 25 years or more will be presented plaques at the Silver Jubilee celebration Aug. 30 and 31 at the Schroeder Hotel here. The list includes exhibitors, exchangemen and projectionists.

The program calls for registration the morning of Aug. 30 at the Schroeder with open house at Variety Club headquarters and a tour of the breweries and theatres in the afternoon, also a three-hour cruise on Lake Michigan the same eveening.

Wednesday noon there will be separate luncheons for the women and men, the latter at 12:15 in the Crystal Ballroom of the Schroeder and the former at the Wisconsin Club at 1 P.M. The sole business meeting is scheduled to start at 2 P.M.

Speakers scheduled to appear include Charles C. Pettijohn, M. P. P. D. A. counsel; W. Ray Johnston and E. A. Golden, Monogram, and a member of the national advertising campaign committee.

Honor Men Listed

Honor men, in addition to 50 projectionists, include: Charles W. Trampe, Thomas Saxe, H. J. Fitzgerald, E. J. Weisfeldt, E. F. Maertz, Otto Meister, Charles Koehler, George, Frank, and B. K. Fischer, J. H. Silliman, Paul and George Langheinrich, J. R. Freuler, George Levine, O. J. Vollert, V. F. DeLorenzo, M. H. Brumm, S. G. Honeck, R. A. Hess, Charles Loewenberg, Sam Shurman, Walter Blaney, James and William Kent, Frank Cook, Ray Smith, Emma Peters, Herbert Schwahn, Charles Wellnitz, Max Weisner, Sam Levinsohn, L. Roy Pierce, Jack Frackman, Matt Lavin, Ralph Wettstein, William Kent, Mrs. Alfred Hetu, William Koeppler, Charles Brewster and George H. Brown, all of Milwaukee.

Also A. C. Berkholtz, West Bend; F. J. McWilliams, Portage; J. P. Adler, Marshfield; Frank Koppelberg, La Crosse; Neil Duffy, Appleton; Asher Levy, A. P. Desormeaux, Hugh Flannery and John Scharnberg, all of Madison; George Huebner, Oconomowoc; Mrs. A. W. Nagel, Shawano; Ed Starkey, Wisconsin Rapids; Jake Disch, Cudahy; Frank Trottman, Manitowish; C. H. Collins, Sr., Kenosha; R. J. Baldwin, Wauwatosa; A. L. Otto, Seymour; W. A. Baier, Ft. Atkinson; Martin Thomas, Iron Mountain, Mich.; Charles Braun, Hartford; W. L. Ainsworth, Fond du Lac; Fred H. and W. S. Smith, Menomonie, Wis.; Charles De Paul, Sault Ste. Marie, Mich.; Len Brown, Racine, and Jack Yeo, Burlington.

To Direct Drive Short

HOLLYWOOD, Aug. 22. — Frank Whitbeck, M-G-M advertising head, disclosed here that George B. Seitz will direct "The World Is Yours," short subject planned to exploit the "Motion Pictures' Greatest Year" campaign. Production will begin Aug. 29 and the cast will include Mickey Rooney, Lewis Stone, Cecelia Parker, Fay Holden and Charles Grapewin. Co-authors are Lou Harris and Herman Hoffman. Slavko Vonkarpich is doing Montage sequences.

Huge Press Book on Drive Being Shipped

A 24-page, newspaper size, advertising and exploitation press book for the "Motion Pictures' Greatest Year" campaign was started on its way to exchanges yesterday for distribution to theatres participating in the industry drive. The publicity sections of the press book are in the hands of the printers and will be shipped as inserts as rapidly as they are received.

Initial shipments of accessories, such as posters, display cards, heralds and lobby accessories were shipped on Aug. 19. Stands, card banners, valances, streamers and large and small regular banners are to be shipped to exchanges today, while slides, in sets of four, will be shipped Aug. 25. Ad mats will also be shipped today and screen mats on Friday. The "Movie Quiz" booklets are being sent out as rapidly as they are received from the printer. First shipments were made late last week.

Quickly Adaptable

The huge press books are designed for quick, practical use by the smallest as well as the largest theatres. The same color scheme is followed in all ads and accessories, in banners and posters, so that any display in any theatre can be identified by the public as part of the campaign and contest.

The book includes two full pages of model tieup. ads to suggest to the exhibitor ready means of combining the sale of the picture he is showing with the general drive and "Movie Quiz" contest. Progressive activities for the participating exhibitor are suggested and complete ads for opening of the campaign and each week that it is in progress. Suggestions for cooperative ads, for accessories, radio tieins, exploitation stunts and all forms of tieups are included. Cooperative ads which may be run by local newspapers without charge are supplied.

The book was prepared by a committee comprising Howard Dietz, S. Barret McCormick and Monroe Greenthal.

"Quiz" Reply Going To Arthur Lee Today

A formal reply setting forth the position of the campaign committee for Motion Pictures' Greatest Year in refusing to reopen the campaign and prize contest forms to admit American distributors of British pictures is scheduled to be sent to Arthur A. Lee of Gaumont British today.

Mr. Lee, acting for a committee of distributors of British pictures, in a letter to the campaign committee late last week, asked that the campaign either be reopened or a supplemental list covering their pictures be issued for the "Movie Quiz" contest. Campaign officials have taken the position that G. B. was delinquent in accepting an invitation to enter the drive and that it is physically impossible to admit them at this stage of the campaign.

Clevelanders Enthuse

CLEVELAND, Aug. 22.—M. B. Horwitz, local chairman in charge of the industry drive for increased business, reports that independent exhibitors in this territory are enthusiastically responding to the general call for cooperation, with practically all of them signing participation pledges in the Movie Quiz contest. Advertising terial on the contest is available the local M-G-M exchange, incluc automobile bumper strips and co board flags to be inserted in the a mobile hood or the radiator cap.

Editor & Publishe Discusses Ad Dri

Newspaper attention is called t industry drive by the lead story i latest issue of *Editor and Publish*

That Motion Pictures' Gr Year will be broadcast in 5,000 of space in each newspaper us a complete coverage of America ginning Sept. 1, is confirmed by ard Dietz, chairman of the adver committee.

Copy will review the history o tion pictures from Oct. 6, 1889, Edison exhibited his first kineto to the program of 100 or more tures projected for exhibition thi Five, possibly more, advertise will be used to tell the story, each ad will be signed by the " atre Owners of ....," the nam ing supplied by the proper grou each locality. The prize contest be tied in directly with the ad, will refer readers to the theatre.

Mr. Dietz pointed out that the is a straight effort to build bus a direct attempt to recapture t to 20 per cent loss of attendan picture houses.

Praises Newspapers

"We are using daily newspaper cause, outside of our own scre he said, "we have no better me for reaching with one effort the 000,000 or so people who ordin attend our theatres.

"I think also," he added, "tha size of this campaign with its r down-to-business copy will ha good influence on other advert plans. If business in general see motion picture industry going business aggressively, through n paper advertising, we can hope other businesses will do likewise forget politics, war scares and time wasters that have made mo business conversation for the year. The pictures will get the fit of the revival, newspapers wil it, and the country as a whole wi better off."

ITOA to Take Stan On Advertising

A decision on supporting the i try's "Motion Pictures' Greatest Y campaign will be made by the eral membership of the I. T. O. a meeting at the Astor tomorro

Harry Brandt, I. T. O. A. presi withheld approval of the campaig a New York regional meeting week, saying the matter would ha be thoroughly discussed by the n bers because of the late availabilit films to the neighborhood runs ticipating in the "Movie Quiz."

The board of directors will today to prepare the program for morrow's meeting.

While Edward Burns of the tury Circuit last week brought up matter of film availability in con tion with the contest, he said ye day that the circuit "will go alo A. H. Schwartz, head of Century, pledged $5,000 as the circuit's tribution to the campaign fund.

lgiers" 4th Veek Leader an Francisco

an Francisco, Aug. 22.—With a ss of $7,500, "Algiers" was over at the United Artists for the th straight week. It was held for th and may get a sixth.

The Crowd Roars" and "Adven- es of Chicago" at the Paramount $13,500, up by $500. "Racket ters" and "Rich Man, Poor Girl" e strong at the Fox on a take of ,000.

otal first run business was $76,200. erage is $82,800.

stimated takings:

Week Ending Aug. 16:

"CRIME RING" (RKO)
OLDEN GATE—(2,850), 35c-40c-55c, 7 s. Stage: vaudeville. **Gross:** $13,500. rage, $16,000)

"ALGIERS" (U. A.)
NITED ARTISTS—(1,200), 15c-35c-40c-65c, 7 days, 4th week. **Gross:** $7,500. erage, $7,000)

Week Ending Aug. 17:

'THE CROWD ROARS" (M-G-M)
DVENTURES OF CHICO" (20th-Fox)
ARAMOUNT—(2,740), 15c-35c-40c-55c- 7 days, 2nd week. **Gross:** $13,500. erage, $13,000)

"RACKET BUSTERS" (W. B.)
POOR MAN, RICH GIRL" (M-G-M)
OX—(5,000), 15c-35c-40c-55c,75c, 7 days. **ss:** $16,000. (Average, $17,000)

"THE GLADIATOR" (Col.)
"PRISON BREAK" (Univ.)
RPHEUM—(2,440), 15c-35c-40c-55c, 7 s. **Gross:** $7,000. (Average, $8,500)

OVE FINDS ANDY HARDY" (M-G-M)
"ARMY GIRL" (Republic)
T. FRANCIS—(1,400), 15c-35c-40c-55c-75c, ays, 2nd week (moved over from Fox). **ss:** $6,700. (Average, $7,000)

Week Ending Aug. 18:

"GATEWAY" (20th-Fox)
"BLOCK-HEADS" (M-G-M)
ARFIELD—(2,680), 15c-35c-40c-55c-75c, ays. **Gross:** $11,000. (Average, $13,000)

Week Ending Aug. 19:

"LA BOHEME" (Cinemart)
LAY—(400), 15c-35c-40c, 7 days. **Gross:** 00. (Average, $1,300)

ew England Plans To Be Set Thursday

Boston, Aug. 22.—New England ibitors will meet at the Statler e, Thursday, to perfect campaign ns for the "Motion Pictures' Great- Year" campaign in their territory. rold B. Franklin, business manager the drive, will address the meeting, which Max Levenson will be chair- n.

Among the exhibitors scheduled to end the meeting are M. J. Mullins l Sam Pinanski, J. J. Ford, Nathan ldstein, Ed Fay, Nathan Yamins l E. M. Loew.

Rosener in Hollywood

San Francisco, Aug. 22.—Herbert sener, owner of the Herbert Rose- Theatres in leading Pacific Coast es, has gone to Hollywood for six eks to take over the Esquire and and International during the absence the east of Manager Henry Pincus.

ollege Theatre Burns

Charlotte, Aug. 22.—Fire partially stroyed the Playmakers Theatre, lt in 1849 on the campus of the Uni- sity of North Carolina. Students l firemen joined in efforts to save old structure. The walls were ed.

'Alexander's Ragtime Band' Smash in Boston, Cleveland

Boston, Aug. 22.—"Alexander's Ragtime Band" was plenty of box-office music at the Metropolitan last week. On a double bill with "Keep Smiling," it drew $35,000, which was the best week this house has had in months. Average is $11,000. The dual was held over for a second week. "In Old Chicago" is the only other film ever to be accorded a holdover.

"The Crowd Roars" and "City Streets," drew a holdover at Loew's State and Orpheum. The bill grossed $18,000 at the Orpheum, $6,000 over par. The State grossed $13,000 on the day-and-date booking, $2,000 over.

Total first run business was $88,000. Average is $59,500.

Estimated takings for the week ending Aug. 13:

"RACKET BUSTERS" (W. B.)
"MR. CHUMP" (W. B.)
FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $5,000. (Average, $4,500)

"THE CROWD ROARS" (M-G-M)
"CITY STREETS" (Col.)
LOEW'S ORPHEUM—(2,970), 25c-35c-40c-55c, 7 days. **Gross:** $18,000. (Average, $12,000)

"THE CROWD ROARS" (M-G-M)
"CITY STREETS" (Col.)
LOEW'S STATE—(3,537), 25c-30c-40c-55c, 7 days. **Gross:** $13,000. (Average, $11,000)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
"KEEP SMILING" (20th-Fox)
METROPOLITAN—(4,332), 25c-35c-55c, 7 days. **Gross:** $35,000. (Average, $11,000)

"RACKET BUSTERS" (W. B.)
"MR. CHUMP" (W. B.)
PARAMOUNT—(1,793), 30c-40c-55c, 7 days. **Gross:** $9,000. (Average, $8,000)

"LETTER OF INTRODUCTION" (RKO)
"CRIME RING" (RKO)
RKO MEMORIAL—(2,907), 30c-50c-65c, 7 days. **Gross:** $8,000. (Average, $13,000)

Cleveland, Aug. 22.—With the temperature at boiling point, and newspapers advocating moderation in all activities, "Alexander's Ragtime Band" shot the Warners' Hippodrome business sky high to a near-record take of $24,000. This is a close second to the first week of "Snow White" which played in February. The average summer take at the Hippodrome is $10,000. The picture was held.

"Letter of Introduction" a moveover to the Allen for four days with "My Bill" the last three days of the week made a good showing with $4,500 as against a $4,000 par. "The Crowd Roars," another moveover, topped the $3,500 Loew's Stillman average by $4,000.

Total first run business was $50,500. Average is $35,500.

Estimated takings for the week ending Aug. 19:

"LETTER OF INTRODUCTION" (Univ.)
(2nd week, 4 days)
"MY BILL (W. B.)
(3 days)
ALLEN—(3,000), 30c-35c-42c, 7 days. **Gross:** $4,500. (Average, $4,000)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
WARNERS' HIPPODROME—(3,800), 30c-35c-42c, 7 days. **Gross:** $24,000. Average, $10,000)

"LITTLE TOUGH GUY" (Univ.)
RKO PALACE—(3,100), 30c-35c-42c, 7 days. **Gross:** $6,000. (Average, $8,000)

"ALGIERS" (U. A.)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. **Gross:** $10,000. (Average, $10,000)

"THE CROWD ROARS" (M-G-M)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days, 2nd week. **Gross:** $4,000. (Average, $3,500)

Sign IATSE Pact at N. O.

New Orleans, Aug. 22.—All theatres of New Orleans have signed new contracts with I.A.T.S.E. providing for a straight five per cent increase in operators' pay effective Sept. 1, exhibitors here announced.

The agreement is for a year and provides for employment of three operators in class A theatres, which are Saenger, Loew's and the Orpheum; two men and a relief man at class B theatres, the Liberty and Tudor, and two men at Class C theatres, the Center and Globe.

Northwest Party Aug. 26

Seattle, Aug. 22.—The annual picnic of the Northwest Film Club has been scheduled for Aug. 26 at Shadow Lake.

Committee chairmen and officials will be: Gate and grounds, Roy Peacock; transportation, Art Slater and Don Hoidale; races, Joe Cooper and John Danz; baseball, Frank Christie and Harry Blatt; water sports, Fred Mercy, Jr., and George Blair; starters, Al Bloom and Heaton Randall; publicity, Jack Sampson and Joe Cooper.

Rush Movietone Studio

The three-story Movietone studio under construction at 10th Ave. and West 53rd St. is scheduled to be completed by Sept. 15 and will be opened late in September, doubling the present space used by Movietone. The new structure will be used for shorts production.

RKO to Open K.C. Spot

Kansas City, Aug. 22.—RKO has formed the Missouri Orpheum Corp. to operate the Orpheum, 1214 Baltimore, here, as a first run house, beginning in September. RKO relinquished its lease on the Mainstreet after operating unprofitably for several years, and following unsuccessful attempts to get the ground rent reduced.

"Andy Hardy" Twin Cities' Hit, $10,500

Minneapolis, Aug. 22.—The biggest grosser in Minneapolis was "Love Finds Andy Hardy" at the State with a take of $10,500, more than double average.

At the Orpheum for an eight-day run, "Letter of Introduction" was good for $6,000 against a normal of $4,800. The "Hardy" picture has been moved to the Century and "Letter" has gone into the World.

In St. Paul, the best business-getter was "The Rage of Paris" at the Orpheum with a gross of $4,500, over par by $3,200. "Port of Seven Seas" at the Riviera did $2,900. This theatre is now on a straight 25-cent policy.

Total first run business in Minneapolis was $21,300. Average is $15,200. Total first run business in St. Paul was $13,000. Average is $13,000.

Estimated takings for the week ending Aug. 18:

Minneapolis:

"THE CROWD ROARS" (M-G-M)
CENTURY—(1,600), 25c-40c. 7 days. Moved from the State. **Gross:** $3,500. (Average, $4,400)

"LETTER OF INTRODUCTION" (Univ).
ORPHEUM—(2,900), 25c-40c, 8 days. **Gross:** $6,000. (Average, $4,800)

"LOVE FINDS ANDY HARDY" (M-G-M)
STATE—(2,300), 25c-40c, 7 days. **Gross:** $10,500. (Average, $4,400)

"THE RAGE OF PARIS" (Univ.)
WORLD—(400), 25c-50c, 7 days, 3rd week. **Gross:** $1,300. (Average, $1,600)

St. Paul:

"RAGE OF PARIS" (Univ.)
ORPHEUM—(2,000), 25c-40c, 7 days. **Gross:** $4,500. (Average, $3,200)

"THE CROWD ROARS" (M-G-M)
PARAMOUNT—(2,500), 25c-40c, 7 days. **Gross:** $3,500. (Average, $4,400)

"PORT OF SEVEN SEAS" (M-G-M)
RIVIERA—(1,000), 25c, 7 days. **Gross:** $2,900. (Average, $2,400)

"I'M FROM THE CITY" (R-K-O)
"RACKET BUSTERS" (W. B.)
TOWER—(1,000), 25c, 7 days. **Gross:** $1,700. (Average, $1,600)

"AS YOU LIKE IT" (20th-Fox)
(2nd run)
WORLD—(400), 25c-35c, 5 days. **Gross:** $400. (Average, $1,600)

EXHIBITOR "WOWS 'EM" BY AIR EXPRESS!

Features spot news releases the day they're shot! How? By specifying "AIR EXPRESS" for film deliveries—3 miles a minute—right to his door. It's a publicity ace, at low cost, too. Slash transit time on *your* films by AIR EXPRESS—2500 miles overnight. Day and night, nationwide service; also to Canada, Latin-America, Honolulu, and Far East. Just phone RAILWAY EXPRESS and say, "AIR EXPRESS Division!"

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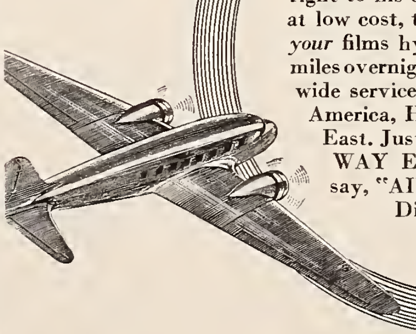

MOTION PICTURE DAILY'S HANDY BOOKING CHART

[Dates Are Based Upon National Release Schedules and Are Subject to Change. This Chart Is Revised Weekly. Letters in Parentheses After the Titles Denote the Following: (A) Adult, (G) General, (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action]

	COLUMBIA	M-G-M	MONOGRAM	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIVERSAL	WARNERS	G. B.
July 22	Reformatory (G) (D) *Jack Holt* *Charlotte Wynters*	Love Finds Andy Hardy (G) (C) *Rooney-Garland* (841)		Booloo (G) (O) *Colin Tapley* Tropic Holiday (G) (C) (3744)		Sky Giant (G) (D) *Richard Dix* (835)	I'll Give a Million (G) (C) *Warner Baxter* (855)	Algiers (A) (D) *Boyer* *Gurie* *Lamarr*	Little Tough Guy (A) (D) *"Dead End" Kids*	Penrod's Double Trouble *Billy & Bobby Mauch* (276)	Strange Boarders *Renee Saint-Cyr* *Tom Walls* (Aug. 1) Crime Over London *Margot Grahame* *Paul Cavanaugh* (Aug. 15) (8007) Man with 100 Faces *Tom Walls* (Sept. 1) The Thirty-Nine Steps (Reissue) (G) (Sept. 15)
July 29	South of Arizona (O) *Starrett* *Meredith*	The Chaser (G) (D) *Denis O'Keefe* *Lewis Stone* (842)		Professor Beware (G) (C) *Harold Lloyd* *Phyllis Welch*	Come On, Leathernecks *R. Cromwell* *Marsha Hunt*	Mother Carey's Chickens (G) (D) *Ruby Keeler* (833)	Little Miss Broadway (G) (D) *Shirley Temple* (856)			Amazing Dr. Clitterhouse (G) (D) *Robinson* (262)	
Aug. 5		Crowd Roars (G) (D) *Taylor* *O'Sullivan* (840)	Barefoot Boy (G) (D) *Jackie Moran* *Claire Windsor*	Bulldog Drummond in Africa (G) (D) *John Howard* *Heather Angel*	Heroes of the Hills (G) (D) *Three Mesquiteers* (7118)	I'm from the City (G) (C) *Joe Penner* (834)	Gateway (G) (D) *Don Ameche* *Arleen Whelan* (901)		Letter of Introduction (G) (D) *Leeds* *Bergen*	Mr. Chump (C) *John Davis* *Lola Lane* (227)	
Aug. 12	The Gladiator (G) (C) *Joe E. Brown* *June Travis*	Rich Man, Poor Girl (G) (D) *Robert Young* (843)		The Texans (G) (O) *Joan Bennett* *Randolph Scott*	Man from Music Mountain (G) (O) *Autry*	Painted Desert (O) (G) *O'Brien* (883)	Keep Smiling (G) (C) *Jane Withers* *Gloria Stuart* (902)		The Missing Guest (D) *Paul Kelly*	Racket Busters (D) *Brent* *Bogart* (205)	
Aug. 19	Convicted (D) *Quigley* *Hayworth*	Block-Heads (A) (C) *Laurel & Hardy* (844)		Give Me a Sailor (G) (C) *Martha Raye* Orphan Annie, Detective	Durango Valley Raiders (O) *Bob Steele* (7128)	Smashing the Rackets (G) (D) *Chester Morris* (832)	Alexander's Ragtime Band (G) (M) *Power* (903)				
Aug. 26	Phantom Gold (O) *Jack Luden*	Marie Antoinette (A) (D) *Norma Shearer* *Tyrone Power* (845)	Under the Big Top *Marjorie Main* *Anne Nagel*	Spawn of the North (G) (D) *Raft* *Lamour*	Desperate Adventure (G) (D) *Navarro* Tenth Avenue Kid	Breaking the Ice *Bobby Breen* *Dolores Costello* (845)	Speed to Burn (G) (C) *Michael Whalen* *Lynn Bari* (904)		Dark Rapture (O) *Armand Denis* *Leila Roosevelt*	Boy Meets Girl (A) (C) *Cagney* *Pat O'Brien* (303)	**G. N.** Renfrew on White Trail (228) (July 22) Utah Trail (O) *Tex Ritter* (229) (Aug. 12)
Sept. 2	I Am the Law (G) *Robinson*	Boys Town *Spencer Tracy* *Mickey Rooney*		Sing You Sinners (G) (M) *Bing Crosby* *MacMurray*	The Higgins Family *James Gleason* *Lucille Gleason* *Russell Gleason*	Carefree (M) *Astaire* *Rogers*	My Lucky Star *Sonja Henie* *Richard Greene* (905)		Freshman Year (G) (M) *Dixie Dunbar* *Ernest Truex*	Four's A Crowd (G) (C) *Errol Flynn* *deHavilland* (213)	
Sept. 9	Colorado Trail (O) The Lady Objects *Gloria Stuart* *Lanny Ross*	Stablemates *Wallace Beery* *Mickey Rooney*	Mexicali Kid (O) *Jack Randall*	In Old Mexico (O) *William Boyd* (3855)	Billy the Kid Returns (O) *Roy Rogers* *Smiley Burnette*	The Affairs of Annabel (C) *Joe Penner* *Lucille Ball*	Safety in Numbers (G) (D) *Jones Family* (906)		The Comet *William Gargan* *Joy Hodges*	Secrets of An Actress *Kay Francis* *George Brent*	
Sept. 16	Juvenile Court *Paul Kelly* *Frankie Darro*	Too Hot to Handle *Clark Gable* *Myrna Loy*	Starlight Over Texas (O) *Tex Ritter*	Sons of the Legion *Donald O'Connor* *Billy Lee* *Billy Cook*		The Renegade Ranger (O) *O'Brien* (884)	Hold That Co-Ed *John Barrymore* *George Murphy* *Marjorie Weaver* (907)	There Goes My Heart *Fredric March* *Virginia Bruce* *Nancy Carroll*	Youth Takes a Fling *Joel McCrea* *Andrea Leeds*	Valley of the Giants *Wayne Morris* *Claire Trevor*	
Sept.	The Stranger from Arizona (O) *Buck Jones*	Listen, Darling *Bartholomew* *Judy Garland*	Wanted by Police (D) *Frankie Darro*	Arkansas Traveler *Bob Burns*		Fugitives for a Night *Frank Albertson*	Time Out for Murder (G) *Gloria Stuart*		Road to Reno *Hope Hampton* *Randolph Scott*	Four Daughters (G) (D) *Lane Sisters* *John Garfield*	

MOTION PICTURE
DAILY

ducational's rand Name to e Maintained

(*Continued from page* 1)

er, and for the present the Educa- al name is to be associated only the theatrical product to be sup- ed by it for distribution by New and National.

Mr. Hammons said that no final oduction schedule for the new sea- n had been worked out by his com- ny yet, but observed, "We will con- ibute whatever product is neces- ry."

The Educational president will not to the coast for the Grand Na- nal creditors' final hearing on the erger agreement in the Federal Dis- ict Court at Los Angeles next Satur- y. He will remain in New York attend a meeting of Educational ockholders on Thursday which has en called to ratify the action of the mpany's board of directors in ap- oving the merger. However, Educa- onal will be represented at the coast aring by T. R. Williams, treasurer, ho left New York for Los Angeles st night. No opposition to the erger is anticipated from stockhold- s or creditors at either meeting.

Mr. Hammons will head the new mpany which essentially will become subsidiary of Educational in that the tter company will have a controlling iterest.

-G-M, Pascal Close Deal on "Pygmalion"

(*Continued from page* 1)

lans some retakes, new dubbing and therwise to bring up to American tandards.

In addition, Mr. Pascal plans to ake "Devil's Disciple," another havian play, in Hollywood.

Title "Flight to Fame"

HOLLYWOOD, Aug. 22.—"Flight to ame" will be the release title of Col- mbia's Charles Farrell-Jacqueline Vells picture hitherto called "Wings f Doom."

Franklin Now Producer

HOLLYWOOD, Aug. 22. — Sidney ranklin, director, has become a pro- lucer for M-G-M.

History Preserved

Toronto, Aug. 22.—Because of their historical value, the Canadian government has taken steps to preserve both the news films and the recording of the radio broadcast of President Roosevelt's address at the opening of the International Bridge, when the President declared the United States would not remain idle if the soil of the Dominion were violated by a foreign power. The government motion picture record was taken by Canadian Government cameramen under the direction of F. C. Badgley.

Para. Sound Experts Testing in Theatres

Paramount studio sound technicians are cooperating with affiliated and independent circuits on theatre sound equipment inspection in advance of showings of "Spawn of the North" and "Men With Wings."

Loren D. Ryder of the studio sound staff arrived in New York yesterday to discuss the work being done with Altec Service Corp. and RCA Photophone. Mr. Ryder said that three technicians are visiting the first run houses in which the pictures will play in all key cities. Using test films from both productions, the technicians are making a thorough inspection of the sound equipment of each theatre visited. Their reports and recommendations are supplied to theatre operators and, wherever followed, additional tests of the equipment are made to insure improved results from the changes made, Mr. Ryder said.

Producers Threaten Mexican Withdrawal

MEXICO CITY, Aug. 22.—Forty-eight producers have threatened to quit Mexico because of the demands of the Confederation of Workers of Mexico, the most powerful union in the country, according to the local newspaper, *Excelsior*. The paper claims the union demands collective contracts, both with the producers and the owners of the studios, providing free production of a film each year with a socialistic theme, and traveling expenses for a group of workers to tour the United States and Europe studying film methods.

Producers claim they cannot comply with the demands for financial reasons. The producers now operating here make from one to five films each a year, at costs ranging from $20,000 to $100,000.

Sign Under Protest, Canadians Are Told

TORONTO, Aug. 22.—The Independent Theatres Association of Ontario has advised exhibitor members to sign deals for next season's product only under protest. They are also asked to submit information relative to the contract form offered by exchanges and their own views on the contract situation.

Behind the move is the fact that the new license agreement does not contain any of the revisions proposed by the theatre organization during a series of conferences with the Motion Picture Distributors' Association, but contains other provisions protested by the organization.

Minnesota Circuit Opens House Friday

VIRGINIA, MINN., Aug. 22.—The Minnesota Amusement Co. will open its new Maco Theatre here on Friday night. Mayors and newspaper men from 16 nearby cities and towns have been invited to participate in the ceremonies.

A 12-page newspaper section will be issued by the *Virginia Daily Enterprise* to mark the opening of the theatre, which will be managed by Harry Billings, veteran theatre operator. The circuit controls all the four theatres in Virginia, Maco, State, Rex and Granada.

Warners File Reply In Tarkington Suit

Warner Bros. Pictures, Inc., filed an answer yesterday to the suit of Booth Tarkington, which charged infringement of his literary rights to the character Penrod in "Penrod and His Twin Brother." The answer, besides denying Mr. Tarkington's complaint and raising several defenses, counter-claimed against the plaintiff for $18,750.

Warners claimed that in a contract made March 6, 1931, between the parties, which sold the motion picture rights to certain Penrod stories, Mr. Tarkington had represented that the stories were protected by copyright when, as a matter of fact, the answer continued, they had become part of the public domain.

Warners also contended that from 1921 to 1937 it had produced 12 Penrod pictures with the consent of Mr. Tarkington, and that the public had become "Warners-Penrod" conscious. Mr. Tarkington's course of conduct, the defendant argued, must be deemed his consent to the production of "Penrod and His Twin Brother."

July Ticket Revenue Drops to $1,618,813

WASHINGTON, Aug. 22.—Federal admission tax collections in July reflected the usual seasonal downward trend, dropping to $1,618,813 from $1,624,453 in June, and for the fourth successive month were under those for the corresponding period last year, it was reported tonight by the Bureau of Internal Revenue.

While the decline in collections from June to July was substantial, bureau records disclosed, it was far less in proportion than between those months in 1937, when receipts dropped from $1,874,775 to $1,633,088.

For the first seven months of the current year, admission tax collections were approximately $187,000 under the corresponding period a year ago, amounting to $10,965,575 against $11,153,102, the bureau report showed.

Postpone Hearing on Director Guild Plea

(*Continued from page* 1)

guild that 10 major producers violated the Wagner Act by failing to bargain collectively with the organization.

The hearing, scheduled for today, will be held next Monday unless a settlement is reached before that time through conferences now in progress between Darryl F. Zanuck and his committee, acting for the producers, and representatives of the guild.

Open New Schram Spot

KALAMAZOO, Aug. 22. — P. C. Schram and E. C. Beatty of the Kalamazoo Michigan Theatre Corp. on Wednesday will open their new Uptown. A large group of invited guests will see "The Joy of Living," initial attraction.

Capital Gets "Carefree"

WASHINGTON, Aug. 22.—"Carefree" will be given a formal premiere by RKO at Keith's Wednesday night. Hardie Meakin has invited a large group of Government officials and others.

Arnold Seeks Financing of Trust Battle

(*Continued from page* 1)

start will be made toward the large organization which Mr. Arnold visioned. The Assistant Attorney General referred to other regulatory bodies which have from 1,000 employes up, but it is not believed that he aims at anything like that figure. The present staff of the division numbers 90, and it is believed 200 or 300 persons would be adequate.

LaGuardia Directs Bomb Case Inquiry

the circuit a week ago with the help of the stagehands' and musicians' unions, and a spokesman said that the picketing will be extended to the entire Century circuit this week.

Local 306 has no dispute with the Century circuit, said Edward Burns, assistant to A. H. Schwartz, circuit head, and no request for negotiations has come from the union within the last year. Local 306 wants to absorb the Empire State union, whose members are employed at Century and Cocalis theatres. Century's 10-year contract with Empire State has several more years to run.

Artists to Get Hearing

LOS ANGELES, Aug. 22.—The National Labor Relations Board has advised Regional Director Towne Nylander that William R. Ringer, special trial examiner who heard the Writers Guild case here, will be available for hearing petitions of the Society of Motion Picture Artists and Illustrators and the Society of Motion Picture Art Directors asking that they be declared collective bargaining agencies for their respective crafts.

Arrest Two Lab Pickets

Two pickets of the Motion Picture Laboratory Technicians Union arrested Saturday while picketing the home of Arthur Gottlieb, head of Du Art Laboratory, will be arraigned today in Magistrate's Court. A strike is in progress at the laboratory. Mr. Gottlieb lives on Central Park West.

Picketing Pickets

Century Circuit's Avalon at 18th St. and Kings Highway, Brooklyn, found itself beleagured Saturday night. The *Catholic Worker* was picketing the house and pickets were distributing leaflets asking a boycott of "Blockade," the current attraction. A half-block away there was a soap box meeting of radicals who protested the boycott and distributed dodgers of their own. On top of it all, Local 306 pickets were parading in front of the theatre. The management reported business as "normal."

Banner LINES

NEWSPAPER and radio gossip columnist Walter Winchell has tiffed many times with NBC over the propriety of items appearing in his script, and the past Sunday saw another set-to between the gray ghost of Broadway and the network management.

Walter, it appeared, desired to say some allegedly uncomplimentary things about the caliber of the witnesses Prosecutor Dewey is presenting in the current trial of Tammany leader James J. Hines, and NBC, picturing a contempt of court action if they allowed Mr. Winchell to say what he had set down in the script, blue-pencilled the more dangerous parts of his remarks. Whereupon Mr. Winchell, who seldom if ever brooks interference from anyone, went on the air and told the radio audience most of his editorial on the Hines case had been deleted by NBC.

The network naturally was deluged with phone calls following the broadcast, and to all inquiries NBC gave the following cryptic explanation: "NBC has always reserved the right to edit continuity on commercially sponsored programs. Mr. Winchell's script was revised accordingly in the interests of good programming."

▼

Just the other day in this column we had occasion to remark about Jessica Dragonette's remarkable drawing power in this, her first season in concert work, and we based our explanation for her concert success on her 10 *years of radio stardom. In yesterday's mail we received further evidence of Miss Dragonette's popularity with the concert audience. Making an appearance in Grant Park, Chicago, Miss Dragonette drew* 150,000, *an alltime record.*

▼

This item comes under the heading of "boys will be boys" department — or something. Anyhow, Buddy Sheppard, violinist-conductor on the CBS "Rhythm Rendezvous" program, was dreamily executing a beautiful Debussey number on his violin while on the air the other night, when one of the members of the orchestra leaned forward and with a scissors, snipped Mr. Sheppard's suspenders. He finished the number with trousers crumbled about his ankles.

▼

Raymond Gram Swing, Mutual commentator, bites the hand which feeds him in an article in the current *Ken*, in which he states that the networks should not fight the Government's attempt to set up and operate a short-wave station, beamed toward Latin America.

—JACK BANNER

Bauers to Join Mutual

Ed Bauers will join the Mutual network sales staff, in the Chicago office, on Aug. 29. The addition of Mr. Bauers to Mutual sales augments the staff to seven, four in New York and three in Chicago, the largest Mutual ever has had. He was formerly with the Russel M. Seeds advertising agency.

State Department to Have Radio Division

WASHINGTON, Aug. 22.—Establishment of a new division of international communications in the State Department, to deal with the problems of radio and other communications, has been announced by Secretary Cordell Hull. Establishment of the division was provided for in a deficiency appropriation bill passed by Congress shortly before the end of the last session.

Need for the new division, it was explained, arose with the growing importance internationally of radio and certain other types of communication whose interests must be watched by the department.

A number of members of the department staff who have developed into experts on radio and other communication subjects in other sections of the department will comprise the new division. Much of the department's work on communications consists of the development of information and policies for use at the various international conferences.

The new division will be headed by Thomas Burke, formerly connected with the Department of Commerce, with Jesse E. Saugstad, a State Department employe, as his assistant.

New Mutual Booklet Stresses Sustainers

A new brochure has been prepared by Mutual for mailing to 2,000 agencies and clients stressing six network tested, sustaining programs, which are available for commercial sponsorship. The programs mentioned in the brochure are "Marriage Clinic," "Musical Steeplechase," "Angels in Blue," "Hollywood Whispers" and "Curtain Time." Benefits to prospective sponsors of selecting audience-tested programs with a following are stressed.

Ennis Is Signed for New Pepsodent Show

Skinnay Ennis, formerly vocalist for Hal Kemp and now a bandleader, has been signed for the forthcoming Bob Hope-Pepsodent series, which will bow in over the NBC-Red early in October. The deal for Ennis' service was set through Alex Holden, personal representative of the bandleader, Lord & Thomas and Music Corp.

To Discuss Television

Marshall P. Wilder, television engineer, has returned from a six-week study of European television, and will make known his findings at a luncheon this afternoon at Rockefeller Center. The luncheon is being tendered by the National Union Radio Corp.

Gail Northe in New York

Gail Northe, director of women's programs for the newly formed Texas State Network, which recently became affiliated with the Mutual network, is in New York on network business. She will remain here for the week, staying at the St. Moritz.

Telecast in London Daily

LONDON, Aug. 22.—G.B.'s Tatler Theatre here daily is staging experimental television shows with a large screen. The tests are private and are of uniformly good quality.

▶ Radio Personals ◀

JOHNNIE JOHNSTONE, Julius Seebach, John S. Hayes and Miss Bert Greene, all of WOR-Mutual, will be guest lecturers at the City College of New York when a survey of the broadcasting industry is added to the curriculum, starting Sept. 28. . . . Eugene Thomas, sales manager of WOR, and Dave Driscoll of that station's special events department, returned from vacation yesterday. . . . Sylvia Froos has had her WOR contract extended for another six months. . . . Lewis Charles, WHN announcer, is celebrating his fourth year in radio this week. . . . Madeline Aron of WHN, married Sidney Kaufman the past weekend, and they are now on an eight-week wedding trip. . . . Carol Paige, known on the networks as Carolyn Marsh, has been signed to appear at Leon & Eddie's. . . . Zac Freedman, CBS producer from Hollywood, planed in last night. . . .

Broadcast Ban Stirs London Press Flurry

By AUBREY FLANAGAN

LONDON, Aug. 22.—There has been considerable discussion in the London daily press of the report that King George VI has banned the broadcast of this year's command performance of the big vaudeville show at the Palladium, as a gesture to entertainment enterprises suffering from the competition of counter attractions.

The report has been denied at Balmoral Castle and by the British Broadcasting Co., but it has been learned authoritatively that the decision not to broadcast the show was taken several weeks ago as a result of pressure from the Cinematograph Exhibitors' Association and other entertainment organizations. The policy of secrecy concerning the decision is understood to have been taken because of the unpopularity of the move with the public. The Theatrical Managers' Asociation claims to have a letter from Lord Cromer, former Lord Chamberlain, stating that no further shows will be broadcast because of the resulting hardship on other forms of entertainment.

Plan Northwest Station

MONTREAL, Aug. 22.—The Department of Mines and Resources plans to install transmitting and receiving equipment at the Government reindeer station east of the Mackenzie River delta in the Northwest Territory. It will operate on short wave with a fixed frequency of about 4,324 kilocycles.

P. & G. Plan New Show

Procter & Gamble will sponsor a new script program, "Houseboat Hanna," over a split NBC network, from 10 to 10:15 A.M., and from 5 to 5:15 P.M., Mondays through Fridays starting Sept. 26. Blackett-Sample-Hummert is the agency.

Sam Brown Quits WMCA

Sam Brown, WMCA staff announcer, has resigned to try free lance announcing.

Web Officers, I.R.N.A. Uni Talk Polici

A committee representing the I pendent Radio Network Affiliates with the heads of CBS and NB New York yesterday to discuss for the establishment of a committe each network to advise I. R. N. A network operating policies. Re senting CBS at the meeting were dard Klauber and Herbert Ac berg, vice-presidents, while M Lenox R. Lohr, president, and N Trammel and Frank M. Russell, v presidents, represented NBC.

Details of what was discussed the meeting remain unknown, as press was barred from the session, it is believed that I. R. N. A. com tee proposed that the networks the affiliated stations a better b in program rates, or that they m outright financial contributions to organization, on the contention it will cost heavily to prepare m rial which the networks and the tions affiliated with the networks need when Congress returns to probe of network broadcasting fall.

Session Called "Satisfactory

Following the session, I. R. N. spokesmen stated that the meeting been "satisfactory," and that ot will take place in the immediate ture, although no specific dates h been set for the subsequent meeti

I. R. N. A. members who atten the meeting were L. B. Wilson, J Shepard, 3rd; Ed Craig, Will Scripps, Sam Rosenbaum, Art Church, Ike Lounsberry, Ed Cra Mark Ethridge and John Kenned

Gala Special Show On Mutual Sept.

A gala four-hour program, w originations from New York, Wa ington, Chicago and Fort Wo saluting the affiliation of the Te State Network of 23 stations with Mutual Broadcasting System, will broadcast Sept. 15. Complete det of the special broadcast are not available, however. The date of special broadcast, incidentally, co cides with the fourth anniversary the Mutual network.

Edison to Revive Sho

The Consolidated Edison Co., wh last year sponsored a musical se on WJZ, has signed to return program over the same station, ginning Sept. 16, and Fridays the after from 7:30 to 8 P.M. The c tract is for one year. Talent for new show, however, has not yet b set. Lord & Thomas is the agen

William Powell on Ai

William Powell has been signed head the cast for the opening progr of International Silver's "Silver Th tre" series, which will return to C Oct. 2.

Will Air Cartoon Stri

"L'il Abner," the cartoon st drawn by Al Capp, will be produ by NBC as a Thesaurus feature.

lert.
ntelligent
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ndispensable
o the Motion
icture
ndustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

L. 44. NO. 38 NEW YORK, WEDNESDAY, AUGUST 24, 1938 TEN CENTS

inish Detail 'or City-Wide Ad Drive Here

Committees to Work With 850 Theatres

'inal arrangements for the city-e drive to coordinate exhibitor ac-ties in conducting the Motion Pic-es' Greatest Year campaign in the ropolitan area were developed yes-lay at a meeting of Greater New -k organizers in the Loew's State g.

'he city drive will include the set-; up of 45 community committees ering 850 theatres. The organizers l conduct committee meetings oughout the city territory tomor- and Friday. District chairmen l be elected at these meetings and angements made for starting the nmunity drives.

'he organizers were instructed in ir tasks by Oscar Doob, chairman the theatre committee; John Dowd Edward Dowden. They were ad-ed that complete cooperation of in-

(Continued on page 4)

epublic Request to nter Drive Denied

\ belated request by Republic Pic-es for reopening of the Motion Pic-es' Greatest Year campaign forms admit that company to the drive been rejected by the campaign nmittee, it was learned yesterday.

The reasons given for denial of the uest were the same as those given B. It was pointed out to both licants that sufficient opportunity l been given to enter the campaign ore the "Movie Quiz" forms were sed and that it is impossible to ke new inclusions at this time.

Republic, it was learned, asked that picture entries for the contest be led to the "Quiz" booklets either

(Continued on page 4)

'onopoly Questions Go Out Next Month

VASHINGTON, Aug. 23.—Question-res asking for intimate details of anization and operation are ex-ted to go out to major industries m the Administration monopoly nmittee early next month, to form

(Continued on page 4)

Radio News—P. 8

"You Can't Take It With You"

[Columbia]

HOLLYWOOD, Aug. 23.—Columbia's screen team, Frank Capra Robert Riskin, crashed through this afternoon with another terrific box-office attraction. Their picturization of the George S. Kaufman-Moss Hart Pulitzer Prize Play compares more directly to their "Mr. Deeds Goes to Town" than to any of their other collaborations but is a more completely rounded and pointed work than even that memorable production. Five hundred screen-wise guests attending the international press review at the Columbia studios today laughed, thrilled, sobbed just a little and applauded a lot in unmistakable personal as well as professional enjoyment of a great entertainment.

The cast assembled by Director Capra from almost as many sources as there are in Hollywood fits the Riskin script and the Kaufman-Hart play like a coat of tan. Lionel Barrymore's portrayal of the grandfather who has modeled his life and those of his family on the truism of the title is one of those priceless performances the camera was invented to catch for posterity. James Stewart's enactment of the wealthy young man won over to

(Continued on page 2)

July Ticket Taxes Jump to $681,445

WASHINGTON, Aug. 23.—A sharp upturn in New York theatre attendance in June was indicated today by figures released by the Bureau of Internal Revenue on admission tax collections from the Third New York (Broadway) District during July.

Total receipts from the district were $681,445, the largest amount reported for any month since last December. The figure was approximately $257,000 above the June total of $424,171 and $209,000 above the $472,497 reported for July, 1937, it was stated.

The major item of increase was taxes collected on admissions, which

(Continued on page 4)

"Sing You Sinners" $49,000 at Paramount

"Sing You Sinners," with Phil Spitalny and his Band and Zasu Pitts on the stage, grossed a big $49,000 at the Paramount for the week ending last night. The attraction will be held two more weeks.

The Strand ended its films-only policy last night with $14,000 for the two weeks of "Racket Busters."

New Theatres Are Smaller, Survey Shows

Theatre building this year indicates a marked trend to smaller houses, it is shown in a summary since the first of the year prepared by the Dodge Reports division of the F. W. Dodge Corp.

During the first seven months, building contracts were awarded for 472 theatre projects in the 37 eastern states, including new construction and major remodeling. The total valuation of these contracts was $13,641.000. The average cost of each was about $28,900. The average floor area was 3,650 sq. ft.

Last year, there were 528 theatre projects, new and remodeling, for which building contracts were awarded from January through July. That was 56 more than in 1938. The total contract valuation, $17,227,000, averaged $32,600 per project. There was an average of 4,930 sq. ft. in each.

July contracts dipped under the June level, with 62 projects totaling $1,555,000. They will be made up of 149,000 sq. ft. of floor area. In June, the total was $2,881,000 for 72 projects with 420,000 sq. ft.

Levy Meeting Today With District Heads

Jules Levy, RKO sales manager, today will meet with the company's district managers in the Jansen suite of the Waldorf-Astoria to discuss the new season product. In addition to Cresson E. Smith, western and southern sales manager, and E. L. McAvoy, eastern and Canadian sales manager, territorial executives attending the meeting will include J. H.

(Continued on page 4)

Hope Renewed For Canadian Trade Treaty

Interest Revived After Roosevelt's Visit

TORONTO, Aug. 23.—There have been reactions to President Roosevelt's recent visit here in the form of renewed industry talk about reciprocal trade relations. The two Governments began discussions of this problem some time ago, but nothing happened beyond conferences.

Now it is predicted that something may develop during the autumn and that there will be concessions on entry of films because of the prevailing feeling that Canada has no industry that requires tariff protection.

This applies particularly to features of which none is made in the Dominion for the prime purpose of presentation in Canadian theatres. There is also the prospect of relief in the matter of excise imposts on advertising accessories, the making of which in comparatively small quantities cannot be done in Canada with practical profit. The latter is regarded as a minor consideration, however.

At present the common procedure is to import the negative of a feature from the U.S. for a limited period

(Continued on page 5)

F.P. Canadian Men Will Convene Today

TORONTO, Aug. 23.—All the principal executives of Famous Players Canadian Corp., field executives and managers of 72 theatres from Sault Ste. Marie to Halifax will be present at the three-day convention which will open here tomorrow at the King Edward Hotel.

The business sessions will run through Thursday and the gathering will close Friday with a picnic at the Red River Country Club.

Home office executives to be present are N. L. Nathanson, president; J. J. Fitzgibbons, vice-president and

(Continued on page 8)

Denies AFL Action On Guild Charters

ATLANTIC CITY, Aug. 23.—George E. Browne, president of the I. A. T. S. E., here attending the meetings of the executive council of the American Federation of Labor, sharply denied that there is any intention on the part of the council to take any action

(Continued on page 4)

20th-Fox Gets Time In Anti-Trust Suit

Twentieth Century-Fox Film Corp., Movietonews, Inc., 20th Century-Fox Corp. of Texas, 20th Century-Fox Distributing Corp., National Theatres Corp., Sidney R. Kent, William C. Michel, Darryl F. Zanuck, Felix A. Jenkins, Sydney Towell, William Goetz, H. Donald Campbell, John R. Dillon, Herrman G. Place, Daniel O. Hastings, Truman H. Tally, Spyros P. Skouras, A. Sumner Gambee, Henry C. Cox, John T. Edmondson, Herman Wobber and Seton Porter were granted an extension to answer the complaint to Nov. 1 in the Government anti-trust suit in a stipulation filed yesterday in the U. S. District Court.

Dwight, Harris, Koegel & Caskey signed the extension agreement in behalf of the defendants, and Wendell Berge, special assistant to the attorney general, in behalf of the Government. The stipulation contained the usual provision that any other defendants in the 20th Century-Fox group served or appearing in the action before Oct. 12 would be entitled to an automatic extension of the time to answer to Nov. 1.

Reply in "Nation" Suit

Treo Film Exchange of N. Y., Inc., The Esquire Amusement Corp. and Max A Cohen filed answers yesterday in the U. S. District Court in the suit brought by Epic Producing Corp. and James Dixon, which charged them and Stone Film Library, Inc., Marion T. Stone, Major Film Exchange, Inc., David M. Sohmer and Skouras Theatres Corp. with the unauthorized exhibition of "Birth of a Nation."

The answers, after denying the allegations of the complaint, contended that Epic Producing Corp. was not the owner of the distribution rights to the picture, but had assigned the rights on June 15, 1931, to Major Film Exchange, which had in turn assigned them to Marion T. Stone.

Mountain Unit Meeting

Denver, Aug. 23.—The convention of the Rocky Mountain Theatre Owners and Managers will be held here tomorrow at the Cosmopolitan Hotel.

Wendy Hiller Is "Pygmalion" Star

London, Aug. 23. — Wendy Hiller made a deep impression tonight with the preview of the G. B. Shaw play, "Pygmalion," produced for the screen by Gabriel L. Pascal. Miss Hiller's initial appearance, as the market girl subjected to social metamorphosis by a professor of phonetics, establishes her as an actress of unusual gifts with an irresistible personality.

The film has been imaginatively directed by Leslie Howard and Anthony Asquith with whimsical humor and good comedy, despite a tendency to verbosity. It has been brilliantly cast, and is sophisticated entertainment with adult appeal.

FLANAGAN

"You Can't Take It With You"

(*Continued from Page* 1)

this philosophy excels his impressive previous bests. Edward Arnold is incomparable as the inflexible capitalist and Mary Forbes is ideal as his icy wife. Jean Arthur's scenes with Stewart are superb; Mischa Auer packs a maximum of laughter into relatively short appearances. H. B. Warner makes a masterpiece of a single speech. Ann Miller, Spring Byington, Samuel S. Hinds, Halliwell Hobbes, Donald Meek, Dub Taylor, Clarence Wilson, Harry Davenport and Joseph Swickard are among many whose brilliant acting add to the realism and power of the film.

Box-office possibilities of the film are without seeming limitation. The continuing success of the stage play on Broadway has served to put practically the whole theatre-going population on notice that an extraordinary piece of entertainment merchandise is to be had under the title of "You Can't Take It with You." The news that Columbia paid $200,000 for the right to film it and turned the job over to the team that turned out "It Happened One Night," "Broadway Bill" and "Lost Horizon" has permeated every frontier serviced by newspaper and radio. A lazy showman could stick the title and leads in lights and count on the townsfolk to attend in a body. An industrious one should be able to write himself a new top gross figure.

Mr. Riskin has minced no words in his dialogue. His actors speak their minds on subjects of the day and the headlines, some of them subjects not even the plain citizen talks about loudly in numerous company just now. The various isms come in for treatment and folks who figure on making a lot of money out of munitions in case a war pops up are roundly condemned. Yet these are touched upon as matters in passing, necessary to the story, and it would take a frustrated propagandist to make out a case against the picture on doctrinal grounds. Its only contention is stated in the title.

Skeletonized, the story is as old as story-telling. Rich man's son wants to marry stenographer. Parents object. Son, stenographer and stenographer's grandfather prove to rich man that money is not everything but love of fellow man probably is. Boy gets girl. But there's no fairness in skeletonizing a play as full of humor, honest emotionalism and fundamentally human values as this one is. It has everything.

The picture presents a family as gaily abandoned as the one in "Merrily We Live." It offers a financier more credible and, in his way, incredible than the same star dished up as "Diamond Jim Brady." It links together the lives of many strangely assorted individuals, each of them a counterpart, actually or wishfully, of a very large sector of that highly desirable group of ticket buyers the politician has in his mind's eye when he addresses "the people of these United States." It's hard to think of any one of them that won't like the picture plenty.

Running time, 125 minutes. "G."

William R. Weaver

Ray Bell First in UA Showman's Week

First prize of $500 in the National Showmen's Week sponsored by United Artists was won by Ray Bell of Loew's Capitol, Washington, for his campaign on "Blockade," it was announced yesterday at a luncheon attended by the judges at the Waldorf-Astoria.

Second prize of $250 went to Charles Schlaifer of the United Artists, San Francisco, and third place money—$100—was taken by E. V. Dinerman of the RKO Palace, Cincinnati.

Among the judges attending yesterday's luncheon were Jack Harrower, A-Mike Vogel, Chick Lewis, William Ornstein, Epes W. Sargent, Harry D. Buckley, A. W. Smith, Jr., Harry Kosiner, Lynn Farnol and Ben Washer.

May Delay Para. Meet

The monthly meeting of the board of directors of Paramount scheduled for tomorrow is expected to be postponed to Monday because of the absence from the city of a number of members of the board.

TMAT, IATSE, AFL In Mediation Today

Atlantic City, Aug. 23.—Conflicts between the Theatrical Managers, Agents and Treasurers Union and the I.A.T.S.E. will be heard here tomorrow by the American Federation of Labor executive council at the Hotel Ambassador, it was stated here tonight by William Green, A. F. of L. president. He said the disputes over jurisdiction affects the two organizations in New York, Hollywood and Los Angeles and that the council will try to iron out the differences.

Lodewick Vroom, president of the T.M.A.T., will be assisted by Gustav Gerber, its attorney, in representing this group.

Mary Astor Injured

Hollywood, Aug. 23.—On location at the Uplifters Club for M-G-M's "Listen Darling," Mary Astor today was thrown from her horse and suffered severe back injuries when she struck the concrete floor of the paddock. The actress will be confined to Santa Monica Hospital for at least a week.

"Four Daughters" to Be Held Second Wee

Backed by an unusual advertisir campaign locally, "Four Daughter proved a big draw at the Music Ha and a gross of about $90,000 is a ticipated by the management for t week ending tonight. It will be he a second week.

The film opened strongly and co tinued to build throughout the wee Monday's gross was nearly 10 per ce greater than the opening day's tak

Warners attribute the business least in part to the ad campaign whic the company broke in metropolita dailies last week. The ads were i the form of a statement by Jack Warner, vice-president in charge production, headed "I Have Se 'Four Daughters.'" A sequel a peared in afternoon papers yesterda under a heading, "You Have Se 'Four Daughters,'" also over M Warner's signature. The film will nationally released Sept. 24.

Starts Fashion Series

Truman H. Talley, head of Movi tone production, yesterday afterno gave the word "go" to Vyvyan Do ner, fashion director, on the first her "Fashion Forecasts" series four one-reelers in color for 20 Century-Fox release. Shooting is progress at the Movietone studio a is expected to take several days. T first is on midwinter fashions, furs a jewelry and is set for late Septemb release.

Sears Going to Dallas

Gradwell L. Sears, Warners di tribution chief, will leave for Dall this afternoon by plane, accompani by Doak Roberts, Dallas branch ma ager, to negotiate next year's de with the Interstate circuit.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Pu lisher; J. M. JERAULD, Managing Edito JAMES A. CRON, Advertising Manager. ED TORIAL STAFF: Charles S. Aaronson, Jack Ba ner, Al Finestone, Thomas Fitzsimmons, Sherw A. Kane, Irene Kuhn, Joseph Priore.

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Entered as second class matter June 10, 193 at the post office at New York, N. Y., unde the act of March 3, 1879.

Subscription rates per year $6 in the America and foreign $12. Single copies 10 cents.

The LION'S ROAR

Leo doesn't think any the less of his collection of Academy Award statuettes, but it was a pleasant change to get a Blue Ribbon this week.

For "Love Finds Andy Hardy."

Readers of "Box-office" magazine voted it the best film released during July for the whole family.

Ditto for exhibitors!

We've got inside information about the next of this series, "Out West With The Hardys."

A chap who heard the plot over a luncheon table at the studio described it as "excellent." Since he is conservative this corresponds to your "terrific."

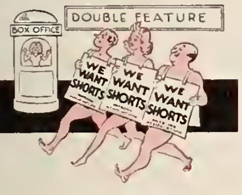
Repeat bookings of the previous "Hardy" pictures are reported from many sections of the country.

A smart showman in Michigan is playing them on the same night of the week for three weeks in a row. He established it as "Hardy Family Night."

Getting additional business thereby.

Also our Hardy congratulations.

* * * * *

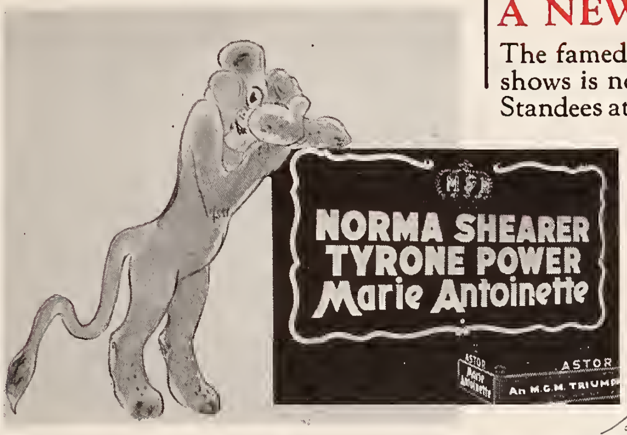


Patrons like Shorts. There have been several surveys lately proving that the public is more "short-conscious" than ever but you'll be a lot more convinced by a personal survey in your own lobby. M-G-M's intelligent, exploitable and entertaining subjects continue to lead their field. For instance currently: Pete Smith's "Follow The Arrow" and "The Story of Dr. Carver." And we guarantee you'll get plenty of comment on the human-interest, informative and inspiring, "The City of Little Men."

* * * * *

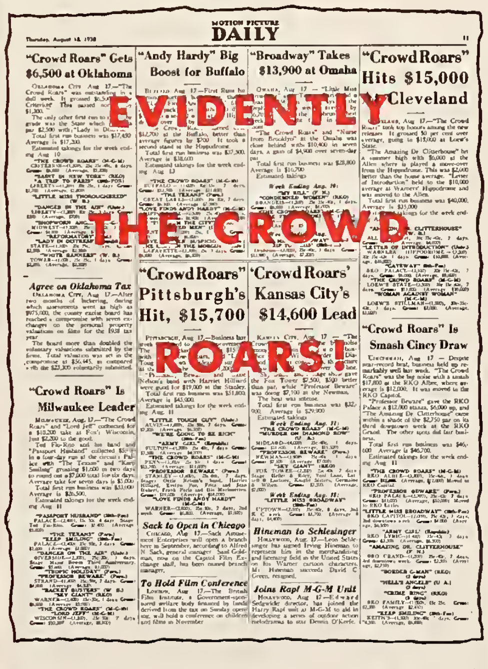
EXTRA! *As we leap to press!* "MARIE ANTOINETTE" FIRST POPULAR PRICE engagements terrific. A proved $2 sensation in Los Angeles and New York, M-G-M set first popular price tests in small towns (Petoskey, Frankfort, Michigan; Lake Geneva, Delevan, Sheboygan, Wisconsin) where it is beating M-G-M's Biggest, such as, "Test Pilot," "San Francisco," "Saratoga" foreshadowing tremendous nationwide hit.

"Today's white-haired boy"



THEY'RE SAYING NICE THINGS ABOUT YOU, LEO!

The announcement of the release of "Marie Antoinette" at popular prices, entailing cancellation of road-shows, has met with widespread industry approval. To help the industry put its best foot forward at the commencement of the united screen drive this Fall M-G-M delivers a production which raises the stock of all companies. A patron of the Astor Theatre writing to the Management reflects what this move means: "For some time there has been a lot of talk that Hollywood was failing us, that they were no longer capable of turning out great films. Can these critics still stand by that statement after 'Marie Antoinette'?" And celebrated showman Charles P. Skouras writes to Loew's President, Nicholas M. Schenck: "Metro-Goldwyn-Mayer in this picture gives a starved entertainment world the greatest of its many achievements. I predict 'Marie Antoinette' will go on to be the box-office hit of the year and the Academy Award Winner."



MOTION PICTURE DAILY

Thursday, August 18, 1938

"Crowd Roars" Gets $6,500 at Oklahoma

"Andy Hardy" Big Boost for Buffalo

"Broadway" Takes $13,900 at Omaha

"Crowd Roars" Hits $15,000 in Cleveland

Agree on Oklahoma Tax

"Crowd Roars" Is Milwaukee Leader

"Crowd Roars" Pittsburgh's Hit, $15,700

'Crowd Roars' Kansas City's $14,600 Lead

"Crowd Roars" Is Smash Cincy Draw

Sack to Open in Chicago

Hineman to Schlesinger

To Hold Film Conference

Joins Rapf M-G-M Unit

EVIDENTLY THE CROWD ROARS!

Additional hold-overs of "The Crowd Roars" at Detroit, Louisville, Providence, Rochester, Syracuse, Houston, Philadelphia, Cincinnati, Hartford, New Haven, Worcester, Cleveland, New York (Capitol) and more as we go to press.

ASTOR THEATRE HAS A NEW $2 SENSATION!

The famed home of great M-G-M road-shows is noisy with ticket-buyers again. Standees at every performance of "Marie Antoinette" since its opening. Advance sale biggest of any Astor picture in the past ten years. Plenty of excitement on Broadway that will be duplicated on your Broadway!

* * * * *

$2 WORDS!

The New York press sat enthralled before the wonders of "Marie Antoinette" and gave out as follows: "'Marie Antoinette' superb. One of the year's treats."—William Boehnel, World-Telegram; "Most sumptuous spectacle of the year."—Howard Barnes, Herald-Tribune; "Deserves one of the top places on list of pictures to be seen."—Eileen Creelman, Sun; "Norma Shearer's fans hail her triumphant return with rousing cheers."—Bland Johaneson, Mirror; "Royal reception. Stirring production." —Kate Cameron, News; "Stirring action. Impressive achievement."—Rose Pelswick, Journal-American; "Major event. One of the biggest spectacles ever filmed."—Leo Mishkin, Telegraph.

* * * * *

THE EDITORIAL WHEE!

Nobody had to call Leo's attention to that widely discussed editorial in Jay Emanuel Publications last week.

In case you missed it, we reprint it here in part:

"Praising Metro sales policy is not a new departure for this department. It is therefore time to commend Metro for continuance of that fair selling policy which exhibitors have been so quick to recognize. Let the Metro spirit of fairness be best exemplified by a letter received by exhibitors. (The letter concerns designation of pictures in uncompleted percentage brackets). Metro could have filled the higher brackets but it isn't doing business that way. It feels treating exhibitors fairly pays bigger dividends. And other companies' sales departments wonder why exhibitors shout so loudly in praise of the cohorts of Leo. It was never more apparent—fair play brings greater returns always."

Thanks Mr. Editor.

M-G-M likes to think of its boys in the field working with exhibitors toward a common goal, success for all.

Three little words that sum it up:

THE FRIENDLY COMPANY.

-Leo

◂ Purely Personal ▸

JAMES R. GRAINGER, Republic president, will leave tonight for Washington for conferences with SAM and JAKE FLAX, franchise holders, and contract negotiations. From there he will go to Toronto to attend the Famous Players Canadian convention, returning next Monday.

•

W. C. GEHRING, 20th Century-Fox central division manager, arrived in Toronto yesterday on product deals and will attend the Famous Players Canadian convention there.

•

BOB WEITMAN, managing director of the Paramount, has resumed his vacation which was interrupted recently by an emergency operation for MRS. WEITMAN, who has recovered.

•

FRANK BRUNER has returned from the coast with MARY PICKFORD. He will be associated with her on a full time basis as press representative.

•

DONALD RICHBERG, former head of NRA, will sail on the *Paris* for Europe tomorrow with MRS. RICHBERG and their daughter, ELOISE.

•

J. CHEEVER COWDIN, Universal board chairman, returned to New York by plane yesterday from a brief visit at the company's studio.

•

FRED SCOTT, Spectrum western star, has returned to the coast after eight weeks of personal appearances, to start his next film.

•

MRS. EUGENE FORDE, wife of the 20th Century-Fox director, will sail on the *Queen Mary* today.

•

MR. and MRS. TOM MIX will sail for Europe tomorrow on the *Paris*.

•

ANTHONY PETTI of Universal is vacationing.

"Pygmalion" Deal Signed

The deal whereby M-G-M will distribute Gabriel L. Pascal's "Pygmalion" was signed with the company yesterday. Frank Orsatti, Hollywood agent, acted for Mr. Pascal, who will leave today on the *Queen Mary*.

Cool!

AIR-COOLED SKYSLEEPERS

OVERNIGHT TO LOS ANGELES

Big, luxurious Flagship Skysleepers. No change of planes. Air-conditioned at airports—nature-cooled en route. The Southern All-Year route. Complimentary meals. To Los Angeles or San Francisco, $149.95. 10% saving on round-trip flights.

The MERCURY Lv. Newark . . 5:10 p.m.
The SOUTHERNER Lv. Newark . . 9:00 p.m.

FOR RESERVATIONS
Call your travel agent or VAnderbilt 3-2580. Ticket Offices: 45 Vanderbilt Avenue and Rockefeller Center, 18 W. 49th St.

AMERICAN AIRLINES *Inc.*

Finish Detail For City-Wide Ad Drive Here

(*Continued from page* 1)

dependents in the area is expected to follow the I.T.O.A. meeting at the Astor today.

Brooklyn downtown exhibitors at a meeting yesterday decided to open their community drive Aug. 30 with a dinner to be attended by exhibitors, borough officials, newspaper representatives, heads of civic organizations and others.

The 16-page publicity section of the press book for the Motion Pictures' Greatest Year campaign went to press yesterday and is scheduled to be ready for shipment to exchanges by the end of the week. The advertising and exploitation sections of the press book are en route to exchanges.

The publicity section contains a large amount of feature material, much of it carrying the by-lines of screen writers, executives, directors and stars. It presents an "inside" view of production, designed to show why Motion Pictures Are Your Best Entertainment. The articles are profusely illustrated. The section also includes photo and cartoon features.

The campaign committee is sending out instructions to theatre owners participating in the drive on advance work to be done on behalf of the campaign until they receive copies of the official press book. The instructions relate what has been done by some exhibitors already to call the attention of their cities and neighborhoods to the drive.

Ask Hawaii Circuit Inclusion in Drive

A request for the inclusion of Hawaiian theatres in the Motion Pictures' Greatest Year campaign was received at drive headquarters yesterday from Fred Williams, representative of Consolidated Circuit, Honolulu.

Efforts will be made to comply with the request and campaign accessories will be supplied through the San Francisco exchange, it was said.

A. F. A. to Set Pay Rates

Members of the American Federation of Actors yesterday voted to empower the council to set minimum wage scales at Broadway presentation theatres and vaudeville houses. The A.F.A. is negotiating with Loew's and Warner Bros. for a closed shop in their Broadway houses. The organization expects to sign with Warners by Friday.

Theatres will be classified according size, prices and number of shows.

Para. Wagon in Memphis

Paramount's mule-drawn covered wagon, exploitation feature for "The Arkansas Traveler," is due today in Memphis on the first leg of the 3,500-mile trek which will take it also to Birmingham, Atlanta, Columbia, Richmond, Washington, Baltimore, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, Columbus, Cincinnati, Louisville, Nashville and New York.

Republic Request to Enter Drive Denied

(*Continued from page* 1)

as a supplement or by rubber stamp. G. B. had also asked for the addition of its picture titles to the contest list by means of a supplement. Campaign officials said that Republic's action resulted from reconsideration of an invitation to participate in the drive which the company originally had declined. G. B. had not declined to enter but its acceptance was received too late.

American distributors of British pictures yesterday expressed little enthusiasm for a basic plan said to have been discussed by them last week by which they would undertake a promotional drive of their own on behalf of British product. The consensus of opinion of those questioned was that such a project would be too costly to undertake if it were to be attempted on any scale likely to bring results.

St. Louis 100% for Industry's Campaign

ST. LOUIS, Aug. 23.—Following a big meeting of exhibitors here yesterday it was freely predicted that the district would show a 100 per cent subscription to the Motion Pictures' Greatest Year campaign.

The luncheon meeting at the Coronado Hotel was attended by more than 200 representatives of the 275 exhibitors in the district and Fred H. Wehrenberg, president of the M.P.T.O., says he has written assurances of cooperation from many who were unable to attend.

A publicity committee chosen includes Chick Evens, Jimmy Harris, Les Kaufmann and N. L. Plessner.

Denies AFL Action On Guild Charters

(*Continued from page* 1)

relative to the reported revocation of the charters of the Directors' Guild or Screen Actors' Guild on the coast.

Describing the report as one which "comes up every so often," the I. A. president declared there never has been any complaint or request to revoke the guild charters. A formal petition is required to bring such a matter before the executive council of the A. F. of L., which alone has the power to revoke charters, Mr. Browne said.

Monopoly Questions Go Out Next Month

(*Continued from page* 1)

the groundwork for the hearings to be held later.

Distribution of the questionnaires will be quite general, and it is probable that motion picture firms may be among the recipients.

The committee, it was said, will disclose neither the names of the companies asked to furnish reports nor details of the returns. Much of the information asked will relate to financing, it was said.

Atlas Heads in Mexico

Walter Bibo and Egon Klein, president and secretary of Atlas Film Exchange, Inc., New York, are now in Mexico City to buy product for release in the United States next season.

July Ticket Taxes Jump to $681,44

(*Continued from page* 1)

jumped from $374,572 in June to $62 631 in July, the Bureau reported. R ceipts from free or reduced rate a missions dropped from $4,486 to $3,4 but collections from tickets sold brokers jumped from $7,903 to $10,3 and from tickets sold by proprieto in excess of the established price i creased from $673 to $1,308.

Tax collections on permanent use lease of boxes and seats increased fro $715 to $1,436, and revenues from a missions to roof gardens and cabare advanced from $35,822 to $44,278, was stated.

Levy Meeting Today With District Head

(*Continued from page* 1)

MacIntyre, Nat Levy, W. E. Bra son, H. M. Lyons, S. M. Sachs, C. Cohen and L. M. Devaney.

The home office will be represente by Leo Spitz, Ned E. Depinet, W. Clark, Harry Michalson, S. Barr McCormick, A. A. Schubart, Willia McShea, Sid Kramer, Lou Gaudrea Ralph Rolan, Harry Gittleson, M. Poller and Rutgers Neilson.

Frederic Ullman, Jr., Frank Don van, Hal Horne, John Wood an Louis de Rochemont will attend a guests.

Cobian to Sail Today

Rafael Ramos Cobian, Puerto Ric theatre circuit owner who will produc four Spanish language films for 20t Century-Fox, will sail today on th *Coamo* for Puerto Rico to arran his affairs for a long stay in Holly wood.

He expects to return Sept. 12 an will leave for the coast to get the firs film under way. He is president the United Theatres circuit, operati the largest group of houses in Puert Rico.

Rivoli to Play "Letter"

Universal's "Letter of Introduction is scheduled to play the Rivoli as Labor Day attraction, with other Uni versal product lined up for the house "Little Tough Guy" did $12,000 at th theatre in the week ending last nigh and is being held.

UNITED AIR LINES

New convenient schedules to LOS ANGELES

United's **"Continental,"** a de luxe Mainliner Sleeper, is the latest evening departure (7:15 p.m. DST), with arrival in Los Angeles before business opens (8:55 a.m.) Or for midnight departure, United's **"Overland Flyer"** is the fastest Sleeper.

Tickets: 58 E. 42nd St.
MUrray Hill 2-7300
Or travel bureaus, hotels.

ope Renewed or Canadian rade Treaty

(*Continued from page* 1)

to run off the required number rints, generally from three to 12, which the negative is returned he States. This entails some de- and extra expenditure, however, h could be removed to a consid- le extent by an adjustment of f levies under a trade agreement. nother point for consideration is Canadian arrangement affecting operation of sound trucks from States on Canadian soil which vir- ly prohibits the making of news- shots on the Canadian side of the

Under present regulations, the adian Government requires the nent of duty in full on both truck equipment, even for a brief period ime, while no commercial vehicle be operated on Canadian highways iout a license registration in full the current year. This means that e in the way of Canadian news s are seen on the screens of erican theatres. Even for the en in Canada topical pictures are n with a silent camera and later bed with vocal comment and music. broadening of the news-film situa- would only tend toward a more cable feeling.

ommer Sailing to Set Release Deals

greements which Erich Pommer, tish producer, made here for the ribution of Pommer-Laughton is will be finalized in London by directors of Mayflower Pictures, ch he heads, Mr. Pommer said erday.

le will sail today on the *Queen ry* after several weeks of negotia- i here and in Hollywood.

inish "Busse Rhythm"

Busse Rhythm," third short in amount's Headliner series, is now he cutting room in preparation for ional release Oct. 7, it was stated terday by Lou Diamond, head of Paramount short subject depart- it.

Wall Street

Most Board Issues Advance

	Open	High	Low	Close	Net Change
....	13¾	13¾	13¾	13¾	.....
s.	1⅜	1⅜	1¼	1¼	.....
s. pfd..	8	8½	8	8½	+ ½
K.	175	176	175	176	+2
T. E. ..	14½	14½	14½	14½	+ ½
w	47	48⅜	47	48⅜	+1⅜
a.	9½	10	9½	10	+ ½
a. 2.....	9⅝	10	9⅝	10	+ ⅝
he	8½	9	8½	9	+ ½
O	2⅜	2½	2⅜	2⅜	.....
Fox ..	25¼	25¾	25¼	25⅝	+ ⅜
pfd. ..	33½	33½	33½	33½	+ ¾
B.	5⅞	6¼	5⅞	6⅛	+ ¼
B. pfd.	36½	38	36½	38	+3

Technicolor Up on Curb

	Open	High	Low	Close	Net Change
h.	22½	23¼	22½	23¼	+ ⅜
ns-Lux	2¼	2¼	2¼	2¼	.....

Little Trading in Bonds

	High	Low	Close	Net Change
w 3½s '46	100½	100¼	100¼	— ¼

(Quotations at close of Aug. 23)

Out Hollywood Way

HOLLYWOOD, Aug. 23. — CLAUDE RAINS, MAY ROBSON and GLORIA DICKSON have been assigned featured roles in Warners' "They Made Me a Criminal," in which JOHN GARFIELD and the "Dead End" kids have top roles . . . LEO CARRILLO, BEVERLY ROBERTS and STEFFI DUNA go into "Flirting with Fate," DAVID L. LOEW production starring JOE E. BROWN, which is being made without a definite release being set.

+

Casting: LOUIS ARMSTRONG has been signed by Warners for "Going Places" . . . RANDOLPH SCOTT, BRIAN DONLEVY and JANE DARWELL in "Jesse James," 20th Century-Fox . . . PRESTON FOSTER in "Hard to Get," 20th Century-Fox . . . LEE PHELPS, MAUDE ALLEN and NATALIE GARSON in "Vacation from Love," M-G-M . . . HENRY O'NEILL, JAMES STEPHENSON, PATRIC KNOWLES and JANET SHAW in "Torchy in Chinatown," Warners . . . ALAN BAXTER and JOE CUNNINGHAM in "Unfit to Print," Warners . . . MATHEW BOLTON and EDWARD BROPHY in "Vacation from Love," M-G-M . . . PAUL LUKAS, VERREE TEASDALE and ALEXANDER D'ARCY in "Topper Takes a Trip," Roach.

+

ANN SOTHERN and RALPH BELLAMY in "Trade Winds," Wanger . . . CARL ESMOND in "Dawn Patrol," Warners . . . JOHN HOWARD, HEATHER ANGEL, H. B. WARNER, E. E. CLIVE, REGINALD DENNY and ELIZABETH PATTERSON head the cast of "Scotland Yard Against Bulldog Drummond," Paramount . . . SARA HADEN in "Way Out West with the Hardys," M-G-M . . .

+

Writers and Story Buys—JOHN SPEAKS, who will produce independently, has purchased "Melody Morgan," *Collier's Magazine* story by RICHARD WORMSER . . . HANS RAMEAU has been assigned to work with BRUCE MANNING on the screenplay of "Three Smart Girls Grow Up," Universal . . . Paramount assignments: NAT PERRIN is doing the screenplay of "Gracie Allen Murder Case," LEWIS FOSTER on "Tom Sawyer, Detective," and ERWIN GELSEY on "I'm from 'Mizzouri' " . . . EDMUND HARTMANN and ROBERTSON WHITE are preparing the script for Universal's "Charlie McCarthy, Detective," White's original . . . DUDLEY NICHOLS has been signed by WALTER WANGER to do the script for "Stage Coach," which JOHN FORD will direct . . . Warner assignments: EDDIE ANDERSON and CHARLES PERRY are working on the script of "Love Song," MICHAEL FESSIER on "Desert Song."

+

Directors—LEW SEILER draws the directorial assignment on Warners' "Hell's Kitchen" and "Crime Is a Racket" . . . BUSBY BERKELEY will guide Warners' "They Made Me a Criminal" . . . NORMAN TAUROG will direct M-G-M's "The Wizard of Oz," to be made in Technicolor . . . WILLIAM BEAUDINE gets Warners' "Torchy Gets Her Man" . . . LESLEY SELANDER has been signed by HARRY SHERMAN to direct "Frontiersman," next of the Hopalong Cassidy pictures.

Dies Probers to Ask Testimony of Stars

WASHINGTON, Aug. 23.—Charges that film personalities were supporting Communism will be probed at a series of hearings to open on the West Coast within two weeks by a sub-committee of the Dies committee investigating un-American activities, it was disclosed today with announcement by the committee of its future plans.

The West Coast group will be headed by Representative Dempsey (Dem., New Mexico) and will hold hearings in Hollywood, San Francisco and Seattle. Other members of the sub-committee will be Representative Starnes (Dem., Ala.) and Mosier (Dem., Ohio).

Motion picture stars and others whose names have been mentioned during the hearings will be invited to appear before the sub-committee to give their answer to charges that they have aided Communism, financially or personally.

The Newsreel Parade

The dramatic address of President Roosevelt at the opening of the international bridge, when he promised Canadians this country would defend the Dominion if necessary, was, of course, the top feature in the newsreels, without exception, this week. The subway crash in New York also was well covered. The reels and their contents follow.

Movietone News—President Roosevelt pledges aid to Canada. French Alpine troops in maneuvers. France unveils monument to Napoleon. Tunes up races in Utah for try at records. American Legion in Arkansas rewards police officers. Hellenic unit holds night parade in New Orleans. Chicago hails Corrigan. Girls in calisthenics drill at Ocean City. Maine air show thrills crowd. Cleveland softball girls' team beats New York. Australia wins Davis Cup round. Gar Wood, Jr., wins boat race. Lew Lehr and fish.

News of the Day—Roosevelt promises aid to Canada. Forest fires sweep Colorado forest. Science battles menace to Maine woods. Corrigan in Chicago. French Alpine troops engaged in maneuvers. Gar Wood, Jr., wins motorboat race. Englishman tries at speed records in Utah. U. S. beats Germany in track meet.

Paramount News—French Alpine troops in maneuvers. Howard Hughes and crew in trans-American flight. British zoo acquires baby gorilla. Balbo visits Goering. New York subway crash kills two. Roosevelt promises aid to Canada. Gar Wood, Jr., wins motorboat race. Baseball uses mechanical pitcher. English driver tries to crack records in Utah.

RKO Pathe News—Roosevelt pledges aid to Canada. War Admiral wins Whitney feature. New York subway disaster kills two. Speedboat smashes outdoor record. Lord Runciman acts in Czech crisis. Budge victor in Newport finals. France holds sham battle in Alps. Saratoga Springs holds dog show. Greek leaders meet at New Orleans.

Universal Newsreel—Roosevelt pledges aid to Canada. New York subway crash. Howard Hughes arrives in New York. Douglas Corrigan greeted in Chicago. Marines hold sham battle on coast. New hair styles shown. Blind men play golf in Duluth. Budge wins at Newport. Englishman tries for auto race record in Utah.

IT ACTUALLY HAPPENED TO THIS EXHIBITOR!
TRUE STORIES FROM ALTEC FILES

TED NICHOLAS,
Manager of the Lyric Theatre, Indianapolis, Ind.

Quick Action by Engineer Saves Afternoon Show

INDIANAPOLIS, IND.—"Just a few minutes before our Saturday afternoon stage show, the sound suddenly stopped," declared Ted Nicholas, Manager of the Lyric Theatre here.

"We called our Altec Inspector, P. V. Woolley, at 1:30 P.M. He arrived at 1:45, and discovered a short circuit in the motor-generator armature. He immediately connected some storage batteries obtained locally to provide power in place of the defective motor-generator. Sound was ready right on schedule when the picture hit the sheet at the close of the stage show at 2:05.

"Woolley stayed with us the remainder of the day to be sure that the improvised power supply would hold up without interruption. He installed a new armature from Altec's warehouse the next morning and by opening time Sunday everything was normal."

• • •

Altec services the largest number of theatres of any service organization in the field. Having nothing but service to sell, the Altec Inspector has one job only—to make the sound equipment *you now have* deliver the highest possible quality of sound.

ALTEC SERVICE CORPORATION

ALTEC SERVICE CORPORATION
250 West 57th Street
New York City

Gentlemen: If an Altec Service Agreement means greater peace of mind to me you may have the Altec man in my neighborhood tell me the reasons. No obligation to me, of course.

NAME
THEATRE
ADDRESS
CITY

37

"...THAT YOUR THEATRE MAY NEVER BE DARK"

'Four Da
Held
Radi

FANNIE HURST'S GREAT STORY

"FOUR DAUGHTERS"

with PRISCILLA LANE · ROSEMARY LANE · LOLA LANE · GALE PAGE
and CLAUDE RAINS · JOHN GARFIELD · JEFFREY LYNN · DICK FORAN
Frank McHugh • May Robson • Directed by MICHAEL CURTIZ
Screen Play by Julius J. Epstein and Lenore Coffee • From the Cosmopolitan Magazine Story
Music by Max Steiner • A First National Picture

ughters'

ver At

City

CITY
RKO
SALE NOW
2.50

The New York *Times* says, "'Four Daughters' is one of the best pictures of anybody's career." It is representative of the program that will make 1938-39 the most successful year in the career of

WARNER BROS.

▸ Radio Personals ◂

ED DUKOFF, local press agent, has been retained to serve as trade paper relations counsel by WFAA, Dallas station. Dukoff is serving the Yankee and Colonial networks in the same capacity. . . . Prof. Quiz celebrates a birthday Sept. 5, and Lee Little, production man on the Prof.'s series, birthday's the day before. . . . Guests on the first of the new season's M-G-M "Good News" program next week include Spencer Tracy, Mickey Rooney, Alice Faye and Robert Young. . . . Beatrice Berke, secretary to WMCA promotion manager Al Rose, will leave for Bermuda on vacation Sept. 3.

Wheatena Plans New Show on Mutual Net

Wheatena Corp. will sponsor a new program on the Mutual network, starting Sept. 16. The program will go coast-to-coast, and will be heard at different times in various parts of the country.

From 5:45 to 6 P.M., WOR, WOL, CKLW, WAAB, WSPR and WTHT will carry the program. From 6 to 6:15 P.M. it will be carried by WFIL, WHK; from 10 to 10:15 P.M. by KHJ and KKRC; and from 5 to 5:15 P.M. by WEAN and WICC. The show will be titled "Ford Rush and His Tinkle Band." Rohrabaugh & Gibson placed the order.

Another contract placed on Mutual is by the American Bird Products Co., for "American Radio Warblers," starting Oct. 16, from 11:45 A.M. to 12 noon. Stations are WHK, KWK, WHB, WRR, KOIL, KFEL and WGN, with the latter the origination point. The Weston Barnett agency handled the deal.

WPEN Signs Mabel Love

PHILADELPHIA, Aug. 23.—WPEN has signed Mabel Love, former women's editor of the *Philadelphia Daily News,* to conduct the WPEN "Women's Club of the Air." Mrs. Love left the airlanes three years ago to devote her time to writing. She will be spotted on WPEN five mornings a week and once a month she will hold a two-hour broadcast in the station's 650-seat auditorium. The program will be sponsored by participating accounts.

To Resume Sanka Show

General Foods Corp., for Sanka coffee, has placed a contract with CBS to return "We, the People" to that network starting Sept. 27, and Tuesday thereafter from 9 to 9:30 P.M. The contract, for one year, was handled by Young & Rubicam. Gabriel Heatter will be the master of ceremonies, as he was last season.

Set New Show on WBBM

CHICAGO, Aug. 23.—"Household Reville" is the name of a new WBBM show for Household Finance Corp., which will have Tommy Bartlett and Tom Buitila at the mike daily for an early morning broadcast. Another new WBBM show is the Gordon Baking Co. "Your Morning Reporters," with the same announcers.

German Television Leading World, States M. P. Wilder

While England, France and the United States have garnered the most publicity on the subject, and for that reason have been considered the nations most actively concerned in television development and operations, actually Germany today is the world's leading television center, although, remarkably enough, there is no commercial television at this time in Germany. This is the conviction of Marshall P. Wilder, television engineer for the National Union Radio Corp., manufacturers of radio television tubes and parts, who has just returned to America from a six-week study of European television. Mr. Wilder made known his findings at a press luncheon in the RCA Building Luncheon Club yesterday.

Transmissions Start Oct. 1

Television transmissions on a regular basis will begin in Germany Oct. 1, and it is after these transmissions begin that the world will learn of the remarkable strides made by the German television scientists during several years of laboratory work and experimental transmissions, according to Mr. Wilder. The programs will come from a 15-kilowatt station on top of the Amerika Haus in Berlin, a new building.

Germany will not only send television by radio, but will also send it by wire line on a carrier of 4½ megacycles. The use of modulated carrier amplifiers has been developed to a very high degree in Germany and is employed throughout their 15-kilowatt transmitters from picture signal input to antenna stage, he said.

There are approximately eight different manufacturers and development laboratories now showing models of television receivers in Germany, both of the direct viewing type, the home projection type, television in natural colors, and large screen television projection systems. Among the more important companies showing receivers are the Fernseh Co., the Telefunken Co., and the German Post Office Development Laboratory.

Direct Pickup a Feature

The Fernseh system, in the opinion of Mr. Wilder, is one of the most remarkable yet developed. It is chiefly remarkable, however, for a direct pickup method. An intermediate film scanner photographs the subject on film, then develops and dries the film in 80 seconds, making it ready for scanning by a disector built into the equipment. The camera employs a sound head which records the sound at the same time the picture is developed—the entire operation in 80 seconds. Mr. Wilder said that this machine would be of vast use in Hollywood, where scenes and dialogue may be played back 80 seconds following their taking.

Another development viewed by Mr. Wilder was a projector showing large screen pictures, 100x75 feet, which afforded an increase in brilliancy 15 times more than on a normal screen. This projector will prove of inestimable value not only in television, but also in ordinary motion picture projection as the amount of light reflected by the screen goes up very greatly over that directed to the viewers from a normal screen.

Successful Visit

Cincinnati, Aug. 23.—When Raymond Michael, announcer of WMMM, Fairmont, W. Va., came here on his vacation to see a ball game, he visited WLW and met Peter Grant, chief announcer, who gave him an audition. He now is WLW's newest announcer.

Atlantic Schedules Football Broadcasts

For the second consecutive year, the Atlantic Refining Co. will sponsor descriptions of collegiate football games in the New England area over stations of the CBS network.

Thus far the schedule calls for broadcasts of the nine games of Holy Cross, plus a broadcast of the University of Pennsylvania-Cornell game on Thanksgiving Day. The games will be carried by the CBS stations in Boston, Hartford, Providence, Springfield and Worcester. Airing time will be from 2 to 4:30 P. M. on Saturdays, beginning Sept. 24.

In Philadelphia WIP will air 12 Temple University football games under Atlantic sponsorship and for the same company will join with KYW in broadcasting Villanova games.

The refiner has also arranged for the broadcasting of the Cornell-Colgate, Georgia Tech-Notre Dame, Penn State-Cornell and Yale-Dartmouth games over KYM as well as all home games of University of Pennsylvania over WCAU. This includes the Cornell game previously mentioned.

N. W. Ayer & Son, agency handling the Atlantic Refining Co. account, placed the business.

Ten New Frequencies Are Assigned by FCC

WASHINGTON, Aug. 23.—Ten additional frequencies were today assigned by the Federal Communications Commission for International broadcasting, under the terms of the Cairo Agreement, which will become effective Sept. 1, 1939.

The additional frequencies, it was announced, have been registered with the International Telecommunication Union at Bern, Switzerland. Pending ratification of the Cairo Agreements, the commission will consider applications for use of the new frequencies on a temporary basis, it was said.

NBC Plans Band Series

Beginning about Sept. 15, the NBC Thesaurus service will bring to subscriber stations a group of outstanding orchestra names. The schedule, now in the making, calls for nine orchestras.

Swalm Back at WNEW

Tod Swalm, recently with the United Press, has returned to the news staff of WNEW, being currently engaged in assisting Richard Brooks in covering the Hines trial.

F.P. Canadian Me
Will Convene Tod

(*Continued from page 1*)

general manager; T. J. Bragg, s
tary-treasurer; R. W. Bolstead, c
troller; B. Geldsaler, chief bo
Clarence Hobson, Ben Cronk,
Stein, R. S. Roddick, James M
J. A. Troyer, W. Kerr, L. G.
ing, M. Perry, N. G. Barrov
Darby, A. MacCunn, F. J. Justi
Harris, B. Whitham and C. A. D
beck.

Other executives attending wil
M. Stein, Ontario supervisor
charge of group "A", including
ronto, Ottawa and Kingston; I
Roddick, western Ontario super
and chairman of the group "B"
agers from Hamilton to Win
Clarence Robson, eastern div
manager and chairman of the g
"C" managers from the Mar
provinces and eastern points.

Honor 20-Year Employes

The official list of employes t
honored for having completed 20
of service with the circuit incl
Jack Arthur, E. J. Laver, M. J. D
George Stroud, H. P. Hitchi
Leon E. Osler, J. S. Smart, I
Landsborough, Clarence M. Ro
Charles Dentelbeck, N. B. Bar
R. G. Darby, L. G. Geering, W
Kerr, J. J. Taylor, F. H. Gow, J
Muir, C. S. Neville, J. M. Rober
John Hazza, Laura Wilson and
Habick, the latter secretary to N
Nathanson. All but three are in
tendance to receive membership in
Twenty Year Club.

Representatives from 72 theatre
eastern Canada from Sault Ste. M
Ont., to Halifax are among the
gates. They include:

Toronto—A. C. K. Arthur,
Daly, Jack Shea, W. Graydon, I
Krendel, A. Ritchie, Robert Dow
W. Hunt, A. Sedgewick, Jack La
Rorbert McClelland, Vernon Hu
M. Margolius, Robert Eves, A.
son, Charles L. Querry, M. J. D
James Lynch, George Morrell,
Purves.

Ottawa—T. R. Tubman, C. Hol
I. Singerman, Angelo Stevens; H
ilton, Ont.—C. T. Spencer, Ge
Stroid, Leonard Bishop, H.
Hutchinson; Windsor, Ont.—Ro
Knevels, H. C. Merritt, J. J. Lef
E. Lamoureux, S. C. Clayman; H
fax—L. M. Gradurn, R. J. Macad
Kingston—Ernie Smithies, T. McC
Sarnia—W. J. Fawcett, W. J. Bu
Woodstock—H. V. Neun, A. Sca
rett; Brantford—Ernest A. Moule
Bolinsky; Guelph—R. McKibbin,
Andrews.

Northern Towns Represented

Belleville—G. Forham; Coburg—
Craig; Rouyn—S. Korman; N
Bay—James Nelson; Oshawa,
Osier; Peterboro—A. E. Cauley;
Hope—J. S. Smart; Sault Ste. M
—W. P. McGeachie; Sudbury—
Scott; Trenton—G. W. Mar
Brockville—F. McLennan; Hu
Richard Maynard; Chatham—A.
Drohan; St. Thomas—Fred Do
Galt—E. J. Landsborough; St. Ca
rine—R. J. Harrison; Niagara F
—J. V. Ward; Welland—T. Forh
Owen Sound—Chris Georges; M
ton—F. W. Winter; Glace Bay,
Connor; Quebec—P. Valliere;
John—W. H. Golding; Sydney—
P. MacDonald; Three Rivers—G.
Robert, A. J. B. Robert.

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the Motion
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MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

. 44. NO. 39 NEW YORK, THURSDAY, AUGUST 25, 1938 TEN CENTS

arners' New inancing Is aining Speed

Over $10,000,000 of ebentures Deposited

ore than $10,000,000 in deposit icates have been issued for War- six per cent convertible deben- , due in 1939, under the com- 's exchange plan issued to deben- holders July 25, it was said rday by a Warner official.

total of more than $5,000,000 ad- ıal will shortly be deposited for ange by large holders, the com- has been promised, bringing the amount assured to $15,000,000. pany officials are confident that balance of the entire amount of 00,000 outstanding will be en- for certificates of deposit. A is expected late this month and in September after debenture

(*Continued on page* 10)

BC Denies Report Of Ascap Contract

report that A. L. Ashby, NBC president and general counsel, approached Ascap regarding pre- ary discussions for a separate ract with the networks, yesterday fire and a complete denial from network. NBC said the item was rue and without the slightest dation in fact."

e network issued a statement of s own, as follows: "It is the pol- of NBC in any discussion of li- ing arrangements with Ascap, to no move independently, but to in the closest cooperation at y step with its affiliated stations, ndependent Radio Network Affili- and the National Association of dcasters."

Double Feature

Mexico City, Aug. 24.— ernando de Fuentes, promi- ent director, and his wife re recovering in a local hos- ital from a unique misfor- une. They were stricken imultaneously with acute ppendicitis at their home in he middle of the night, ushed to the hospital in the ame ambulance and oper- ted on at the same time on dioining tables.

This is the first case of the ind in Mexican medical an- als.

Frisco Raises $15,800 Fund For Ad Drive

Rush Lifts Daily Mail To 26,740 Pieces

San Francisco exhibitors have pledged $15,800 to the campaign fund for Motion Pictures' Greatest Year to date at the established rate of 10 cents per seat, campaign headquarters was advised yesterday by Robert A. McNeil, regional chairman, and Morgan Walsh, associate chairman for the San Francisco area.

A total of 26,740 pieces of mail left campaign headquarters yesterday. Of the total, more than 20,000 went to exhibitors and others participating in the drive; 2,000 to newspapers and the balance was for circularization and regular business mail. The figures are cited by campaign headquarters to illustrate the amount of detail in conducting the campaign.

Si Fabian has been named regional chairman for the campaign in the Albany area and will conduct an organ-

(*Continued on page* 9)

FP Canadian Forms Supply Subsidiary

Toronto, Aug. 24.—The creation of General Theatre Supply Co., Ltd., as a subsidiary of Famous Players Canadian Corp. was revealed here today at the opening of the circuit's eastern managers' convention at the King Edward Hotel.

The new subsidiary has a main office here, a branch in Montreal, and offices will be established immediately in

(*Continued on page* 10)

Report 306 in Move To Take Over Empire

The absorption of Empire State operators' union by Local 306 is in the offing, according to a spokesman for the latter union, which is conducting a picketing drive against the Century circuit in Brooklyn.

Local 306 claims that "any number" of Empire State members have asked to join, and it was said that a plan is being worked out whereby the independent union can affiliate with the I.A.T.S.E. group.

However, Abraham Kindler, president of Empire State, said yesterday

(*Continued on page* 9)

CONSENT DECREE TO BE DISCUSSED

Producers Talking Actors Guild Deal

Hollywood, Aug. 24.—Negotiations have been started informally on a bargaining contract between producers and the Screen Writers Guild. This is another of the new moves to settle industry disputes and get it out of the public eye insofar as the National Labor Relations Board is concerned.

Discussions are already under way with the Screen Directors Guild.

Warners to Use Big Ads in 33 Key Spots

Its efficacy proved by a gross of $95,000 on "Four Daughters" at the Music Hall, a large cooperative advertising campaign will shortly be launched by Warners on the film in 33 first run key cities, tying in with local engagements. The entire cost will be borne by Warners.

Warners says this is the largest campaign of its kind it has ever put on. It will consist of the 1,200-line ads inserted by the company in New York dailies a day before the film opened at the Music Hall last week. The ad consists of a statement by Jack L. Warner, vice-president in charge of production.

The New York campaign is credited with starting the Music Hall engagement to a big first day's gross and as generating great interest. The Music Hall management said that each succeeding day's gross has built and that yesterday's take was $14,000. The film is being held.

"Antoinette" Draws $16,700 for 6 Days

"Marie Antoinette" grossed $16,700 in its first 12 performances, during the first six days of its two-a-day engagement at the Astor. The first two performances were not counted.

The Capitol, for the week ended last night, drew $15,500 with "Rich Man, Poor Girl." The Joe E. Brown starring comedy, "The Gladiator," will open at the Globe on Sunday.

The films-only policy at the Strand ended with a gross of $35,000 for the two weeks of "Racket Busters," $21,000 for the first stanza and $14,000 for the second.

Arnold Request for Halt On Theatre Expansion Paves the Way

A consent decree settlement of the Government's anti-trust suit will be discussed by major company attorneys with Thurman Arnold, assistant U. S. Attorney General, in Washington early next month, it was learned here yesterday.

The overture came from Mr. Arnold in the form of a letter over his signature suggesting that some arrangement be reached on a "stand still" agreement keeping the present situation in status quo pending suit.

Specifically, the letter referred to theatre acquisitions by five of the defendants, Loew's, RKO, Paramount, Warners and 20th Century-Fox, and the "stand still" agreement would be designed to prevent further expans-

(*Continued on page* 9)

Illinois Allied to File Trust Action

Chicago, Aug. 24.—Illinois Allied and individual members of the organization will file an anti-trust suit against B. & K. in Federal court here next week, according to Rosenberg, Stein & Rosenberg, Allied counsel. The papers in the action have been completed and final corrections are being made, it was said.

The action follows the recent impasse arrived at in Allied's discussions with B. & K. and Paramount officials of independent exhibitors' demands that B. & K. either abandon double featuring or accept a reduction of its clearance schedules.

Plaque Awarded

Brigeport, Aug. 24.—Morris Rosenthal, manager of the Majestic here, was presented the Quigley Silver Plaque for the second quarter today at a combined luncheon of the Lions Club and the Chamber of Commerce.

The president of the Chamber of Commerce and Mayor Jasper McLevy presided. Present were Harry F. Shaw, division manager of Loew's Poli Theatres, and other Bridgeport managers.

Yesterday's Developments in Radio—Page 11

M-G-M May Produce Shorts in the East

M-G-M is considering producing a number of shorts in the east, and a decision may be made next month when Fred Quimby, head of the department, will arrive for home office conferences.

Actual work at an eastern studio probably will not start until late in the year or early in 1939, following completion of plans by Jack Chertok, production head, who is due here late in the fall.

The company also plans to continue with the production of factual short subjects, topical or otherwise, as they have met with good audience response, says Herb Morgan, shorts publicity chief. Returning from the coast yesterday, he reported that the cartoon department is being reorganized and it is probable that Harman-Ising may be put in charge of this activity. Milt Gross is revamping the cartoon division.

Strand Books Stage Bands to November

With three additional band bookings dated, the Strand has lined up stage attractions to November for its new combination policy. The house was closed yesterday and today to prepare for the start of the policy Friday with Ben Bernie and his band and "Boy Meets Girl."

The Bernie show will stay two weeks, to be followed Sept. 9 by Ozzie Nelson. On Sept. 23 the show will be headlined by Jan Garber, and the Horace Heidt band has been engaged for two weeks starting Oct. 14.

Switch Loew Managers

Assistant managerial shifts in Loew houses of the New York territory are as follows: Murray Scharf, from Pitkin to State; Samuel Fromson, from Brevoort to Premier; Daniel Jacobson, from Warwick to Victory; Reginald Caulfield, from Astoria to Warwick; Edward Schwartz, from Premier to Palace. Edward J. Burke, formerly assistant at the State has been named manager of the Melba, Brooklyn, and Joe Hamilton has been shifted to the Woodside as temporary assistant.

Five M-G-M Men Shifted

Alan F. Cummings, head of M-G-M exchange operations, moved up four more members of the field personnel this week when Thomas Hughes Jones, second booker at Atlanta, was switched to head booker at Charlotte. The transfer caused the promotion of Ansley B. Padgett from third to second booker in Atlanta; Marvin R. Gaddis from fourth to third, and Clarence Deaver to fourth booker.

Name Cast for "Cafe"

HOLLYWOOD, Aug. 24.—Paramount will feature Madeleine Carroll, Fred MacMurray and Shirley Ross in the forthcoming "Cafe Society," it was stated here today by Adolph Zukor. Edward H. Griffith will direct.

McNamee on "U" Shorts

Graham McNamee, NBC announcer and "voice" for the Universal Newsreel, will be heard in the narration on all future numbers of the "Going Places" Universal short subject series.

◂ Purely Personal ▸

E. M. SAUNDERS, M-G-M western division manager, who accompanied WILLIAM F. RODGERS to the coast, is making a swing of Portland, Seattle and Salt Lake City. He is due back in two weeks.

•

ELEANOR HAND, secretary to ARTHUR SCHWARTZ in the Brandt office, will be married Aug. 27 to SEYMOUR MINNEWITZ.

•

JOHN BALABAN of B. & K. left for Chicago last night after a visit of several days at the Paramount home office.

•

GABRIEL L. HESS of the M.P.P.D.A. returned to work without completing a vacation which he started last week.

•

VIVIAN GRUDER, HARRY BRANDT'S secretary, will leave for Bermuda Aug. 31 on the *Monarch of Bermuda.*

•

LOU POLLOCK, Universal eastern advertising and publicity manager, will leave tomorrow on a brief vacation.

•

HATTIE HELBORN, assistant to NICHOLAS M. SCHENCK, president of M-G-M, is vacationing.

•

IRVING COHEN of the Paramount legal department is vacationing.

•

AL RITZ and MRS. RITZ are staying at the Sherry-Netherland.

•

LUPE VELEZ arrived yesterday from the coast via TWA.

HERB MORGAN, M-G-M shorts publicity director, returned from a threeweek trip to the coast yesterday. He stopped at a Wyoming dude ranch en route and sprained an ankle when he fell off a horse.

•

SABU, the 13-year-old Indian boy who appeared in "Elephant Boy" and also has a role in "Drums," will arrive in this country for the opening of the latter picture during September.

•

WILLIAM SUSSMAN, 20th Century-Fox eastern division manager, is working on a circuit deal in Boston. He is due back tomorrow.

•

AUSTIN C. KEOUGH, Paramount general counsel, is vacationing at Williamstown, Mass., and will return about Sept. 15.

•

LOUIS GIANAZZA, manager of the Forum in the Bronx, has just become the father of a son, JAMES JOSEPH, his fifth child.

•

ARCHIE WELTMAN of LEOPOLD FRIEDMAN'S legal staff at Loew's has returned from a jaunt to Gaspe and Bermuda.

•

H. SCHWARTZ and IRVING BRODY of the Athletic Exchange, Dallas, are in town on product deals.

•

PRISCILLA LANE and her mother will leave today by United Airlines for the coast.

Rogers and Waxman Agents for Pommer

Erich Pommer, prior to his departure yesterday on the *Queen Mary,* named Budd Rogers as the American representative for his Mayflower Pictures and A. P. Waxman as his local press representative.

The first Pommer film, "Vessel of Wrath," starring Charles Laughton, will be released here early in January. It will be followed by "St. Martin's Lane" and "Jamaica Inn."

"Band" Sets Denver Mark

DENVER, Aug. 24.—"Alexander's Ragtime Band" broke the house record at the Denver, set a year ago by "Lost Horizon." The film went to the Aladdin for a second week, and looks set for at least four weeks in first run houses here. The gross for "Alexander's Ragtime Band" was $17,500.

Frank Capra's Son Dies

LOS ANGELES, Aug. 24.—John Capra, three-and-a-half-year-old son of Frank Capra, died yesterday following a tonsil operation at the Children's Hospital. His death occurred at an hour when his father's latest picture, "You Can't Take It With You," was being previewed.

Al Siegel Due in Today

Al Siegel will plane in this morning from Hollywood with Patricia Ellis, who will begin an engagement at the Casa Manana next week. Mr. Siegel will make an appearance on WNEW Monday night in connection with his recorded series on Martin Block's "Make Believe Ballroom."

"U" Studio Changes Approved by Cowdin

J. Cheever Cowdin, Universal board chairman, yesterday expressed his appoval of new operating methods at the company's studio and was enthusiastic over forthcoming product screened during his recent coast visit.

Mr. Cowdin cited "Youth Takes a Fling," with Joel McCrea and Andrea Leeds; "That Certain Age," with Deanna Durbin; "Service De Luxe," with Constance Bennett, Vincent Price, Charles Ruggles, Mischa Auer, Helen Broderick and Joy Hodges, and "The Storm," as among the pictures either completed or in work which the company rates highly.

Mr. Cowdin was enthusiastic also about production plans for "You Can't Cheat an Honest Man," with W. C. Fields; "Rio," with Danielle Darrieux; "Three Smart Girls Grow Up," the next Deanna Durbin picture, and "Destry Rides Again," to be produced by Joe Pasternak.

MGM Moviettes Today

The first presentation of M-G-M's Marionette Moviettes will be held today at 217 West 57th St. and will feature an array of likenesses of M-G-M stars in seven scenes from "Marie Antoinette." Following two presentations, the first at 6:15 P. M. and the second at 8 P.M., the exhibit will leave on a nationwide tour.

Belmont Reopens Sept. 7

Danielle Darrieux's most recent French film, "Avocate d'Amour" ("Counsel for Romance"), will open at the Belmont on Sept. 7. English titles are used.

RKO District Head
Hold One-Day Parl

RKO district managers, follow
their one-day meeting at the Wald
Astoria yesterday, will return to t
territories to hold regional meeti
for branch managers. The local
sions will get under way in vari
parts of the country within the r
few days.

The district managers discussed
new RKO production plans and s
policies at yesterday's meeting v
Ned E. Depinet, vice-president,
Jules Levy, general sales mana
The meeting was the first gen
gathering of the district heads si
the company's last sales conventio
year ago. Activities in connect
with the Motion Pictures' Grea
Year campaign also were discusse

In addition to Cresson E. Sm
western and southern sales mana
and E. L. McEvoy, eastern and
nadian sales manager, the follow
district managers attended: J.
MacIntyre, northeastern district m
ager; Nat Levy, eastern central
trict manager; W. E. Branson, m
western district manager; H.
Lyons, southeastern district ma
ger; S. M. Sachs, southwestern
trict manager; H. C. Cohen, west
district manager; L. M. Devaney,
nadian district manager.

In addition to Mr. Levy, who p
sided, the home office was represen
by Leo Spitz, W. H. Clark, Ha
Michalson, S. Barret McCormick,
A. Schubart, William McShea,
Kramer, Lou Gaudreau, Ralph Rol
Harry Gittleson, M. G. Poller,
Neilson, Lou Miller and Bill Dahl

Guests of the session included Fr
eric Ullman, Jr., and Frank Donov
of RKO Pathe News; Hal Hor
Disney Enterprises, and John W
and Louis de Rochemont of March
Time.

MOTION PICTURE
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JAMES A. CRON, Advertising Manager. E
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William R. Weaver, editor. WASHINGTO
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Winther, representative. HELSINKI: Fredri
gatan 19C; Charlotte Laszio, representati
LONDON: 4 Golden Square, W. 1: cable addre
Quigpubco, London; Hope Williams, manag
MELBOURNE: Regent Theatre Buildings,
Collins St.; Cliff Holt, representative. MEXI
CITY: Apartado 269, James Lockhart, represen
tive. MONTEVIDEO: P. O. Box 664; Paul Bo
representative. MOSCOW: Petrovski Per
Beatrice Stern, representative. PARIS: 21,
de Berri; Pierre Autre, representative. PRAGU
Uhelny trh 2, Prague 1; Harry Knopf, represen
tive. RIO DE JANEIRO: Caixa Postal 35
L. S. Marinho, representative. ROME: 54
Della Mercede; Joseph D. Ravotto, representati
SANTIAGO de CHILE: Casilla 13300; A. Wei
mann, representative. SHANGHAI: Rooms 38
Capital Theatre Building, 142 Museum Road; J.
Koehler, representative. STOCKHOLM: Kun
gatan 36; Ragnar Allberg, representative. TOKY
880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. To
naga, representative.
Entered as second class matter June 10, 19
at the post office at New York, N. Y., un
the act of March 3, 1879.
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and foreign $12. Single copies 10 cents.

erybody knows it!
? Daily headlines it!

"Showmen can stop worrying about the week of Sept. 3 because that's the week WARNERS release

ERROL FLYNN

and

OLIVIA De HAVILLAND

and

ROSALIND RUSSELL

and

PATRIC KNOWLES

in

Four's a Crowd

It's What They All Say!

"A showman's picture if Warners ever produced one!"
Motion Picture Herald

"Had audience in aisles! No house will go wrong showing it!"
Hollywood Reporter

"'Four's A Crowd' will show tremendous returns!"
Jay Emanuel Pubs.

"Contains all the ingredients that make a business-getter!"
Variety Daily

THIS IS ONE OF THE
MOVIE QUIZ
$250,000.00
CONTEST
PICTURES

with

WALTER CONNOLLY
HUGH HERBERT
MELVILLE COOPER

Directed by MICHAEL CURTIZ • Screen Play by

Practice Committee Still Marking Time

The distributors' trade practice committee is still marking time awaiting the decision of company lawyers on the effect of the Government's anti-trust suit on the industry's move for self-regulation, it was said yesterday by William F. Rodgers, M-G-M distribution chief, a member of the committee.

Mr. Rodgers said he earnestly hoped that the committee will proceed with its work as he feels that a program is urgently needed. S. R. Kent, committee chairman, recently said that a decision will be announced after Labor Day, when the attorneys will have had an opportunity to study the situation in the light of the Government's action.

The M-G-M sales head returned yesterday from a three-week trip which took him to Chicago, Detroit, Kansas City, Los Angeles, San Francisco and Chicago again. In Kansas City and Los Angeles he addressed the National Theatres conventions and outlined M-G-M's "yardstick" policy of picture rental designations. In Detroit he closed a new season deal with Cooperative Theatres, buying cooperative of about 80 theatres headed by Ray Moon.

"U" Loses Point in Suit

N. Y. Supreme Court Justice Kenneth O'Brien yesterday overruled the objections of Universal Pictures Corp., the defendant in a $650,000 breach of contract suit brought by John D. Tippett, Inc., to the procedure adopted by the plaintiff in conducting an examination before trial of Universal and ordered the latter to produce all books and records which refer to the alleged contract, and to allow them to be introduced into evidence. Justice O'Brien further ordered Universal to answer all questions bearing upon its alleged refusal to carry out the terms of the contract.

Ritz Brothers Are Sued

Suit for $150,000 damages was filed against Harry, Al and Jimmy Ritz yesterday in the N. Y. Supreme Court by Arthur Silber. The plaintiff, who sued the defendants under their original name, Joachim, charged breach of an alleged contract made on March 12, 1936, whereby he was appointed exclusive agent for the Ritz Brothers in booking motion picture roles and other engagements on the coast at a 10 per cent commission. Silber claimed that several days after the contract was made he was wrongfully discharged and that his damages for loss of earnings amounted to $150,000.

Tomasino Files Appeal

New Haven, Aug. 24.—Michael Tomasino, operator of the White Way, has filed an appeal in the Court of Common Pleas from his conviction in City Court on a charge of violating the lottery law in operating a grab-bag giveaway in his lobby.

Carillo, Ritter Colonels

Oklahoma City, Aug. 24.—Acting Governor James E. Berry of Oklahoma went far afield recently in naming honorary colonels, signing a commission for Leo Carillo, and another for Tex Ritter.

Ad. Libs—

Dietz Thumbnailed

Howard Dietz, M-G-M ad chief, was the subject of one of Hal Eaton's recent "Going to Town" columns, a feature syndicated in the *Nework Ledger, Long Islond Daily Press* and other papers. Mr. Eaton traces Mr. Dietz's career and accomplishments. He also relates that when Simon & Schuster, the publishers, sent Mr. Dietz a copy of "Wake Up and Live," the enclosed note said: "You are the only person we know who doesn't need the advice in this book."

▼

Scout Donald

With Donold Duck ond his three nephews starring in Disney's "Good Scouts," notional promotion hos been arranged between RKO and the Boy Scouts of America. A highlight is the presentation to 1,000 *Scout executives of the reproduction of a drawing showing Donald and his nephews saluting a typical Boy Scout. This is intended for froming at Scout offices and for newspoper use. Jack Level of Rutgers Neilson's staff rotes credit.*

▼

Harmonica Club

The indefatigable Leon J. Bamberger, who sales promotes for RKO, has a good idea in the Bobby Breen Harmonica Club, with harmonicas and "club membership" cards going out to the recipients, for "Breaking the Ice" exploitation.

▼

Repetetive Value

There is the value of repetition in the idea of Lynn Fornol, U.A. ad ond publicity boss, in running the line, "Motion Pictures Are Your Best Entertoinment," across the top of every sheet of all publicity releases.

Time Tieup

The March of Time organization is well known for its enterprising exploitation, but Al Sindlinger, publicity manager, really went to town on the current issue, "The Man at the Wheel." Tieups with numerous traffic safety, engineering and civic groups and local organizations have been effected, as well as the wide distribution of a pamphlet to motorists, called "Save a Life in 1938."

▼

A Lot in Shorts

Charles E. McCarthy's advertising and publicity department at 20th Century-Fox has turned out a smart press book on the company's next season's shorts, with a volume of salable suggestions, and featured by caricatures of the principal people involved. Arch Reeve, advertising manager, supervised the job.

▼

1,500th Issue

The *Loewdown*, the not so lowly house organ of the Loew circuit, today is celebrating its 1,500th issue. One of the few daily house organs known to man, it was founded by Oscar A. Doob, Loew circuit advertising director, way back in 1932. Strictly business, mimeographed, it's a hardy perennial.

▼

"Happy New Year"

Exhibitors in various cities are wishing their patrons "Happy New Year," and, moreover, are promising a new year's wealth of film entertainment. M-G-M, incidentally, has gotten up a four-page throw-away built around the "Happy New Year" idea, which lists the company's forthcoming releases, casts, etc. They're selling 'em to exhibitors by the thousands.

Four M-G-M Features Edited into Shorts

Four M-G-M features are being re-edited and cut into shorts for experimental purposes. Three shorts have been made from "The Devil Is a Sissy" and three or four will be made from "Captains Courageous." "Fury" and "Men in White" are also being cut. The editing is being completed by Joseph Losey of the Progressive Education Association, the entire experiment being financed by a $69,000 Rockefeller Foundation grant for educational glms to be used in courses on human relations.

British Exports Increase

London, Aug. 24.—The total of exposed positive film exported from England during July amounted to 1,866,792 feet, according to the Board of Trade figures just released, an increase of 152,269 feet over July of last year. The July total this year was valued at £14,448. The imports of exposed positive film totaled 1,324,840 feet, a decrease from Julv, 1937, of 380,325 feet. The July, 1938, imports were valued at £12,158.

Cable Greetings to Australian Meeting

Greetings from Monogram and Republic were cabled yesterday to the convention of British Empire Films and Greater Union Theatres in Sydney, Australia, which will end today.

Monogram cabled messages from W. Ray Johnston, Norton V. Ritchey, Scott Dunlap, Jackie Cooper and John Carroll. From Republic went greetings cabled by H. J. Yates, Morris Goodman, Gene Autry, James, Lucille and Russell Gleason, John Wayne, Ray Corrigan and Rov Rogers. There was also a message from Capt. Harold Auten, American representative of the Australian organization.

Warner Units Take G.B.

Warner theatres in the Albany and Buffalo territories will play G. B. new season product in accordance with a deal signed with Arthur Greenblatt, G.B. eastern division manager, who has just returned from upstate. Warner theatres in Cleveland and Cincinnati have already contracted for the list. The territorial arrangement between G. B. and Warners was made at the Warner home office here.

A. F. L. Withdraws From TMAT-IA Ro

Atlantic City, Aug. 24.—Confl between the Theatrical Managers, sistants and Treasurers union and I.A.T.S.E. were aired here today the A. F. of L. Executive Cou meeting in the Hotel Ambassad William Green, A. F. of L. preside later stated that the matter has b withdrawn from the council and tur back to the two theatrical la groups for further conferences New York, indicating a belief they can settle the differences betw themselves.

Lodewick Vroom, T.M.A.T. pre dent, and Gustave A. Gerber, coun later declared George E. Brow I.A.T.S.E. president, and Joseph Weber, president of the Americ Federation of Musicians, were reas able and cooperative. Mr. Vroom clared that "the principal elements the theatre are getting together the good of the theatre," and that joint central council of all theatri crafts is hoped for.

The dispute was on jurisdicti over box-office and front-of-the-ho men in film theatres. Mr. Browne taking tentative compromise pla back to his members.

I. A. District Meet Is Held in Buffa

Buffalo, Aug. 24.—The ann meeting of the 10th district of I.A.T.S.E. is under way here co cidentally with the New York St Federation of Labor convention. T district comprises New York and t New England states. Legislati matters are highlighting the session.

Among those attending are D. Walsh and James Brennan, I.A.T. S.E. vice-presidents; Tom Murt business agent of Local 4, Brookly and John Gatelee, New England o ganizer.

"Illusion" Opens Sept. 1

"Grand Illusion," importation, w have its American premiere at t Filmarte on Sept. 12 under the au pices of the Hamilton House, wi opening tickets priced from $3.30 $1.10.

Wall Street

G.T.E. Best Board Gain

	Open	High	Low	Close	Net Chang
Col.	13⅝	13¾	13½	13½	—
Cons.	8½	8⅝	8½	8½	....
E. K.	176	176¼	174	174	—2
G. T. E.	14¾	15¼	14¾	15¼	+
Loew	49¼	49¼	49	49	+
Para.	10⅛	10½	10⅛	10⅛	+
Para. 2	10⅛	10⅜	10⅛	10¼	+
Pathe	9	9⅛	9	9⅛	+
RKO	2⅜	2⅜	2¼	2¼	....
20th Fox	25⅝	25⅞	25½	25½	—
20th pfd.	33½	33¾	33½	33¾	+
W. B.	6¼	6⅜	6¼	6¼	+

Little Change on Curb

	Open	High	Low	Close	Net Chang
G. N.	½	9/16	½	½	....
Sonotone	1⅝	1⅝	1⅝	1⅝	....
Tech.	23¼	23⅝	23	23⅛	....
Trans-Lux	2¼	2¼	2¼	2¼	....
Univ. Corp.	3¼	3¼	3¼	3¼	....

Warner Bonds Advance

	High	Low	Close	Net Chang
Loew 3½s '46	101	101	101	....
Para. Pict. 6s '55	95¾	95¾	95¾	—
W. B. 6s '39	77¼	77	77¼	+1

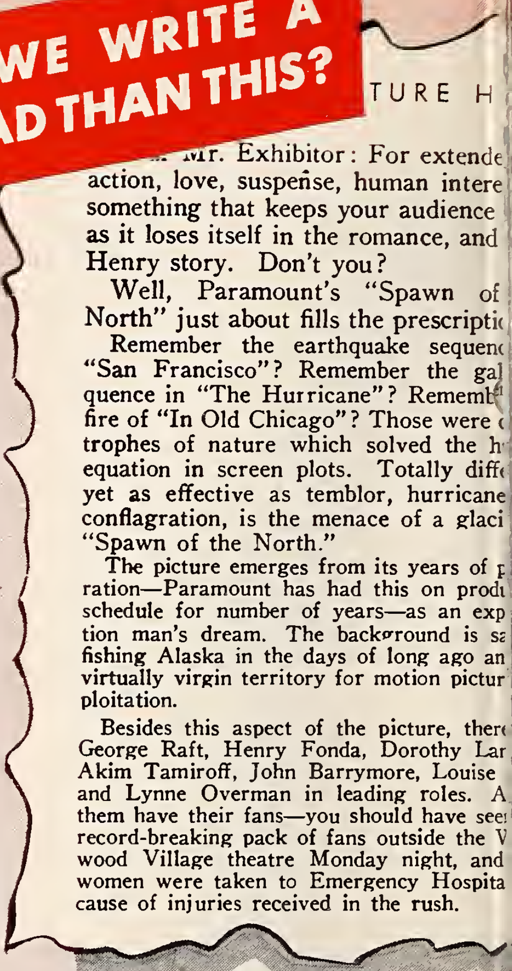
(Quotations at close of Aug. 24)

WE DON'T OWN THE TRADE PAPERS BUT-

Paramount Pictures

YOU'LL THINK SO WHEN YOU READ THESE RAVES ON PARAMOUNT'S "S

COULD WE WRITE A BETTER AD THAN THIS?



TURE H

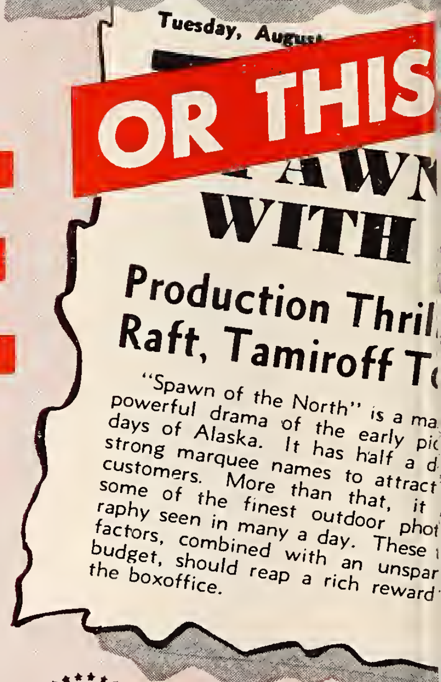
... Mr. Exhibitor: For extende
action, love, suspense, human intere
something that keeps your audience
as it loses itself in the romance, and
Henry story. Don't you?

Well, Paramount's "Spawn of
North" just about fills the prescripti
Remember the earthquake sequen
"San Francisco"? Remember the gal
quence in "The Hurricane"? Rememb
fire of "In Old Chicago"? Those were
trophes of nature which solved the h
equation in screen plots. Totally diff
yet as effective as temblor, hurricane
conflagration, is the menace of a glaci
"Spawn of the North."

The picture emerges from its years of p
ration—Paramount has had this on produ
schedule for number of years—as an exp
tion man's dream. The background is sa
fishing Alaska in the days of long ago an
virtually virgin territory for motion pictur
ploitation.

Besides this aspect of the picture, ther
George Raft, Henry Fonda, Dorothy Lar
Akim Tamiroff, John Barrymore, Louise
and Lynne Overman in leading roles. A
them have their fans—you should have see
record-breaking pack of fans outside the V
wood Village theatre Monday night, and
women were taken to Emergency Hospita
cause of injuries received in the rush.

OR THIS



Tuesday, August

AWN
WITH

Production Thril
Raft, Tamiroff T

"Spawn of the North" is a ma
powerful drama of the early pi
days of Alaska. It has half a d
strong marquee names to attract
customers. More than that, it
some of the finest outdoor phot
raphy seen in many a day. These
factors, combined with an unspar
budget, should reap a rich reward
the boxoffice.

Paramount Pictures

August 20, 1938

ou want a picture which combines
of situation, and thrills. You want
the seat, lets it sit back for a while
a punch line as gripping as an O.

So you want some action, Henry
ay, who gave you "Lives of a Bengal
and "Souls at Sea," directed the pic-
tion? The picture has plenty, Mr. Ex-
The fight scenes between pirates and
en contain everything from hatchet
g, gunfire and hand-to-hand struggles
utting out of the bottoms of boats with
s. And action is combined with plausi-
Jules Furthman, who worked on the
of "Come and Get It," "Mutiny on the
' wrote this with Talbot Jennings an-
many credits, including "Good Earth,"
and Juliet" and "Mutiny on the
, It's from the widely known book of
Willoughby.

Exhibitor, you and your fellows should
en at that theatre in Westwood, Cal.,
the gasps and sighs when the picture
audience respite from the tension. You
have been there to hear the blending of
with suspense. Wait till you see the
yourself.—Vance King.

OR THIS?

VARIETY DAILY

Flashing an attractive title, parading a cast of considerable aggregate pull and pulling no punches in its frank and colorful melodrama, 'Spawn of the North' is a strong b.o. offering. Exciting and tempestuous action is cast against one of the most fascinating backgrounds seen on the screen in years.

Albert Lewin has put lavish production and smart showmanship into an outstanding piece of entertainment which has all the earmarks of prosperous life and does full credit to the Paramount banner.

Henry Hathaway, knowing his way with a sure hand in melodrama of this scope, directs with vigor and sweep, without overlooking intimate and fetching detail. He handles his cast admirably and puts fine dramatic drive into his incident, building suspense to the tragic finale with conviction and sustaining to rare degree the atmosphere of the northern locale.

George Raft does exceedingly well by himself in what is probably his most becoming role. Skillfully he builds up the part of the easy-going fishing schooner man demonstrating ability to play more robust, brawn parts than he has customarily been permitted.

Fonda also delivers an excellent performance

Dorothy Lamour is agreeably tougher than she has been in her usual languorous roles. It offers her an interesting change of pace, and she handles the assignment most commendably

John Barrymore creates a character of odd charm

Akim Tamiroff is the swaggering heavy.

Louise Platt, comparative newcomer from the stage, makes an excellent showing Not least is the trained seal, Slicker, who provides much of the diverting comedy with his almost human understanding and antics.

OR THIS?

Hollywood REPORTER

F NORTH' CLICKS
WER, PORTRAYALS

Breath-Taking Moments

It builds up suspositively breath-taking with ment. The scenes of the raids fish traps, the battles between hermen and the salmon pirates, lanches of ice all are memors of action. They are more re strips of film projected on They are pages of history life.

Raft, as the incorrigible s the finest performance of Second honors go to Akim Tamiroff for his capable ar studied characterization as the u scrupulous river pirate. Henry Fond gives his usual sincere portrayal whil Lynne Overman, as the printer helper, provides the film with its better comedy moments.

Lamour Okay In Clothes

Dorothy Lamour, substituting furs and heavy woolens for her usual sarong, proves herself a first rate dramatic actress and John Barrymore, as the pompous newspaper publisher, scores solidly.

ON PICTURE
DAILY

Hollywood, Aug. 16.—"Spawn of the North" is a showman's dream come true. It presents one of the rarest spectacles ever presented on the screen, the breaking of an Alaska glacier, accompanied by the roar of millions of tons of ice as it falls into the sea. It is a virile, gripping drama, heightened by two love stories, one of which is fulfilled, the other not.

It has action, danger and suspense. It has lightning touches of comedy. Its background is virtually virgin territory for exploitation, that of salmon fishing and piracy in Alaska in pioneer days. This Paramount picture has marquee names, George Raft, Henry Fonda, Dorothy Lamour, Akim Tamiroff, John Barrymore, Louise Platt, Lynne Overman.

Several years in preparation, the film emerges as a blend of the menaces of nature and of man to the happiness of a hardy group of Alaskan pioneers, a story based on the history of Seward's Folly.

So breath-taking are some of the scenes that the preview audience at the Westwood Village Theatre was sitting on the edge of its collective seat, and sighed audibly at the conclusion. Raft has his best role to date as an irresponsible Alaskan adventurer. Fonda plays the part of the rat's closest friend who shoots him in the fight between pirates and fishermen. Miss Lamour discards her sarong to become the hardened hotel keeper. Tamiroff is the villainous leader of the Russian pirates. Miss Platt, of whom much may be heard later, is the principal love interest. Barrymore and Overman supply much of the comedy relief and are given a hard race for honors by Slicker, a trained seal.

Henry Hathaway, whose directorial accomplishments include "Souls at Sea" and "Lives of a Bengal Lancer," guided "Spawn of the North." Jules Furthman and Talbot Jennings wrote the screenplay from the widely known novel by Barrett Willoughby. Albert Lewin produced the picture.

WN OF THE NORTH"

GET READY TO
PLAY Paramount'

"SPAWN OF THE NORT

AND KEEP PLAY-
ING IT WEEK
AFTER WEEK!

risco Raises 15,800 Fund For Ad Drive

(Continued from page 1)

; meeting there within a few days. xhibitors are rapidly completing ngements for local activities in iection with the start of the drive, .. 1. Atlanta theatres have or- zed a parade with animated floats, : arranged for a proclamation ı the mayor and have lined up spaper cooperation. Extensive notional work has been arranged ɛichmond, Boston, Rochester, New ·en, Norfolk, Baltimore and nu- ous other cities.

'OA Lets Members Decide on Campaign

he I. T. O. A. is letting its mem- ; decide whether or not to par- ɔate in the Motion Pictures' Great- Year campaign.

fter extended discussion a motion adopted yesterday stating that in- dual members are free to use their retion. Harry Brandt presided.

[embers who addressed the meeting cated that the drive would help ness in certain situations, but ned it would have no effect in ·rs because of the tardy availabil- of films to subsequent runs.

he I. T. O. A. will move its of- ; late in September from the Hotel coln to the Astor.

oast May Have Parade

Iollywood, Aug. 24.—Publicity di- ors of the Hollywood studios met ay with Gabe Yorke, chairman of local committee of the Motion Pic- :s' Greatest Year campaign, and :ussed casting of the short subject, ıe World Is Yours," also the con- plated parade of film celebrities in llywood and Los Angeles to stimu- the start of the drive. No de- on was reached on the parade, the ter being tabled until further de- ; of the proposal can be worked

incinnati Cooperating

incinnati, Aug. 23.—Unanimous port and financial pledges of 10 :s per seat were voted here for the tion Pictures' Greatest Year drive Arthur M. Frudenfeld, division ıager, RKO Midwest; Maurice ite, President of United Theatres; W. Huss, Jr., president of Associ- l Theatres; Tracy Barham, general ıager of Southio Theatres, Inc., and roximately 100 independent exhibi- ;, branch managers, salesmen and kers.

Drive Is Incorporated

he organization conducting the in- try's current business promotion ıpaign has organized as Motion tures' Greatest Year, Inc. Officers the corporation are: George J. aefer, president and executive irman; Frank C. Walker, treas- ;; Robert S. Benjamin of Phillips ·izer, secretary; Harold B. Frank- business manager; William Cro- assistant to Mr. Walker, assistant surer; Paul Gulick, controller and ɔrdinator.

Mountain Exhibitors Endorse Campaign

Denver, Aug. 24.—The Motion Pictures Are Your Best Entertainment campaign today received unanimous endorsement at the annual convention of the Theater Owners and Managers of the Rocky Mountain region and body went on record as urging all exhibitors to aid the drive as being finest thing ever to be brought up for the industry.

Other resolutions urged that studios be closed to visitors and more especially to commentators who thrive on scandal, either actual or inferred, and that a copy of this resolution be sent advertisers sponsoring commentators over the air. The body opposed the entering of churches and schools into the exhibition field as a money-making venture but approved the use of films in visual education. The idea was that the exhibitor should work with educators instead of against them.

The group asked that exchange branch managers be given more power in dealing with exhibitors and it was voted to demand either elimination or reduction of the Ascap charge, by law if necessary.

New officers are: President, Chas. R. Gilmour; vice-presidents, A. P. Archer, Mickey Gross, B. P. McCormick; secretary, A. G. Edwards, and treasurer E. P. Briggs.

Canadians Active in Supporting Drive

Toronto, Aug. 24.—Canadian exchanges and theatre owners are actively supporting the Motion Pictures' Greatest Year campaign for the general benefit of the industry, and have no intention of demanding the inclusion of British films in the "Movie Quiz" contest. To date American headquarters have received pledges from Canadian interests totaling $14,000.

The two companies releasing British product in Canada are Regal Films, Ltd., whose chief brand is M-G-M, and Empire-Universal, Ltd., which handles Universal. N. L. Nathanson, president of Famous Players Canadian Corp., has a substantial interest in both distributing companies. Famous Players is solidly behind the campaign as organized and Famous Players officials have urged all independents to do their share in boosting the drive to help business.

Connecticut Rallies To Aid of Campaign

Waterbury, Aug. 24.—General cooperation has been pledged here for the industry advertising campaign and "Movie Quiz" contest by nine theatres with 5,000 seats. In addition to Warners' State and Strand and the Loew-Poli, independents who have agreed to participate include the Carroll, Hamilton, Cameo, Lido, Capitol and Alhambra.

Bridgeport exhibitors, under the chairmanship of A. M. Schumann, and Hartford men, headed by Maurice Shulman, are holding meetings. In Hartford Mayor Thomas T. Spellacy, Chamber of Commerce officials and representatives of the *Times* and *Courant* have been invited to attend a dinner.

Elsewhere in the state the campaign is rapidly taking shape.

"Alexander" Is Terrific Chicago Hit

Chicago, Aug. 24. — All records since the Century of Progress days were broken at the Chicago last week when "Alexander's Ragtime Band" opened for a Loop run. Grossing a terrific $62,600, which was $30,600 over average, the picture broke all records for a film attraction at this theatre. Other big grosses have been from stage name attraction plus big pictures. "Alexander" with a vaudeville show led everything in the Loop by a wide margin.

"The Crowd Roars" at the U. A., "The Texans" at the Roosevelt and "Love Finds Andy Hardy" at the Apollo were the other attractions to get more than average business.

Total first run business was $132,800. Average is $103,000.

Estimated takings:

Week Ending Aug. 18:

"LOVE FINDS ANDY HARDY" (M-G-M)
APOLLO—(1,400), 35c-55c-65c, 7 days. **Gross:** $7,000. (Average, $6,500)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Vaudeville Revue. **Gross:** $62,600. (Average, $32,000)

"RACKET BUSTERS" (W. B.)
GARRICK—(900), 35c-55c-75c, 7 days, 2nd week. **Gross:** $4,900. (Average, $6,500)

"LETTER OF INTRODUCTION" (Univ.)
PALACE—(2,500), 35c-55c-75c, 7 days, 2nd week. Stage: Al Trahan & Revue. **Gross:** $16,800. (Average, $19,000)

"DELINQUENT PARENTS" (Judell)
STATE-LAKE—(2,776), 20c-40c-55c, 7 days. Stage: Verne Buck & Revue. **Gross:** $12,600. (Average, $13,000)

Week Ending Aug. 19:

"THE TEXANS" (Para.)
ROOSEVELT—(1,300), 35c-55c-75c, 7 days. **Gross:** $12,500. (Average, $11,000)

"THE CROWD ROARS" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days. **Gross:** $16,400. (Average, $15,000)

Cut Commercials to One Minute or Less

The aversion of exhibitors showing advertising films to commercials of one reel or longer is shown in the fact that several large advertisers are cutting their films into short lengths for theatre distribution.

Large firms such as the B. F. Goodrich Co. and the U. S. Rubber Co. have found that they cannot get their one-reelers into theatres, but by cutting them into lengths of one minute or less they are able to get distribution through the regular channels.

Yaeger Takes Over House

Denver, Aug. 24.—C. U. Yaeger of Bank Night is taking over the management of several southside houses from A. P. Archer and Joe Dekker, who have been operating them since their purchase by the three. Archer and Dekker retain their interests. The houses include the Gothic, Santa Fe, Jewel and the Pioneer.

The Alameda, also in the partnership, has been leased to R. W. Wooldridge of Denver. The Alameda and Pioneer are closed, with the former scheduled for September reopening when closed early in the summer. Archer and Dekker will continue to operate their own five houses in north Denver.

Consent Move To Be Talked In Washington

(Continued from page 1)

sion in the theatre field by these companies until the issue had been decided by trial.

In major company circles Mr. Arnold's request for a conference is regarded as the first step toward sounding them out on a consent decree.

With reference to the suggested "stand still" agreement, should the theatre-holding companies fail to come to terms with the Department of Justice, the Government may then move for a temporary injunction restraining the defendants from adding to their circuits. The suit asks for a permanent writ.

Meanwhile, as a matter of policy pending outcome of the action, the companies are not taking on any additional theatres. This is not an agreed-upon policy among the defendants, it is said, but the result of individual decisions.

The Washington conference has been set for early in September to await the return from Europe of Col. William J. Donovan of special counsel for Irving Trust Co. and RKO, two of the defendants. It was explained that since the matter to be discussed affects five of the majors, attorneys for all should be present.

Also, it is understood that Paul Williams, special assistant to the Attorney General, who is active in the suit, is away from Washington.

Report 306 in Move To Take Over Empire

(Continued from page 1)

that he has not heard from Local 306 and if any merger negotiations are under way he knows nothing of them. Mr. Kindler said that Empire State's contract with Century circuit has four and a half years to run. This union has operators in about 100 theatres in the metropolitan area, he said, including the Cocalis circuit, Century and individual houses.

Rogers to Make Film On Gus Edwards Life

Hollywood, Aug. 24.—The spectacular box-office success of "Alexander's Ragtime Band" is seen echoed in Charles R. Rogers' disclosure that he has closed a deal with Gus Edwards to make a picture based on his life and incorporating a long list of song hits introduced by the impresario during his career.

No release affiliation has been consummated as yet, although Mr. Rogers says three are in negotiation. It is indicated that the producer will seek Bing Crosby, who is permitted one outside picture under his Paramount contract, for the lead.

Remodel 3 in Montreal

Toronto, Aug. 23.—Extensive alterations and improvements are being undertaken in three first run houses of Montreal, units of Famous Players Canadian Corp. Air-conditioning plants will be installed in the Palace, Capitol and Princess.

Get ready Now for the MILLION DOLLAR DRIVE

Better Projection Pays

SEND IN YOUR Simplex TRADE MARK, REG. U.S. MECHANISMS
FOR A FIRST CLASS FACTORY REBUILT JOB

NATIONAL THEATRE SUPPLY COMPANY

INTERNATIONAL PROJECTOR CORPORATION, NEW YORK, NEW YORK

Hollywood Preview

"Breaking the Ice"

(RKO)

Hollywood, Aug. 24.—Sol Lesser here achieves the remarkable feat of introducing one juvenile star in the picture of another without obscuring the glitter of either. The new star is five-year-old Irene Dare, whose skating compares to that of Sonja Henie, and whose personality fans will describe as "early Shirley Temple."

This completely capitivating youngster registers a resounding hit in her first picture without in any degree eclipsing the golden voiced Bobby Breen, who was never better. The screenplay by Mary McCall, Jr., Manuel Seff and Bernard Schubert from an original by Fritz Falkenstein and N. Brewster Morse is an unusual narrative concerning the Menonite boy suspected of theft who goes to Philadelphia and earns money needed by his mother by singing in a skating rink.

Director Edward F. Cline has accomplished superbly the difficult task of retaining a full measure of mature story interest while giving both junior luminaries ample scope for display of their specialized talents. The case is distinguished on the adult side by Charles Ruggles, in a brilliant characterization; Robert Barrat as a stern Menonite disciplinarian, and by Dolores Costello, Dorothy Peterson, Charlie Murray and Billy Gilbert in subordinated but effective portrayals. Frank Churchill, Paul Webster and Victor Young are responsible for the five song numbers worked into the flow of the story.

Running time, 80 minutes. "G." ROSCOE WILLIAMS

FP Canadian Forms Supply Subsidiary

(*Continued from page* 1)

Winnipeg and Vancouver to serve the west. The new company replaces Canadian Theatre & Electrical Supplies, Ltd., of which Charles A. Dentelbeck was general manager. He has been named to the executive staff at the home office of Famous Players as director of projection for all theatres in the circuit, and Ed Harris becomes chief sound engineer. General manager of the new company is Ben Burko, veteran equipment man of Montreal, whose business there has been absorbed in the new enterprise. The Theatre Operating Service, Ltd., Toronto, of which E. V. Armstrong is general manager, ceases as an active unit.

Keynote of the first day's sessions was the exhortation of J. J. FitzGibbons, managing director, to make the theatre an institution in the community. He stated that it is necessary to combat the comment of newspapers and radio specialists who discuss the industry. Commentators, he said, had seized on a statement that Hollywood is retrenching when actually the new pictures are really big. Film entertainment should be classed as amusement, education and inspiration, Mr. FitzGibbons said.

Tax Payments Heavy

Brought out at the first day's session was the fact that the company is paying almost $1,000,000 in taxation this year to Dominion and Provincial Governments.

A feature of the gathering is a display of campaigns which have won Quigley Awards in the past two years, convention delegates showing an eager desire to study the work of managers in different sections of the United States and other countries as well as Canada. One exhibit is a plaque won by Dave Krendel, manager of the Tivoli, Toronto, while others on display included Jack Arthur of the Toronto Uptown and Leonard Bishop of the Hamilton Tivoli.

Paul Nathanson, son of the president of the company, attended the sessions the first day and President N. L. Nathanson is scheduled to appear Friday morning following his return from England.

The convention opened with a roll call of managers from the eastern provinces, followed by brief addresses of welcome and instructions by home office executives, including T. J. Bragg, secretary; Morris Stein, Ontario supervisor; R. S. Roddick, western Ontario supervisor; Ben Geldsaler, chief booker; James Nairn, director of advertising; Ben Cronk, manager in the art display department; R. W. Bolstad, comptroller; J. J. Fitzgibbons, managing director; J. A. Troyer, W. E. Kerr, L. G. Geering and M. Perry.

Robson in Chair

The afternoon session resumed with Clarence Robson, director of theatres in Eastern Canada, as chairman, and further addresses by N. G. Barrow, R. Darby, A. MacCunn, F. J. Justin, Ed Harris, B. Whitham and Charles Dentelbeck. Managers were divided into their assigned groups this evening for discussions. Group "A," headed by Mr. Stein, dealt with bookings; Group "B," under R. S. Roddick, discussed advertising plans and systems while Group "C," discussed policy and prices.

Settos Acquires Five

Indianapolis, Aug. 24. — Settos Theatres have purchased the five Schwartz Amusement Co. houses. They are the Lincoln, Indianapolis; Grove, Beech Grove; Elks, New Albany, Ind., and Strand and Shelby, Shelbyville, Ky.

Nate Scott Now Lawyer

Cleveland, Aug. 24.—Nate Scott, ad sales manager at the local 20th Century-Fox exchange, is a full fledged lawyer, having passed his Ohio State bar examination.

Warners' New
Financing I
Gaining Spee

(*Continued from page* 1)

holders have clipped the semi-ann
interest coupons, dated Sept. 1.
The exchange was described
"very satisfactory" in view of the
that the debenture holders were
prised of the plan only a month a
The new debentures will bear
same rate of interest as the pres
debentures, six per cent, and will n
ture Sept. 1, 1948.
Though the company earlier
year considered the exchange of p
ferred stock for common, it was
cided to hold this up until the deb
ture exchange has been completed.

Studios in Spurt;
37 Before Camera

Hollywood, Aug. 24.—Producti
spurted last week, with 37 features
fore the cameras, an increase of ei
over the previous week's total. Th
teen pictures were started, eight w
finished and 21 are being prepar
A total of 59 is being edited.
Started were: "In Early Arizon
Columbia; "The Great Walt
M-G-M; "St. Louis Blues," "Sc
land Yard vs. Bulldog Drummon
and "Disbarred," Paramount; "An
bella Take a Tour," RKO; "Down
Arkansas" and "The Nighthawk," R
public; "Jesse James" and "Down
the Farm," 20th Century-Fox; "Se
ice De Luxe," "Guilty Trail" a
"Las Express," Universal.
In addition to these, shooting a
"Thorobred," Columbia; "List
Darling." "Sweethearts," "Sta
mates" and "Vacation from Lov
M-G-M; "Zaza," "Arkansas Tra
eler," "Escape from Yesterday,"
legal Traffic," "Thanks for the Me
ory," Paramount; "Gunga Din,"
Man to Remember," RKO; "Su
marine Patrol," "By the Daw
Early Light" and "A Very Practi
Joke," 20th Century-Fox; "You
Takes a Fling," "That Certain Ag
and "Swing That Cheer," Universa
"Wings of the Navy," "Going Place
"Dawn Patrol," "They Made Me
Criminal" and "Torchy in Chinatow
Warners.
Finished were: "Homicide Burea
Columbia; "The Mad Miss Manton
RKO; "Overland Stage Raider," R
public; "Black Bandit," formerly tit
"Twins of the West," Universal, a
"Heart of the North," Warners.
M-G-M has two short subje
shooting, none having been start
M-G-M finished one, for the only a
tivity in the shorts field. A total
13 is in the cutting rooms.

To Build at Charlotte

Charlotte, Aug. 24.—H. F. Ki
cey, president of North Carolina The
tres, Inc., will construct a new $50,0
600-seat house on South Boulevard
the Dilworth section. The compa
hopes to have the building ready t
first of the year.
Improvements also are planned
the Carolina starting Sept. 10. T
house will be closed two or thr
weeks.

CC Hearing ichedule Set For October

ASHINGTON, Aug. 24.—A tenta- schedule of examiners' hearings number of broadcasting applica- has been drafted by the Federal munications Commission, as fol- :

t. 19: Applications of WHAI, nfield, Mass., for increase of time day to unlimited with 100 watts er night, and KWNO, Winona, 1., for increase of time from day unlimited with 100 watts power t.

ct. 21: Applications of KFJZ, Worth, for change of frequency 1,370 to 930 kilocycles and in- se of power from 100 watts night, watts day, to 500 watts; and ngfield Broadcasting Corp. for a 1,310-kilocycle, 100-watt station pringfield, Ohio.

Minnesota Change Sought

ct. 26: Applications of KROC, nester, Minn., for change of fre- cy from 1,310 to 920 kilocycles increase of power from 100 watts t, 250 watts day, to 500 watts t, 1,000 watts day, and South Ne- ka Broadcasting Co. for a 920- ycle station at Hastings, Neb., 1,000 watts night, 5,000 watts

ct. 28: Applications of KRKO, ett, Wash., for extension of time sharing to unlimited and increase ower from 50 watts to 100 watts t, 250 watts day, and Cascade dcasting Co., Inc., for a new)-kilocycle station at Everett, with watts night, 250 watts day.

ct. 31: Application of WAZL, elton, Pa., for extension of time sharing to unlimited.

ov. 1: Applications of Drohlich hers for a 1,500-kilocycle station edalia, Mo., with 100 watts night, watts day, and KPAC, Port ur, Tex., for change of frequency 1,260 to 1,220 kilocycles and ex- ion of time from day to unlimited.

exico Imports of Receivers Gaining

EXICO CITY, Aug. 24.—Mexico is developing as an important mar- for foreign radio apparatus man- turers, especially American, it is onstrated by the Government re- that imports of this equipment year amounted to 8,500,000 pesos out $2,750,000). Of these imports per cent came from the United es, with Germany, Holland and ium getting the rest of the busi- .

ast year was a record year for o equipment imports. They were per cent greater than in 1936.

dison Changes Agency

onsolidated Edison Co. of New k, which starts a new series titled ound the World in New York" WJZ about the middle of Sep- ber, will be handled in radio by McCann-Erickson agency, chang- over from Lord & Thomas, which merly handled the account.

Urge Reforms in Argentine Radio

Expressing a firm belief in the value of radio as an advertising medium in the Argentine, the American Chamber of Commerce at Buenos Aires nevertheless has also asked that notable reforms be made in Argentine radio advertising in making its reply to a questionnaire recently submitted by a commission of the Argentine Government, at present conducting a survey in that country, it is learned through the local office of the McCann-Erickson agency. The chamber's reply was prepared by its publicity committee, of which Henry P. Clark, manager of the Buenos Aires office of McCann-Erickson, is the chairman.

Since the appointment of the Argentine investigation commission, rumors have variously indicated that its intention was to eliminate the majority of the 18 to 20 stations now operating in that nation; to suppress commercial advertising in radio entirely, or to set up several alternate methods of operation. The reply of the American Chamber of Commerce was submitted in response to a circular requesting the Chamber's opinion on two points: the desirability from the viewpoint of commerce and industry of the total suppression of radio advertising; the desirability of continuing the present system, with important limitations.

In its reply the Chamber opposed the total suppression of radio advertising, but concurred with the Government viewpoint that important reforms should be made.

AFRA Offered WEW Hall for Convention

ST. LOUIS, Aug. 24.—The use of the 1,200-seat auditorium of WEW has been tendered by General Manager Al S. Foster to the American Federation of Radio Artists as a meeting place for their first national convention, starting here, Nov. 14.

Don Phillips, president of the local chapter of the organization, has transmitted the offer to New York headquarters.

Star Issues New Catalog

Star Radio Programs, Inc., this week is releasing its new catalog, a folder containing a history of the Script Syndicate and summaries of all Star programs. Detailed information is also given concerning the "Good Morning Neighbor" and "Morning Bulletin Board" programs, both of which are now in their third year of daily broadcasting. The folder also contains merchandising plans for the programs.

Radio Editor Joins KSO

DES MOINES, Aug. 24.—Mary Little, radio editor for the Des Moines *Sunday Register*, has become publicity director at KSO-KRNT. She succeeds Dave Nowinson, who is leaving for Los Angeles to join the writing staff of KFI-KECA. Several other staff changes have gone into effect at KSO-KRNT. Edward Lineham has been made program director; Dick Teal has been named assistant program director, and Wayne Welch has been made sales promotion director.

Texas Co. to Have New Series on CBS

The Texas Co., which will sponsor a network series on CBS for Texaco, starting this fall, will supplement its network coverage by a series of 13 quarter-hour transcriptions, which are now being prepared by the NBC Thesaurus Service. The transcribed show is to begin in mid-September.

The Texas Co. will pay for all talent and production costs of the recorded show. Dealers throughout the country will be offered the records free of cost, and will have to pay only one-half of the station time. The talent for the series includes the Jesters Trio, Jean Ellington, Johnny Gart and Ben Grauer. The Buchanan Co. placed the business.

WOR Will Broadcast Eastern Grid Games

WOR will cover 10 of the east's major collegiate grid games this fall, all to be broadcast under the sponsorship of the Atlantic Refining Co.

The schedule includes the following games: Sept. 24, Pitt-West Virginia; Oct. 1, Yale-Columbia; Oct. 8, Penn-Yale; Oct. 15, Yale-Navy; Oct. 22, Yale-Michigan; Oct. 29, Yale-Dartmouth; Nov. 5, Yale-Brown; Nov. 12, Cornell-Dartmouth; Nov. 19, Yale-Harvard; Nov. 26, Duke-Pitt. Commentators have yet to be selected and actual game times scheduled. N. W. Ayer & Son handled the commercial commitments for Atlantic Refining.

P. & G. Titles New Show Over NBC Net

"Life Can Be Beautiful" is the title of a new series which will start Sept. 5 on NBC for the Procter & Gamble Co. The series will be heard over a Basic Red network of 23 stations, Mondays through Fridays from 4:30 to 4:45 P. M. The Compton Agency placed the account, in the interest of Ivory Soap.

With the addition of "Life Can Be Beautiful," and "Houseboat Hanna," another new Procter & Gamble series which starts Sept. 26, the company will have 13 quarter-hour shows on NBC.

Van Ackere in Hollywood

HOLLYWOOD, Aug. 24.—D. G. H. van Ackere, Paris representative of CBS, is in Hollywood on a commission to record a series of 30 radio programs descriptive of broadcasting in this country, for airing over the French Government network.

Plan Mexican Station

MEXICO CITY, Aug. 24.—The Confederation of Mexican Workers, Mexico's greatest labor body, is to inaugurate here in September what it claims to be Spanish America's most powerful radio station for spreading labor and proletarian propaganda.

M-G-M Show on WHN

WHN again this year will carry the M-G-M-Maxwell House Coffee program "Good News" when it returns to the air Sept. 1. The broadcast originates on the NBC-Red network, and by special wire is piped over to WHN for a simultaneous airing.

Simplex TRADE MARK REG.
E-7
PROJECTORS
AND
Simplex TRADE MARK REG.
★ ★ ★ ★
SOUND
SYSTEM
IN
SCHINE'S VERNON
MT. VERNON, OHIO

Schine's
VERNON
GINGER ROGERS - JAMES STEWART
"VIVACIOUS LADY"
PORKY PIG-NOVELTY-NEWS
PLAY "LUCKY STRIKE" FRI & SAT $67.50

Ready
FOR THE
MILLION
DOLLAR DRIVE

Complete Simplex Installation For Sound and Visual Projection in Schine's Vernon Brings More Money Into the Box Office and Takes Less Out of the Manager's Office.

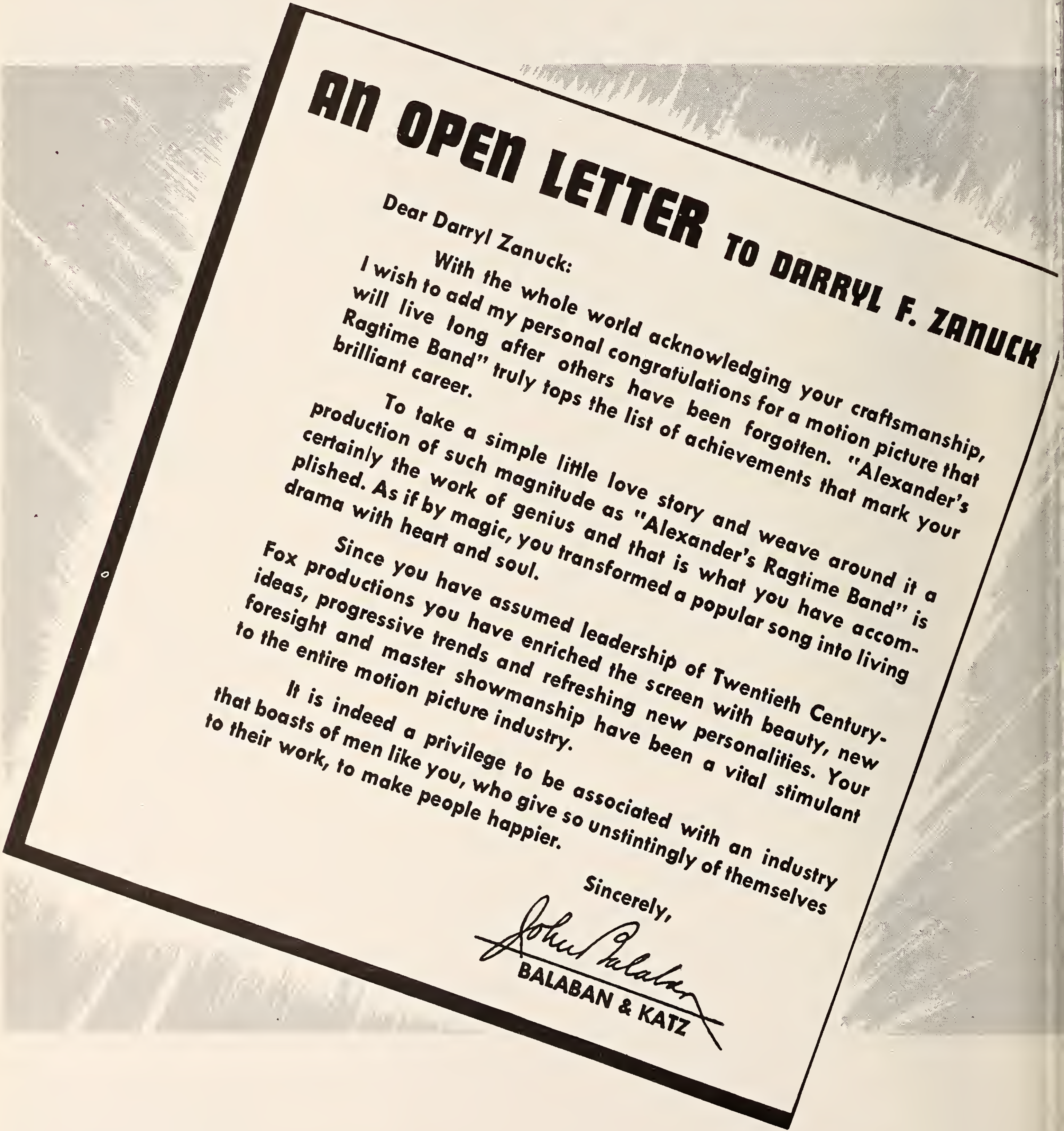
SIMPLEX E-7 PROJECTOR
Provides a permanently better picture.

SIMPLEX ★ ★ ★ ★ SOUND
Designed and built for small as well as large theatres. Meets modern picture requirements. For true sound Reproduction and Dependable performance — Always.

DISTRIBUTED BY
NATIONAL THEATRE SUPPLY COMPANY
BRANCHES IN PRINCIPAL CITIES
MANUFACTURED BY
INTERNATIONAL PROJECTOR CORPORATION
88-96 GOLD STREET, NEW YORK, N. Y.

THIS ADVERTISEMENT APPEARED AUGUST 22nd IN THE FOLLOWING CHICAGO NEWSPAPERS:

Tribune, American, Daily News.



AN OPEN LETTER TO DARRYL F. ZANUCK

Dear Darryl Zanuck:

With the whole world acknowledging your craftsmanship, I wish to add my personal congratulations for a motion picture that will live long after others have been forgotten. "Alexander's Ragtime Band" truly tops the list of achievements that mark your brilliant career.

To take a simple little love story and weave around it a production of such magnitude as "Alexander's Ragtime Band" is certainly the work of genius and that is what you have accomplished. As if by magic, you transformed a popular song into living drama with heart and soul.

Since you have assumed leadership of Twentieth Century-Fox productions you have enriched the screen with beauty, new ideas, progressive trends and refreshing new personalities. Your foresight and master showmanship have been a vital stimulant to the entire motion picture industry.

It is indeed a privilege to be associated with an industry that boasts of men like you, who give so unstintingly of themselves to their work, to make people happier.

Sincerely,

John Balaban

BALABAN & KATZ

20th CENTURY FOX

THE KEYSTONE OF YOUR FUTURE

DO NOT REMOVE

rt.
elligent
ispensable
the Motion
ture
ustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

44. NO. 40 NEW YORK, FRIDAY, AUGUST 26, 1938 TEN CENTS

Carefree'

o]

OLLYWOOD, Aug. 25.— One of the important causes of the slump in grosses the nation has been a too lack of an Astaire-Rogers al comedy to remind the pub- just what song, dance and atography are for. This cause o S. Berman has now re- l and it's time to get that). sign out of the basement ust off those seats in the back of the balcony.

▼

is vehicle for the pair has thing any of its forerunners plus much that is new to them o pictures. "Carefree" is the psychological comedy, but let that news frighten you. Astaire plays a doctor who out to psychoanalyze Ginger rs into marrying his friend Bellamy, and winds up by erizing her and himself into mony. The technique and anics of psychoanalysis are oyed altogether authentically lways understandably, and in- bly in the honest interest of r.

ey bring into film use a rich of new plot material capital- to the utmost by Mark Sand- director, in his handling of creenplay by Allan Scott and st Pagano. If all these, and ey Nichols and Hagar Wilde, wrote the story, as well as

(Continued on page 2)

M, S.I. Sign for Gone With Wind"

LLYWOOD, Aug. 25.—Final con- were signed today by Selznick national and M-G-M under the of which David O. Selznick will nally produce "Gone with the l" at his studio with Clark Gable ett Butler for M-G-M distribu- Production will be in Techni- and will start between Nov. 15 Jan. 1 under the direction of ge Cukor.

gotiations were conducted simul- usly in New York and Holly- with John Hay Whitney, for ick International, and Nicholas Schenck, for M-G-M, conferring

(Continued on page 13)

adio News—P. 12

First of Industry National Campaign Ads Completed

The initial group of ads which will appear in daily newspapers throughout the country starting next week as the opening barrage in the industry's cooperative national advertising campaign was completed yesterday and made available to the trade to give it the earliest possible information on the type of campaign in prospect.

The completed ads, and those to follow throughout the period of the Motion Pictures' Greatest Year drive, were prepared under the direction of the advertising committee for the campaign, of which Howard Dietz is chairman and

(Continued on page 7)

AD SPECIMENS ON PAGES 8-11

The Government Says

By MARTIN QUIGLEY

MR. THURMAN ARNOLD, assistant attorney general of the United States in charge of the anti-trust suit against the major film companies, wrote an article which is illuminating in its disclosure of his viewpoint for last Sunday's New York *Times*.

Mr. Arnold's viewpoint in its political and economic implications has not been unknown, but the article coming on the heels of the government action and being under the authorship of the official in charge is of compelling interest.

It should serve effectually to dispel an impression which seems to prevail in many quarters in the industry that, after all, the action is just another federal suit which eventually will be resolved on the basis of moderate concession and compromise.

Mr. Arnold's approach is rather that of an economist than a lawyer. He is seeking a change in the existing economic system rather than merely an adjustment of economic practices with the requirements of the statute books. He is obviously confident that he knows how the economic machine must function, if it is best to serve the purposes of the national economy, and he is obviously determined that his plans shall be carried into effect either through persuasion of the courts as to how existing laws will accommodate these plans, or by the enactment of new laws.

▼ ▼

"A series of statements of the grounds for prosecution in particular cases—as conceived, of course, by the assistant attorney general in charge of anti-trust prosecutions—should furnish a link between the courts and Congress so that one may interpret and the other supplement the law," said Mr. Arnold.

Mr. Arnold refers to financial organization as the outstanding weakness in the depression of 1933. This, he said, led to the public demand for the regulation of the marketing of securities, which has been accomplished by the Securities and Exchange Commission. He states that the policies of the great industrial organizations during the recent or current depression led to a demand for investigation of monopoly

(Continued on page 2)

Quick Action Predicted in Union Deals

Circuit Men Conferring With Labor Leaders

Labor negotiations with theatres in the metropolitan area this fall will be consummated without much difficulty, according to a canvass of theatre and union heads yesterday.

The first union to start negotiations is Local 1, New York stagehands. Representatives of the major circuits held two meetings in the office of Major L. E. Thompson at RKO this week to consider the local's proposals, and a meeting with union officials is scheduled for Monday afternoon.

During the season coming to a close, the New York stagehands worked under a verbal agreement. The union proposes several modifications of the existing arrangements, de-

(Continued on page 13)

Funeral Services For Drake Today

Funeral services for Whitford Drake, president of Erpi, who died Wednesday afternoon at his summer home at Chatham, Mass., will be held today at 2 o'clock in the chapel of the Protestant Episcopal Church of the Heavenly Rest, Fifth Ave. and 90th St. Burial will be private.

Whitford Drake

Mr. Drake, who was 55 years old, had been ill since early in the year when he was stricken while in London. Shortly before his return to this country last May, one of his daughters, Dorothy Drake, passed

(Continued on page 13)

Alperson Deal Calls For Cash and Stock

LOS ANGELES, Aug. 25.—Edward L. Alperson will become vice-chairman of the board of directors and general manager of distribution of the new corporation to be formed for reorganization of Grand National with the

(Continued on page 6)

'Carefree'

(*Continued from page* 1)

Marian Ainslee and Guy Endore, credited with the original idea, were to divide among themselves responsibility for the laughs, passing them around as they fall, there would be plenty for all to feel good about.

▼

Dancing is, of course, the particularly special feature of any Astaire-Rogers picture, and this time it is done to a sequence of Irving Berlin songs that prove again his complete mastery of his long dominated profession. At least three are of inevitable hit quality. To one of them Astaire does his greatest solo dance to date, an incredible exhibition of rhythmic coordination incorporating some of the neatest golfing ever filmed. To another he and Miss Rogers execute a slow motion routine that is sheer optical poesy, and to still another they and a full dress chorus dance a breakneck swing composition known, and quite likely to be known forever, as "The Yam." There is also vocal music in the gentler manner by Robert B. Mitchell and his St. Brendan's Boys.

Astaire makes his doctor credible but not stilted. Miss Rogers gets an opportunity to exercise the impish talent recent castings have suppressed. Bellamy has the sort of assignment he had in "The Awful Truth," but gives it more rope, while Clarence Kolb also lets out in his handling of a role similar to that he played in "Merrily We Live." Luella Gear, Franklin Pangborn and Walter Kingsford are others who run up healthy individual laugh averages.

▼

The place is a city not unlike New York, and the time is now. The dialogue is brisk, crisp and persons with prying ears could read secondary significances into some of it if they worked hard, but nobody who doesn't want to blush would need to. The pace is swift in a polite way, the situations are fresh and the complications unfamiliar. The ending is a conventional one unconventionally arrived at. It is an all-purpose picture packed with exploitation ammunition and brimming over with entertainment for any audience.

Running time, 85 minutes. "G."

ROSCOE WILLIAMS

O'Loghlin to Start Tour

James P. O'Loghlin, 20th Century-Fox district manager in Canada, will start his second tour of exchanges Sept. 10 in Los Angeles in connection with the current S. R. Kent Drive, of which he is the leader. He will leave Toronto Monday for Los Angeles, where he will meet Herman Wobber, general manager of distribution, who will accompany him on the six-week trip to territories around the country.

The Government Says

(*Continued from page* 1)

practices, which demand—we seem to recall—was voiced principally if not exclusively by Administration spokesmen, Mr. Harold L. Ickes and Mr. Robert H. Jackson.

Mr. Arnold then expresses in effect his belief that, with respect to the supervision of industrial organization, we are now at the stage at which we were in 1933 with respect to the regulation of the financing and marketing of securities. His reference seems to carry the suggestion that industrial organization needs to be subjected to the same detailed and rigorous form of regulation which the SEC applies to the securities business.

▼ ▼

"My guess is," says Mr. Arnold, "that present conditions will lead us to the development of more effective supervision . . . than we have ever had before. I hope this prediction is correct because if it is not we are moving inevitably toward a highly centralized industrial state like Germany and Italy rather than a model of a more competitive economy like Sweden."

Mr. Arnold may be reminded that the most conspicuous and the most characteristic attribute of a state like Germany and Italy is its totalitarianism and authoritarianism—a system under which a state committed to the principles of a planned economy prescribes in exact detail the policies and practices which business must observe. An essential of this system is an assumption on the part of the government that it is sufficiently all-knowing to be able to determine just how the economic machine should function.

There is a vast philosophic as well as practical difference between the effort on the part of a state to prescribe procedure as compared with the formulation by the state of regulatory principles of a general character.

There are, of course, those who say that an effort to gain compliance with regulation is not sufficient to correct certain kinds of abuse.

There are also those who say—and even more who act as if they believed—that the processes of democracy are not adequate to meet the crisis of the times.

The affairs of the motion picture industry, if subjected to prudent and reasonable regulation, may be bettered to the end of widening the enjoyment of the prosperity of the business to include all branches and all responsible factors and at the same time contribute importantly to the public interest.

▼ ▼

Measures which attempt to go beyond such prudent and reasonable regulation may be viewed with genuine apprehension, because they may amount only to the pursuit of impracticable objectives, rendering the whole effort futile and leaving undone many necessary and desirable matters of trade practice renovation and adjustment.

Mr. Arnold argues that in many industries of centralized control the policies maintained contributed importantly to the recent or current depression. In these cases, he said, prices were arbitrarily fixed when merchandise movement lagged, factories were shut down and great unemployment resulted. While avoiding any attempt to examine the economic interpretation expressed it may be pointed out that no such conditions appear in the record of the motion picture industry. Admission prices have been and are bargain prices. There has been no shut down of the studios and no wholesale unemployment.

The economic machine of the motion picture industry is not out of gear. The condition calls not for the application of extreme, experimental measures, but rather only the maintenance of a status of fair and competitive trade practice consistent with American commercial traditions.

An effective statement of the reasonable and practicable ideal in Mr. Arnold's own words is the following paragraph from the *Times* article:

"The answer is not a question of breaking up large businesses into smaller ones regardless of their efficiency. We desire only to condemn combinations going beyond efficient mass production which have become instruments arbitrarily . . . exercising coercive power."

◂ *Purely Personal*

GRADWELL L. SEARS, W
ners chief, who is in Dallas
gotiating a product deal with the
terstate circuit, may attend a nati
skeet shoot in Tulsa. DOAK
ERTS, Dallas branch manager, als
devoted to the sport.

•

HARRY LACHMAN, producer i
tified with JOHN E. OTTERSON
associates, has rented his Hollyw
home to IRA GERSHWIN and plan
leave shortly for Paris where he
direct a film.

•

ARTHUR ARCE, vice-president
S.O.S. Cinema Supply Corp., is
covering from pneumonia at his h
in Clifton, N. J. He has been a
from the office for two weeks.

•

HARRY BRANDT returned last n
to Lake George to resume his v
tion with his family. He will stay
til Labor Day.

•

Y. FRANK FREEMAN, Paramo
theatre head, will return to New Y
today from a vacation spent in
south.

•

NANCY CARROLL, playing in s
mer stock in Cohasset, Mass., is
in New York early next week.

•

CARL LAEMMLE and JACK ROSS,
secretary, are due Monday on
Normandie.

•

GEORGE M. COHAN is due Sep
on the *Manhattan* from a Europ
vacation.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)
MARTIN QUIGLEY, Editor-in-Chief and
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JAMES A. CRON, Advertising Manager.
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William R. Weaver, editor. WASHINGT
Albee Building, Bertram F. Linz, representat
CHICAGO: 624 S. Michigan Ave., C. B. O'N
manager. AMSTERDAM: 87 Waalstraat; Ph
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strasse 2, Berlin W. 35; Joachim K. Rutenb
representative. BUDAPEST: Szamos-Utca
Budapest 1; Endre Hevesi, representative. BUEN
AIRES: Avallaneda 3949; N. Bruski, represe
tive. COPENHAGEN: Rosengaarden 14;
Winther, representative. HELSINKI: Fredr
gatan 19C; Charlotte Laszlo, representat
LONDON: 4 Golden Square, W. 1: cable addr
Quigpubco, London; Hope Williams, mana
MELBOURNE: Regent Theatre Buildings,
Collins St.; Cliff Holt, representative. MEX
CITY: Apartado 269, James Lockhart, represe
tive. MONTEVIDEO: P. O. Box 664; Paul B
representative. MOSCOW: Petrovski Per
Beatrice Stern, representative. PARIS: 21,
de Berri; Pierre Autre, representative. PRAG
Uhelny trh 2, Prague 1; Harry Knopf, represe
tive. RIO DE JANEIRO: Caixa Postal 8
L. S. Marinho, representative. ROME: 54
Della Mercede; Joseph D. Ravotto, representat
SANTIAGO de CHILE: Casilla 13300; A. We
mann, representative. SHANGHAI: Rooms 3
Capital Theatre Building, 142 Museum Road; J.
Koehler, representative. STOCKHOLM: Kun
gatan 36; Ragnar Allberg, representative. TOK
880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. To
naga, representative.
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at the post office at New York, N. Y., u
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Subscription rates per year $6 in the Amer
and foreign $12. Single copies 10 cents.

HAPPY DAYS FOR THEATRE MEN...

LET RHYTHM RING! . . . FRED AND GINGE ARE BACK AGAIN . . . IN THEIR GRANDES SHOW OF ALL . . .

and the world's not so bad af
all!...Think of the treat you'
got coming...Think of the ha
piness ahead!...The world's g
dancing sweethearts aglow w
bubbling romance, alive w
the blithesome spirit that w
sweep a rhythm-mind
nation into every theat
seat available!...Y
BET THE SEPTEMB
SHOW SKIES SHO
BEAUTIFULLY BL
ALREADY!

It's honey for the jitterbugs,
It's fun for you and me.
The dance you sing and swing and slam—
That rhythm dream, THE YAM!

FRED ASTAIR
GINGER ROGER
in
"CAREFREE"

with
RALPH BELLA
LUELLA GEAR
JACK CARSON
CLARENCE KOLB
FRANKLIN PANGBO

Lyrics and music by
IRVING BERLIN

RKO RADIO PICTURES

A PANDRO S. BERMAN PRODUCTION . . . Directed by Mark Sandrich
Screen Play by Ernest Pagano and Allan Scott . . . Story and Adaptation by Dudley Nichols and Hagar Wilde

ptimism Note of Canadian Meeting

Toronto, Aug. 25.—A note of op- ism was struck at the Famous yers Canadian Corp. eastern man- rs' convention today, in its second 's session at the King Edward tel. J. J. FitzGibbons, managing ector, stressed to the 72 managers sent the importance of two current ic developments, the bumper wheat in the prairie provinces, and the ulation of the munitions industry Ontario and Quebec by orders from British War Office.

Ie cited against those factors of im- ovement the decrease in the tour- traffic from the United States this son, and urged managers to use ir influence with members of Par- ment and Government officials to ganize for an improvement in next nmer's tourist trade by increased vertising to attract visitors.

Mr. FitzGibbons urged the mana- s to use every effort to talk down rumor that Hollywood producers d cut their budgets, because the new ason's films are "really big pic- es." He declared the managers ould contact even the smallest news- pers to encourage more favorable itorial references to film quality, and seek support for the Motion Pic- res' Greatest Year campaign.

Vending Machines Discussed

N. G. Barrow of the home office scussed details of the company's ad- inistration. He suggested efforts to crease use of the vending machines the circuit's theatres. Group meet- gs were held today.

The convention will close tomorrow ith a message from N. L. Nathanson, esident, and addresses by Mr. Fitz- ibbons, Clarence Robson, Morris tein and R. S. Roddick of the home fice, and A-Mike Vogel of *Motion icture Herald*. An exhibition in- uded equipment, art displays and ex- bitor campaign books which have ptured Quigley Awards. An outing ill be held tomorrow afternoon at e Rouge Hills Golf and Country lub, followed by a dinner and danc- g at the club.

U. K. Business Good, Says N. L. Nathanson

Quebec, Aug. 25.—Theatre attend- nce in England is maintaining a good vel, and the decrease has been as othing compared to the drop in merica, N. L. Nathanson, president f Famous Players Canadian Corp. tated today upon arrival here aboard e *Empress of Britain*.

British Lion Productions, of which Ir. Nathanson is director, will make bout 12 films at Beaconsfield Studios his year. British Lion also releases Republic Pictures in England, Mr. Nathanson said.

Kameragraph Is Shown

Kameragraph was demonstrated last ight at the Chaloner, 9th Ave. and 6th St. The device is an automatic amera that films a number of people s they enter the theatre, the film ater being shown on the screen, pro- ided the subject photographed so wishes. It is a business building tunt. Kameragraph is now being listributed commercially to houses hrough the country.

Jolted

A press release from Pathe News arrived with the following information: "Pathe News' sound recording engineer, Lefferts McClelland, had quite a jolt this week when his wife presented him with triplets—two girls and a boy. All are reported doing well."

British Lab Heads Study Methods Here

Indicative of British interest in American film laboratory methods and equipment is the presence here of representatives of British labs. In the past three weeks representatives of three of the four largest and most important British laboratories have been in America. First to arrive on a quick goodwill and inspection trip were Viscount Bridgman and his general manager, Max Gumbel, of Denham.

Recent departures included two executives of the Kays Laboratories who spent several weeks in New York and Hollywood. They left on the *Queen Mary*. Kays Laboratories are among the first film labs established in England and during the past 25 years have handled work for 20th Century-Fox, Warners, First National, M-G-M, Columbia, RKO, FitzPatrick and others.

Still in Hollywood is Lloyd Knechtel of Humphreys, Ltd. Representatives from Olympia Laboratories, the fourth of the big four, may visit America in the near future, it is understood.

Claim "Cavalcade" Title

Hollywood, Aug. 25.—The Academy of Motion Picture Arts and Sciences has notified Marshall Neilan and Budd Schulberg of its prior claim to the title "Cavalcade of Hollywood," and/or "Hollywood Cavalcade," which it is reserving for its proposed radio program.

The pair had been mentioned as planning to produce a picture with that name.

"Band" at $229,820 As 4th Week Begins

With a total gross of $229,820 and an attendance of 506,608 recorded for three weeks, "Alexander's Ragtime Band" will start its fourth week at the Roxy today with expectations that the run will continue to big business at least two more weeks.

After the first two weeks' takes of $87,489 and $77,237, consecutively, the film took $65,094 in the third week ending last night. The three weeks' attendance totaled 192,520, 168,088 and 146,000, an all-time Roxy record.

Up to last night, it was estimated that more than 1,500,000 persons had seen the picture in the key cities within the last two weeks. The Chicago Theatre, Chicago, reported an attendance total of nearly 210,000 in two weeks, with grosses of $59,000 and $51,000. The film is playing a third week at the Chicago, starting today, and is reported as the first attraction to be held more than two weeks at the theatre. Holdovers are reported from all other key cities.

New Fleischer Terms Will Be Negotiated

A new contract covering wage and hour schedules for union employes of the Max Fleischer studio is scheduled to be discussed Monday with officials of Local 60, United American Artists and Professional Workers of America

The studio has guaranteed both union and non-union employes who move from here to the new studio location in Florida one year's employment, traveling expenses and one month's rent pending establishment of new residences. A contingent of 60 animators begin annual vacations today and are scheduled to report for work at the new Florida studio on the conclusion of their vacations.

No drastic changes in the new union contract are anticipated, a spokesman for the studio said.

Is Silverstone Secretary

Flora Gordon, former secretary to Joseph M. Schenck while he was head of United Artists, has been named private secretary to Maurice Silverstone, general manager and chairman of the executive committee of U.A.

The Newsreel Parade

The death of Frank Hawks, famous speed flier, in a plane crash at East Aurora, N. Y., was covered uniformly by the newsreels in the new issue. Also gaining considerable attention was the swampmobile being used at the present time in the Louisiana marshes. The reels and their contents follow.

Movietone News—Frank Hawks killed in crash. Child swims Niagara River. Round up Virginia turkeys. Use Swampmobile in Louisiana. Douglas Corrigan in Memphis. Helen Moody drops out of tennis tournament. Knudson starts World's Fair General Motors Building. Women's hair styles. U. S. sends record locomotive shipment to South America. Lew Lehr at auto races. Swim race on the coast. Youngsters box in Texas.

News of the Day—Jam session jams Soldier Field. World's Fair taking shape. Sheep drive in Pacific northwest. U. S. starts $16,000,000 luxury liner. Hair styles. Chimps stage style show. Swim derby in California. Budge-Mako win tennis doubles. Greenberg near home run record. Ralph Greenleaf shows billiard skill.

Paramount News—Lay keel of largest U. S. built ship. Frank Hawks meets death in plane. Trailer sets mileage record. Stratosphere radio balloon gives weather data. Swampmobile tested. Spherical lifeboat launched. Demonstrates new motor. Yearlings on sale at Saratoga. Driving rules are demonstrated for safety.

RKO Pathe News—Poll shows voters against Presidential purge. Plane crash kills Frank Hawks. Swampmobile conquers marshes. Preview traffic of the future. Beavers used in U. S. conservation plan. Water carnival on coast depicts fairyland. Grand Coulee Dam hits halfway mark.

Universal Newsreel—A. F. of L. stages parade in Buffalo. Chicago melts confiscated guns. Swampmobile is tested. Locomotives shipped to South America. Frank Hawks killed in crash. Dance jamboree in Chicago. Blind boys learn to use dogs. Beauty treatment with fruits and vegetables. Make football dummies in Connecticut. Swim derby held on coast. Eyston breaks speed record in Utah unofficially.

Oklahoma Seeking State Conventions

Oklahoma City, Aug. 25.—With the national convention of the M.P.T.O.A. an unofficial certainty for Oklahoma City about the middle of October officials of surrounding state associations are being surveyed to find out how many such associations would like to hold their state conventions concurrently with the national convention here, according to Morris Loewenstein, national secretary.

An executive committee meeting is scheduled to be held within the next two weeks to determine officially the convention city. If Oklahoma City is decided upon, as is expected, Ed Kuykendall, president of the M.P.T.O.A. will come to Oklahoma City and meet with the national directors to make arrangements for the program.

If the convention is awarded to Oklahoma City, it will be the first time a national exhibitors' convention has been held here and would attract an estimated 2,500 from all parts of the United States.

Moulton Coming East

Hollywood, Aug. 25. — Herbert Moulton, head of the Paramount studio advertising and publicity department, will leave tomorrow for New York to confer with Robert H. Gillham, Paramount publicity and advertising director, and other home office executives on campaigns for the new season.

Hold Hathaway Rites

Hollywood, Aug. 25. — Funeral services were held at the Little Church of Flowers here today for Jean Hathaway, 62, the first serial queen of the films, and mother of Henry Hathaway, Paramount director. She died Tuesday at Queen of Angels Hospital. She is survived by her husband, son and two daughters.

"Army Girl" Gets $6,000

Republic's "Army Girl" went to $6,000 in a second week at the Criterion, following the first week's $7,500. The same company's "10th Avenue Kid" will go into the Criterion Sept. 1, following "Bulldog Drummond in Africa," the current film.

Wall Street

Fractional Fluctuations on Board

	Open	High	Low	Close	Net Change
Col.	14¼	14½	14¼	14½	+1
E. K.	174	174	174	174	.....
G. T. E....	14¾	14¾	14¾	14¾	— ½
Loew	48½	49	48½	49	.....
Para.	10¼	10½	10	10½	+ ⅜
Para. 2.....	10¼	10¼	10¼	10¼	.....
Pathe	9⅛	9⅝	9⅛	9½	+ ⅜
RKO	2⅜	2⅜	2⅜	2⅜	+ ⅛
20th Fox ..	25½	25¾	25½	25⅝	+ ⅛
W. B.	6¼	6⅜	6¼	6¼	.....
W. B. pfd..	36	36	36	36	—2

Little Trading on Curb

	Open	High	Low	Close	Net Change
G. N.	½	½	½	½	.....
Trans-Lux	2¼	2¼	2¼	2¼	.....
Univ. Corp.	3¼	3¼	3¼	3¼	.....

Bond Market Quiet

	High	Low	Close	Net Change
Loew 3½s 46......	101¼	101	101¼	+ ¼

(Quotations at close of Aug. 25)

Variety Club

Omaha

OMAHA Aug. 25.—Variety Club will open its fall and winter social season with a dinner-dance Aug. 27 at club headquarters and the ballroom in the Hotel Fontenelle. Chief Barker WALTER M. GREEN is directing arrangements.

Alperson Deal Calls For Cash and Stock

(*Continued from page* 1)

merger of that company and Educational, if the Federal court approves the proposed reorganization plan to be submitted Saturday. He will receive $1,000 weekly for five years plus 14,000 shares of common stock of the new corporation, payable during the first year of employment.

Under the tentative agreement mapped between Mr. Alperson and Educational interests, if the president of the new corporation is paid in shares of its capital stock Mr. Alperson will be entitled to receive as added compensation for the same period a like amount of such stock.

Employment of Mr. Alperson under the contract will be terminable by either party at the end of any year by giving six months notice. Mr. Alperson now draws $500 weekly as advance on trustees' fees, as does co-trustee Loyd Wright.

Educational Deal to Be Voted Upon Today

Stockholders of Educational Pictures are scheduled to meet today to ratify the action of the company's board of directors in approving a merger with Grand National. The meeting, originally scheduled for yesterday, was postponed because of a lack of a quorum.

Grand National creditors will take final action on the merger proposal in Federal District court in Los Angeles tomorrow. No opposition to the proposal is anticipated at either session, as both stockholders and creditors of the two companies had given tentative approval to the merger earlier. Formal court approval of Grand National's participation is anticipated either at tomorrow's hearing or within a few days thereafter.

Lesser Talking Deal With United Artists

HOLLYWOOD, Aug. 25.—Expanding his activities, Sol Lesser, head of Principal Pictures, today opened negotiations looking toward United Artists release of one or more pictures.

Signing his new find, five-year-old Irene Dare, skating star, to a long term contract, Mr. Lesser ordered preparation of the adaptation of "Hans Brincker, or The Silver Skates" for the youngster and discussed with Samuel Goldwyn the possibility of U.A. release. He left tonight for San Francisco to confer with financial partners in Principal. Mr. Lesser said he was seeking Fannie Hurst to do the story adaptation and Norman Taurog to direct.

Miss Dare's initial film appearance was in "Breaking the Ice," Bobby Breen starring vehicle, also produced by Mr. Lesser.

Corrigan Denies RKO Story, But Everybody Understands

By BILL CROUCH

CHICAGO, Aug. 25.—Douglas Corrigan, wrong way aviator, denied vociferously when he was here the other day, that he had signed any picture contract. Local scribes were much upset until they realized that he had once as emphatically maintained that he was en route to Los Angeles when he landed in Dublin.

Perhaps Corrigan will deny that he ever intended to make a picture, or assist in making one, after RKO finishes the film they have planned.

▼

Up at Lake Geneva, Wisconsin, "Marie Antoinette" was given its midwestern premiere at the Geneva Theatre at midnight Saturday. Manager Graham reported a sellout for the event which was new to the local citizenry.

▼

A local press agent for a film company got a wire from his boss last week asking him to meet a carload of horses at the New York Central station here and see that they were properly transferred to the Santa Fe line for shipment to California. The next day one of the company's leading stars was accorded the same attention by the P. A., with a cocktail party supplanting the feedbag festivity.

▼

John Balaban, B. & K. chieftain, states that his circuit has no immediate plans for the opening of the Oriental, 3400-seat Loop theatre which has been dark all summer.

▼

Independent Chicago theatre owners and others from this territory have raised approximately $15,000 for the advertising drive. Only one Chicago circuit, Schoenstadt's, has refused to enter the campaign.

▼

Wayne Morris, Warner star, is expected to return to Chicago from Breezy Point, Minn., early in September to attend what may be the midwestern premiere of "Valley of the Giants." The picture may open in Minneapolis before it does here.

▼

Dorothy Day, film editor of the *Chicago Herald & Examiner*, has written a play, "Come Blow Your Horn," in co-authorship with Walter Zivi. It has been produced at the Oconomowac Coachhouse Theatre.

▼

Ed Sullivan, columnist, has been invited by Sigma Delta Chi, journalistic fraternity, to speak at its opening fall meeting when Sullivan makes a personal appearance at the Chicago Theatre starting Sept. 19.

▼

After reading in MOTION PICTURE DAILY about how much business had been lost by local theatres because of softball games, Manager Marlowe Connors of Warners' Rhodes, signed the comeliest, most scantily-clad feminine softball players for personal appearances at his theatre, gratis. This "free" girl show helps at the box-office, he says.

▼

"It Happened in Chicago," a 4,000-foot film made here by Irving Yates in conjunction with the *Chicago Daily Times*, will make its debut at the State-Lake Friday. If successful, the film will be shown in other Chicago theatres. The story was written by a local author and the acting is by Chicago amateurs.

▼

Walter Huston and Edward Arnold are being sought by Chicago producer John McGee to play the lead in Emmett Lavery's new play, "Ex-President."

Home Town Boy

Cincinnati, Aug. 25.—Cliff Boyd, manager of the Shubert here, is one to affirm that Tyrone Power is a power in his home town. "Alexander's Ragtime Band," originally booked for five weeks, is doing so well it will go seven. After this picture the theatre will play "Marie Antoinette," which will get five weeks. Then will come "Suez," for another guaranteed five weeks. Which means 17 successive weeks of Tyrone Power.

Twenty Bridgeport Houses Back Drive

BRIDGEPORT, Aug. 25.—Twenty theatres in the Bridgeport territory have signed pledges to support the national Motion Pictures' Greatest Year campaign and distribute the "Movie Quiz" booklets, A. M. Schuman, regional head, reported today. The houses include the six Strand Amusement Co. theatres, two Lou Anger houses, Black Rock, Community, West End, Liberty, Parkway, Rivoli, three Loew-Poli, the New Warner, Capitol and the Stratford.

At the same time, Bridgeport exhibitors who have never successfully organized, voted to found a Showmen's Club of Bridgeport, to hold a more formal organization meeting about Sept. 15. The club will meet socially, whether business matters arise for discussion or not. There will be no dues. J. B. Fishman, state chairman of the committee on the national campaign, reported additional receipts of pledges by Al Pickus of Stratford and Harold Tabackman, of the Capitol, Bridgeport.

Hold Wilmington Meet

Harry Goldberg, director of advertising for the Warner circuit, met with exhibitors in Wilmington, Del., recently to prepare for the local campaign. The meeting was well attended. Mr. Goldberg is a member of the theatre committee.

Take Over Detroit House

Mac Zipperman, manager of the Fifth Avenue Playhouse and Michael Zola, manager of the Eighth Street Playhouse, have resigned their posts to take over the Cinema in Detroit, which will reopen in September with foreign pictures.

Warner Circuit Men Promise Cooperatio

ALBANY, Aug. 25.—Pledging th cooperation in the Motion Pictur Greatest Year drive, 17 Warn circuit managers yesterday met h with Joseph Bernhard, general ma ager, and Harry Goldberg, advert ing director, to hear an outline the campaign. The gathering was charge of M. A. Silver, New Yo zone manager, and Charles Smakwi district head.

Those attending included Jam Wotton, Jules Curley, Jim Faughna Max Friedman, R. E. Craybill, A Roy, Robert A. Rosenthal, Alb LaFlamme, E. E. Selette, O. J. Mac Alfred Beckerich, Alfred E. Newha Wallace Folkins, Melvin Conhei William Leggie, Ralton Burgett, C. Hollister, F. M. Westfall, Ral Booth, John Swartout, Sidney So mer and Leo Rosen.

Sixth Trailer to Be Available Next Wee

The sixth trailer in the Moti Pictures' Greatest Year campaign in preparation at National Screen Se vice and is expected to be available exchanges late next week. It featu Ed Thorgerson, Movietone News co mentator, and, as in the others, clar and briefness is the keynote.

The five previous trailers are in t exchanges or being shipped. T committee suggests that pending ava ability of Trailer No. 6, exhibito can get most comprehensive use out Trailer No. 5. which is ready.

Complete Ontario Grou

TORONTO, Aug. 25.—The complet ly organized committee for the pr motion of the Motion Pictures' Great Year campaign in the province of O tario starting Sept. 1 is as follow N. A. Taylor, Independent Theatr Association, chairman; Col. John Cooper, Motion Picture Distributo Association, treasurer; Gordon Lig stone, Regal Films, Ltd.; H. Free man, president of Independent The tres Association; Herbert Alle Premier Operating Co.; Sam Fi B. & F. Theatres, Ltd.; P. J. Nol of Ottawa; Harry Alexander, Har Firestone and Harold Kay. Toron independent exhibitors; Morris Stei Famous Players Canadian Corp.; O. Scott of Weston; D. Main, Associat Theatres, Toronto, and L. Lush Wiarton.

Completing Film "Saga

"Hollywood Saga," adapted fro the book by Joseph Balaber and em bodying original scenes from t screen classics of 10 and 20 yea ago, is now being completed at Ne York studios and will be released Exhibitors Pictures in this count and in foreign countries with com mentary in the native language of ea nation.

Confer with Cardenas

HOLLYWOOD, Aug. 25.—Hal Wallis, Paul Muni, Producer Har Blanke and Director William Dieter left last night for Mexico City whe they will be guests of president Laza Cardenas to get official approval the script of "The Phantom Crown based on the lives of Maximilian a Carlotta. They will remain for o week.

Whole Country Rallies to Support Drive

B'way Theatre Managers Get Behind Drive

Broadway theatre managers and pubcity men joined yesterday to prepare ie first cooperative promotional camaign for the Times Square area ouses which will be staged with the tart of the Motion Pictures' Greatest ear campaign next week.

Meeting in the office of Howard)ietz, Loew's director of advertising nd publicity and chairman of the ampaign advertising committee, publicity men of the Broadway houses greed on basic plans for their own community" drive. Their promotion-l activities will include a special ampaign "dress" for Times Square heatres and the area itself, with lenty of banners, displays and ballyhoo stunts. Detailed plans will be leveloped at a meeting to be held at he Capitol on Monday, which will e attended by the Broadway house nanagers, in addition to the publicity nen.

Ben Serkowitz to Lead

Ben Serkowitz of the Capitol was lesignated chairman of the Times Square committee. Others at yesterlay's meeting were Hazel Flynn and Neil Folwell of the Music Hall; Homer H. Harmon, Roxy; Jack Mc-Inerney, Paramount; James Dunne, Rivoli; Irving Windisch, Strand; Phil Laufer, Criterion; Oscar Doob, Loew's and Buck Harris, RKO. In addition to these the following managers are expected at Monday's meetng: Ray Connor, Palace; Al Rosen, Loew's State; Robert Weitman, Paramount; John Wright, Rivoli; Arthur Mayer, Rialto; Jack Fineman, Mayair; Herman Landwehr, Capitol; Irving Lesser, Roxy, and Fred Cruise, Music Hall.

Orders at 13,200,000

Orders for "Movie Quiz" booklets for participants in the $250,000 prize contest mounted to a total of 13,200,000 esterday. The advance sale of the booklets amounted to 6,800,000 copies. Orders for 6,400,000 more were received at campaign headquarters yesterday and have been marked for delivery Monday.

Poli Cakes Sent Out

Tying in the Motion Pictures' Greatest Year drive with its own Greater Show Season, Loew Poli New England Theatres are distributing cakes with engraved cards reading "Cut yourself a piece of Loew Poli Greater Show Season cake and join us in celebrating Motion Pictures' Greatest Year. Compliments of Loew Poli New England Theatres."

First of Industry National Campaign Ads Completed

(Continued from page 1)

Charles E. McCarthy and Robert Gillham are members. The committee, assuming one of the most exacting and important assignments of the entire $1,000,000 campaign, worked against tremendous odds in time limitation and mechanical restrictions to complete the most vital part of its work ahead of schedule. The result is a tribute to the industry, an outstanding accomplishment that will be reflected wherever films are shown.

The basis of the entire campaign, which will represent the largest expenditure of the drive, was mapped out by the committee during the few weeks following the announcement of the industry drive in late July. The committee members worked actively with the Donahue & Coe agency in the carrying out of the basic plan and, in addition, supplied ideas for individual ads, contributed to the preparation of copy and assisted with art work and typography.

The first group of ads, while essentially of a conservative foundation, is characterized by informality and broad reader appeal. Many are illustrated and all are prepared in varying forms calculated to win reader attention. The copy is uniformly human in tenor and, while it holds to general appeal and common understandability, it is addressed as well to varying age groups within the mass audience.

Selection of Sizes

The initial ads are of varying size. All include a prominently placed box calling attention to the $250,000 "Movie Quiz" contest and directing theatre patrons to their local theatre for entry blanks. Also prominently displayed at the bottom of every ad is a list of new season pictures of the participating producing companies, with the names of those starred in each picture. This section of every ad is preceded by the line, "Watch for these new season pictures at your favorite theatre."

Prominently displayed at the base of every ad is the campaign slogan for the public, "Motion Pictures Are Your Best Entertainment."

The first of the ads will appear in daily newspapers of Aug. 31, and regularly thereafter in 1,983 daily papers in the United States and almost 100 daily newspapers in Canada. The leading foreign language papers of both this country and Canada are included in the schedule. The ads will appear from Monday to Friday, inclusive, after the start of the campaign, but no space will be used in Saturday, Sunday or holiday issues. Both morning and evening papers will be used. It is estimated that between $600,000 and $800,000 will be spent on the advertising campaign.

Advertisements Captioned

The following are the captions from each of the 11 completed ads, with the size of each ad as it will appear in daily newspapers. Captions indicate the subject of the ad copy.

Ad No. 2—"The Average Movie-Goer Speaks His Mind." Ad size, 14¼ inches x 260 lines.

Ad No. 8—"Four Walls That Hold a World." Ad size, 12 3/16 inches x 222 lines.

Ad No. 9—"200 Million People Can't Be Wrong." Ad Size, 12 3/16 inches x 208 lines.

Ad No. 11—"What Is Your 'Stake' in Motion Pictures?" Ad Size, 5 columns x 235 lines.

Ad No. 12—"It Could Only Happen in the Movies." Ad Size, 5 columns x 200 lines.

Ad No. 13—"Joe Doakes and His Girl Want the Earth—and They Get It." Ad size, 12 3/16 inches x 266 lines.

Ad No. 14—"One Tornado and Three Hopi Indians . . . Please!" Ad size, 6 columns x 236 lines.

Ad No. 15—"276" (Reference to the number of arts, crafts and professions which unite in making motion pictures.) Ad size, 6 columns x 215 lines.

Ad No. 16—"A Message to You from All Those Who Make Motion Pictures." Ad size, 6 columns x 214 lines.

Ad No. 17—"You Are Your Own Best Movie Critic." Ad size, 5 columns x 228 lines.

Ad No. 18—"The Unseen Hand." (Reference to audience tastes in guiding production schedules). Ad size, 6 columns x 232 lines.

Neighborhood Houses Prepare Local Drive

Plans for neighborhood drives in conjunction with the industry's promotion campaign were set yesterday at a series of meetings, which will be concluded today. Local committees were organized, with a chairman and secretary for each. In each neighborhood, parades, merchant cooperation, civic celebrations and other exploitation is being arranged.

The Downtown Brooklyn group, headed by Ben Simon of Loew's Metropolitan, chairman, and Solly Schwartz of the RKO Albee, secretary, will start its campaign with a midnight supper at the Towers Hotel next Wednesday. A big celebration is planned, with Borough President Ingersoll heading the list of notables cooperating.

Pledge $2,400 in Omaha

OMAHA, Aug. 25.—A preliminary check shows that 80 exhibitors in the Omaha territory have pledged $2,400 to the Motion Pictures' Greatest Year drive, exclusive of 45 circuit houses. The list includes Nebraska, South Dakota and Iowa exhibitors and indications point to favorable support from many others yet to sign. Exhibitors are being contacted by C. E. Williams and D. V. McLucas.

N. E. Showmen Attend Talk By Franklin

BOSTON, Aug. 25.—Harold B. Franklin, business manager of the Motion Pictures' Greatest Year drive, today told 60 New England exhibitors at the Hotel Statler that if the drive is successful, it may become a permanent industry setup, an idea indicated by George J. Schaefer, head of the drive, some time ago. Mr. Franklin also declared that a similar contest may be a part of next year's "Fiftieth Anniversary of the Motion Picture."

Levenson Chairman

M. L. Levenson, circuit owner and divisional drive chairman, presided, and strongly favored the drive. He is first vice-president of Independent Exhibitors, Inc., Allied affiliate, which still declines to back the drive as a unit. The first contributor today was Herman Rifkin, a member of the Allied organization and owner of the New England franchise for Republic, whose product is not included in the "Movie Quiz" plan. Charles Koerner, RKO division manager, had a suggestion to do away with the sale of answer sheets and their possible harm in keeping contestants from films. He suggested entries be accompanied by 30 ticket stubs.

"I wish we'd thought of that before," Mr. Franklin said. "It's too late to use now. We'll certainly consider it for next time."

Bird, Brunk Take Lead

OKLAHOMA CITY, Aug. 25.—Jim Bird, salesman for Loew's and Sam Brunk, booker for the Paramount exchange, are reported to be in the lead for the $200 cash prize offered by L. C. Griffith, president of the Griffith Amusement Co., to the three salesmen obtaining the most subscriptions from Oklahoma independent exhibitors to the national $1,000,000 ad campaign.

Ray Higdon, National Screen Service, is in charge of the drive for Oklahoma with Morris Loewenstein, president of the Oklahoma Theatre Owners, Inc., serving as treasurer.

Posthumous

A letter from Capt. Frank Hawks, flyer who was killed last Tuesday in a flight, was received the following day by the headquarters of the industry's promotion drive. In the letter Capt. Hawks praised the industry's efforts to present "good clean entertainment" and urged that something be done to eliminate double bills and giveaways. The letter was postmarked at Buffalo at the hour of his death.

Dignity, Restraint Mark Specimens of

FOUR WALLS THAT HOLD A WORLD!

"GOING TO THE MOVIES" has become as much a part of modern life as going to work or going home to dinner. It is a habit that survives wars, strikes, political upheaval and national crises.

The first "movies" were gaped at in much the same way as their contemporaries, the first automobiles. Today nobody stands at the curb to yell, "Get a horse!" at the streamlined version of either. The modern motion picture is as far a cry from the nickelodeon "flicker" as the sleek sixteen-cylinder limousine is from its one-lunged ancestor.

This development was possible because "going to the movies", like automobiling, became a national habit.

Why? Why do we "go to the movies"?

It is because the motion picture has taken unto itself some basic functions in society.

Motion Pictures intensify life!

For the younger generation, especially, an evening at the "movies" offers nearer kinship with other people — a greater insight into life — than a visit with neighbors.

The "movies" have given our eyes new ways of seeing. Because a star's face appears before us on the screen in a hundred-square-foot "close-up", we are more familiar with her features than with those of our sister.

A portrait of a motion picture audience would show peace in the darkened theatre, happiness . . . freedom from care . . . hands held. As the audience reacts to what is taking place on the screen, it shares its feelings — and affirms that man is a social being. It is a group experience that is good for each of us, good for our individualities.

* * * *

Motion pictures are today the chief cultural possession of the average man and woman. Millions who are removed from the other arts find in the film their literature, their expressions of beauty in form and design, their interpretations of the world about them.

While the motion picture theatre is itself a great classroom in which our generation has acquired matchless knowledge of far regions and understanding of distant peoples.

* * * *

There is more than a passing connection between the American way of life and American leadership in the world of motion pictures.

For the "movie" is, by its very nature, a democratic product — the cooperative effort of the talents of many people. Their work is subject to the approval of the box-office, a referendum as accurate as that of the ballot-box itself.

It is in this public expression that motion pictures have found their greatest inspiration — their constant challenge to new endeavor.

Now, to provide the finest array of productions ever released, the Motion Picture Industry has mobilized all its skill, all its imagination, all its resources.

Great stories splendidly produced . . . love-filled romance, stirring drama, gay adventure, hilarious comedy, tuneful musicals — star-studded casts filled with your favorites — new talents for which the world has been searched.

One after another these fine pictures are coming to the screen of your favorite theatre — *a world within four walls.*

Entertainment, relaxation, freedom from care are yours in overflowing measure, brought to you week after week by the supreme efforts of the Motion Picture Industry to make this fall season one you will never forget.

$250,000.00

5,404 CASH PRIZES

LIST OF PRIZES!

1st Prize . . .	$50,000
2nd Prize . . .	25,000
2 of $10,000 each,	20,000
5 of $5,000 each,	25,000
5 of $2,000 each,	$10,000
10 of $1,000 each,	10,000
40 of $500 each,	20,000
40 of $250 each,	10,000
300 of $100 each,	30,000
5,000 of $10 each,	50,000
5,404 TOTAL	$250,000

FREE! FREE!

AT YOUR FAVORITE THEATRE!

Hurry! Hurry! Beautiful 32-Page Book For a Limited Time Only!

FREE—your copy of this 32-Page Movie Quiz Contest Booklet at your favorite theatre—contains complete information about the $250,000 Movie Quiz Cash Prize Contest PLUS all the news of forthcoming hits—pictures of your favorite stars—a contest entry blank. Just ask for it—IT'S FREE—and you're on your way to one of the 5,404 cash prizes totaling $250,000. Get *your* copy today—at your local theatre.

Watch for these new season's pictures at your favorite theatre

LITTLE MISS BROADWAY
Shirley Temple, George Murphy
MOTHER CAREY'S CHICKENS
Anne Shirley, Ruby Keeler, James Ellison
PROFESSOR BEWARE
Harold Lloyd, Phyllis Welch
THE AMAZING DR. CLITTERHOUSE
Edward G. Robinson, Claire Trevor
THE CHASER
Dennis O'Keefe, Ann Morriss, Lewis Stone
BAREFOOT BOY
Jackie Moran, Marcia Mae Jones
ALGIERS
Charles Boyer, Hedy LaMarr, Sigrid Gurie
BULLDOG DRUMMOND IN AFRICA
John Howard, Heather Angel, H. B. Warner
GATEWAY
Don Ameche, Arleen Whelan
I'M FROM THE CITY
Joe Penner, Richard Lane, Lorraine Krueger
LETTER OF INTRODUCTION
Adolphe Menjou, Andrea Leeds, Edgar Bergen
THE CROWD ROARS
Robert Taylor, Maureen O'Sullivan
MR. CHUMP
Johnny Davis, Lola Lane, Penny Singleton
KEEP SMILING
Jane Withers, Gloria Stuart
PAINTED DESERT
George O'Brien, Laraine Johnson
RICH MAN—POOR GIRL
Robert Young, Lew Ayres, Ruth Hussey
THE MISSING GUEST
Paul Kelly, Constance Moore

THE TEXANS
Joan Bennett, Randolph Scott, May Robson
RACKET BUSTERS
Humphrey Bogart, George Brent
THE GLADIATOR
Joe E. Brown, June Travis
ALEXANDER'S RAGTIME BAND
Tyrone Power, Alice Faye, Don Ameche
BLOCK-HEADS
Stan Laurel and Oliver Hardy
GIVE ME A SAILOR
Martha Raye, Bob Hope, Betty Grable
SMASHING THE RACKETS
Chester Morris, Frances Mercer, Rita Johnson
BREAKING THE ICE
Bobby Breen, Charles Ruggles
DARK RAPTURE
African Jungle Feature
MARIE ANTOINETTE
Norma Shearer, Tyrone Power
SPAWN OF THE NORTH
George Raft, Henry Fonda, Dorothy Lamour
SPEED TO BURN
Michael Whalen, Lynn Bari
BOY MEETS GIRL
James Cagney, Pat O'Brien, Marie Wilson
UNDER THE BIG TOP
Anne Nagel, Marjorie Main, Grant Richards
CAREFREE
Fred Astaire, Ginger Rogers
FOUR'S A CROWD
Errol Flynn, Olivia de Havilland
FRESHMAN YEAR
Dixie Dunbar, William Lundigan

I AM THE LAW
Edward G. Robinson, John Beal, Wendy Barrie
MY LUCKY STAR
Sonja Henie, Richard Greene
SING YOU SINNERS
Bing Crosby, Fred MacMurray, Ellen Drew
THREE LOVES HAS NANCY
Janet Gaynor, Robert Montgomery
BOYS TOWN
Spender Tracy, Mickey Rooney
IN OLD MEXICO
William Boyd, Russell Hayden, George Hayes
SAFETY IN NUMBERS
The Jones Family, Jed Prouty, Shirley Deane
THE AFFAIRS OF ANNABEL
Jack Oakie, Lucille Ball
THE COMET
Wm. Gargan, Joy Hodges, Andy Devine
SECRETS OF AN ACTRESS
Kay Francis, George Brent, Ian Hunter
THE LADY OBJECTS
Lanny Ross, Gloria Stuart
JUVENILE COURT
Paul Kelly, Rita Hayworth, Frankie Darro
HOLD THAT CO-ED
John Barrymore, George Murphy
RENEGADE RANGER
George O'Brien, Rita Hayworth
SONS OF THE LEGION
Lynn Overman, Evelyn Keyes
THE ROAD TO RENO
Randolph Scott, Hope Hampton
TOO HOT TO HANDLE
Clark Gable, Myrna Loy, Walter Connolly

VALLEY OF THE GIANTS
Charles Bickford, Claire Trevor, Jack LaRue
DRUMS
Sabu, Raymond Massey, Valerie Hobson
CAMPUS CONFESSIONS
Hank Luisetti, Betty Grable
FUGITIVES FOR A NIGHT
Frank Albertson, Eleanor Lynn
LISTEN DARLING
Freddie Bartholomew, Judy Garland
THE LAST EXPRESS
Kent Taylor, Dorothea Kent, Barbara Read
TIME OUT FOR MURDER
Gloria Stuart, Michael Whalen
FOUR DAUGHTERS
Claude Rains, Priscilla, Rosemary, Lola Lane
WANTED BY THE POLICE
Frankie Darro
GIRLS' SCHOOL
Anne Shirley, Nan Grey
KING OF ALCATRAZ
Gail Patrick, Lloyd Nolan, J. Carroll Naish
MR. WONG, DETECTIVE
Boris Karloff
YOU CAN'T TAKE IT WITH YOU
Jean Arthur, Lionel Barrymore
ROOM SERVICE
The Marx Brothers, Lucille Ball
STABLEMATES
Wallace Beery, Mickey Rooney
SUBMARINE PATROL
Richard Greene, Nancy Kelly, George Bancroft
YOUTH TAKES A FLING
Andrea Leeds, Joel McCrea, Dorothea Kent

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MOTION PICTURES ARE YOUR BEST ENTERTAINMENT

Ad No. 8 12 3-16 x 222 lines

Industry's Big Campaign Advertisements

Left to right—Joe Doakes and his girl, Marge—(good going, Joe.)

Joe Doakes and his girl want the Earth...*and they get it!*

WITH JOE DOAKES and his girl things aren't so hot. Work hasn't been regular, and wherever you look there's plenty of trouble. They've been pushed around a lot, and they're bewildered because things just don't seem to add up anymore.

"Come on, Marge, let's go to the movies!"

Once inside the motion picture theatre everything is changed for them. There Joe Doakes is boss. He has paid his money and what he says goes.

The whole world is brought to them, while Joe holds his girl's hand and sits back in enjoyment.

Maybe it's a hot swing band they want. The movies have searched the dance spots and brought it to them. Perhaps they want a swell adventure story—Khyber Pass, Bengal Lancers and all that. The movies have it. Or a homely, touching story of everyday folks. There it is, and Joe and the girl friend have a grand time.

Whatever they want, the movies get it for them. Cameramen go into darkest Africa or wander over the bleak Arctic to get authentic settings.

The writers of the brightest comedies take them into the drawing rooms of the wealthy (and, boy, *are they drawing rooms!*).

The best dance teams in the world float before their eyes and Joe feels all feet, while Marge almost swoons. And, if by any chance, it's love they want... Don't fool yourself—the entertainment of Joe and Marge is the movies' job, and the movies are doing that job extremely well.

Joe and Marge are interested only in what is being shown tonight at the Bijou, but the Motion Picture Industry is intent on entertaining the millions of Joes and Marges and their families in thousands of Bijou theatres from Broadway to Bombay.

To accomplish this the best authors are spinning their stories for Hollywood. The best dramatists are building their plays. The finest actors and actresses of our time give their talents—the greatest composers of today and yesterday, their melodies. London, Paris, New York—the whole world—offer up their best to the movies, so that you, and you, and you may be entertained.

And around these creative artists has been placed a technical staff which is the marvel of an age. Camera work that shows you breath-taking beauty; perfect sound that gives you the whisper of a little child... the croon of a Crosby... the thrilling top notes of a MacDonald, brilliant color that paints the world with the brush of the Master Artist. All of these conspire to make the American motion picture.

Thus it is that "Snow White" comes to life before the eyes of enraptured millions. Thus it is that Chicago falls crashing to the ground a generation after the great fire. Paul Muni as "Emile Zola" teaches the world the depths to which persecution can go—Frank Capra makes a nation laugh at the plight of a nice young couple thumbing a ride. Capt. Bligh again strides the deck of the mutinous Bounty and the Hurricane devastates a South Sea isle.

It is because of the movies that Jackie Cooper and Deanna Durbin have become everybody's ideal of a fine American boy and girl, and it is from the screen that Shirley Temple climbs into the laps and hearts of all mankind.

Pictures have come over their long road by trial and error until today they stand as one of the world's most important institutions—the beloved property of everybody—to criticize for their shortcomings, to accept and to cherish for their many, many virtues.

* * * *

We who make and exhibit motion pictures ask you especially to see the productions that are coming to your favorite theatre this fall. It is fitting that an array of pictures such as this—the finest that has ever been released in a single season—should reach you on the eve of the Golden Jubilee of motion pictures. They will bring you laughter...tears...adventure... romance...LIFE—give you entertainment, relaxation and freedom from care in overflowing measure.

$250,000.00

5,404 CASH PRIZES

LIST OF PRIZES!

1st Prize . . . $50,000
2nd Prize . . . 25,000
2 of $10,000 each, 20,000
5 of $5,000 each, 25,000
5 of $2,000 each, $10,000
10 of $1,000 each, 10,000
40 of $500 each, 20,000
40 of $250 each, 10,000
300 of $100 each, 30,000
5,000 of $10 each, 50,000
5,404 TOTAL $250,000

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  Anne Shirley, Ruby Keeler, James Ellison
- PROFESSOR BEWARE
  Harold Lloyd, Phyllis Welch
- THE AMAZING DR. CLITTERHOUSE
  Edward G. Robinson, Claire Trevor
- THE CHASER
  Dennis O'Keefe, Ann Morriss, Lewis Stone
- BAREFOOT BOY
  Jackie Moran, Marcia Mae Jones
- ALGIERS
  Charles Boyer, Hedy LaMarr, Sigrid Gurie
- BULLDOG DRUMMOND IN AFRICA
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- GATEWAY
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  Humphrey Bogart, George Brent
- THE GLADIATOR
  Joe E. Brown, June Travis
- ALEXANDER'S RAGTIME BAND
  Tyrone Power, Alice Faye, Don Ameche
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  Stan Laurel and Oliver Hardy
- GIVE ME A SAILOR
  Martha Raye, Bob Hope, Betty Grable
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  African Jungle Feature
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  Norma Shearer, Tyrone Power
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  Anne Nagel, Marjorie Main, Grant Richards
- CAREFREE
  Fred Astaire, Ginger Rogers
- FOUR'S A CROWD
  Errol Flynn, Olivia de Havilland
- FRESHMAN YEAR
  Dixie Dunbar, William Lundigan
- I AM THE LAW
  Edward G. Robinson, John Beal, Wendy Barrie
- MY LUCKY STAR
  Sonja Henie, Richard Greene
- SING YOU SINNERS
  Bing Crosby, Fred MacMurray, Ellen Drew
- THREE LOVES HAS NANCY
  Janet Gaynor, Robert Montgomery
- BOYS TOWN
  Spencer Tracy, Mickey Rooney
- IN OLD MEXICO
  William Boyd, Russell Hayden, George Hayes
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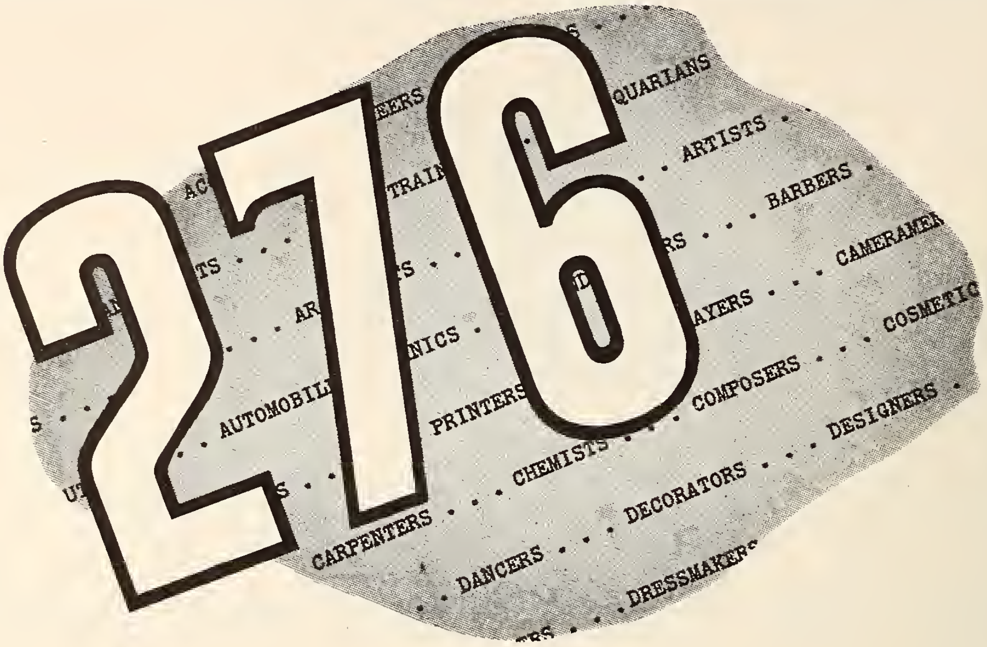
Ad No. 13

No Superlatives Are Used in the Effort



A MOTION PICTURE is a combination of the rarest talents —

Author, director, actor, designer, cameraman — the representatives of 276 arts, crafts and professions join hands in the production of a motion picture . . .

Thought, skill, effort, courageous investment go into it . . .

If a great novel captures the attention of the world, it is dramatized for the screen . . .

If a hit play is produced on the stage in London, Paris or New York, it is translated into a motion picture . . .

The most successful authors are engaged to give their art to the movies — while outstanding composers contribute their most important music . . .

America's best known writers of popular songs and librettos create screen musical comedies . . .

Players are sought and tested, schooled in voice and pantomime and camera tests are made to secure the best characterizations . . .

Expeditions are sent to the far corners of the globe for authentic atmosphere . . . artists, architects, historians, scientists engaged to make certain of the correctness of literary and pictorial details . . .

In the laboratory endless care to insure perfect presentation . . . Previews before audiences to test public reaction . . . Everything is done to make the motion picture what it is today.

* * * *

For nearly fifty years the motion picture has been developing, improving. And never before in all its history has it offered you such glorious entertainment as now, on the eve of its Golden Jubilee.

Fine pictures are coming to your favorite theatre one after the other — pictures that have called forth all the skill, all the imagination, all the resources of one of the world's great industries. Pictures that will give you relaxation and diversion. Pictures that will take you to distant lands, show you strange scenes and exotic peoples, unlatch for you the mansion doors of millionaires and the cottage doors of plain folks, turn back for you the pages of history, make great events live again.

Pictures that will make you laugh and cry . . . pictures that will pull you to the edge of your seat, tense with excitement . . . pictures that will bring you adventure . . . romance . . . LIFE.

Your theatre man, too, has caught the spirit of this new, exciting amusement season. With his great sense of showmanship he is introducing a contest which will make "going to the movies" still greater fun — a contest which will make your visit to his theatre not only entertaining but perhaps highly profitable as well.

$250,000.00

5,404 CASH PRIZES

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MM6535 8-24-38 P4 Ad No. 15 6 cols. x 215 lines

To Stir Interest Among Theatre Patrons

"One tornado and three Hopi Indians ... *please!*"

A STRANGE REQUEST? Not at all — in the world of the films. Today the call may be for "a tornado and three Hopi Indians" ... tomorrow, perhaps, it will be for a trained ostrich and a replica of a 13th Century castle ... and the day after for an under-sea cavern and a Roman legion.

Whatever the demand, it must be met — regardless of how difficult or how costly. Whatever a picture needs to bring it to life, it gets. Casts numbering thousands are costumed ... equipped ... rehearsed. Nature in all its many moods is captured to perform before the camera's eye. Scholars search the archives of history ... expeditions fare forth to the far corners of the earth ... specialists of every sort and kind are called in — to make a picture ring with sincerity, speak with accuracy.

And that is just a small part of the wonder-world behind the scenes where motion pictures are born.

Into the making of a picture goes the work of brain and hand of the men and women of 276 arts, sciences and professions — collaborators with the great writers and composers, the directors and players whose names you see on the screen.

Before a picture unfolds its story, artists and architects, designers and draftsmen, bricklayers and carpenters have labored — erecting sometimes whole streets or entire villages ... building and furnishing slums and palaces —

Lighting experts, musicians and mechanics, sound effects technicians, set dressers and seamstresses have worked day and night — each contributing his or her part to create the picture you see — each helping to make motion pictures what they are today — your *best* entertainment.

Around the corner from your home — everybody's home — there is a world quite apart from the one in which we live ... a world into which each man and woman who sits in the darkened theatre enters and becomes a part — leaving the world of reality behind.

Here in this other world are brave adventure and tender romance. Here are side-splitting laughter and tense emotion. Here are music and drama. Here is LIFE.

Day after day the motion picture weaves its magic about the minds of millions of men and women. For them — we hope for *you* — the movies make this old earth a better, happier place. We who make and exhibit motion pictures like to think that they have brought more pleasure to more people at less cost than almost anything else the mind of man was ever responsible for — and have done the human race more downright good than all the medicines concocted since creation.

* * * *

This fall — with the motion picture standing on the eve of its Golden Jubilee — it is fitting that the Motion Picture Industry should have outdone itself to bring to you as fine an array of productions as you have ever seen in a single season.

There are, as you will see from the list below, pictures of every kind — to suit every taste and match every mood. One after another they are coming to your favorite theatre — offering you entertainment, relaxation, freedom from care in overflowing measure.

$250,000.00

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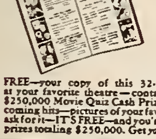

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MM6534 8-24-38 P4

Ad No. 14 6 cols. x 236 lines

▸ Radio Personals ◂

HARRY DUNCAN, songwriting member of the Radio Rubes, is turning author to compile a book of little known and unrecorded American folk songs for Harper Bros. . . . Sammy Kaye's band will play aboard the Potomac River Line boat tonight, through a Music Corp. booking. . . . Dora Miranda, currently playing in the Broadway play "Our Town," is the latest recruit to the "Aunt Jenny" cast on CBS . . . Peggy Allenby of "Road of Life" cast, expects an addition to the Allenby family in the near future . . . Harold Koch, formerly associated with Ed Dukoff's publicity office, is now on his own, handling Lanny Grey's "Rhythm School of the Air" show . . .

✚

Chicago

Frank Wilson, tenor, will again be heard on WBBM. . . . Hal Burnett, local press agent, is back from a trek in Wyoming's wilderness. . . . Oren Weaver is turning yachting expert for CBS. He gives interviews on the air for would-be yachters. . . . Ken Robinson, NBC continuity chief, is vacationing in Wisconsin. . . . Tommye Birch, songstress, is back in Chicago after a tour with Roger Pryor. . . . NBC bowlers have jumped the gun and are already starting their bowling league. . . . Bob Morard, WBBM-CBS press representative, is in Indiana for a vacation. . . . Corrina Mura is vacationing after a run at the Bon Air Country Club. . . . WGN again will broadcast exclusively the Chicago Blackhawk bockey games, with veteran Bob Elson at the mike. . . . Edith Davis is back from a month's vacation in California at the home of Walter Huston. . . . Hugh Studebaker has returned after several weeks in Bermuda.

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Cincinnati

John Eichstadt, concert master at WLW, has resumed his duties after a seven-week vacation in which he and his family covered 6.500 miles in their auto. . . . Bill Wells, until recently with WCPO, *Cincinnati Post* station, has joined KGNF, North Platte, Neb., as program director and chief announcer. . . . Frank Dieringer, chief engineer of WKRC, is vacationing at Virginia Beach. Ed Hamel, supervisor of the engineering staff, is pinch-hitting. . . . Marion Grau, traffic manager of the same station, is taking time out for a rest at Indian Lake, O.

Is Georgia System Agent

The Georgia Broadcasting System has appointed Sears & Ayer, with offices here and in Chicago, as their special representatives. Stations constituting the Georgia chain are WATL, Atlanta; WRBL, Columbus, and WGPC, Albany.

Standard Brands Renews

Standard Brands, through J. Walter Thompson, has renewed for 13 weeks Dr. Stidger's inspirational talks on the NBC-Blue. The program is offered Mondays through Fridays from 11:45 A. M. to 12 noon. The renewal takes effect Oct. 3.

AFRA Considers New Ruling on the Coast

SAN FRANCISCO, Aug. 25.—The Federal Communication Commission's failure to approve the purchase of KSFO by CBS has left that network in an embarrassing position here, in view of the recent nationwide agreement with the American Federation of Radio Artists by both NBC and CBS. The agreement calls for A.F.R.A. members to collect $7.50 each for auditions staged by either web. As CBS has not been accorded operating control of KSFO, that station has been free to offer auditions to sponsors without paying for talent.

NBC, placed at a disadvantage, has complained to Vic Connors, local head of A.F.R.A., who is considering an arbitrary ruling requiring KSFO to pay.

KOIL Will Join CBS Starting Next April

OMAHA, Aug. 25.—KOIL, Omaha member of Central States Broadcasting System, has closed a contract for a CBS network tieup, starting next April. The station will drop NBC affiliation and Mutual programs.

Assign "Hotel" Talent

Talent for the "Hollywood Hotel" program, which will return to CBS Sept. 9 as a completely revised program, has finally been set by Ward Wheelock, the agency handling the account. Herbert Marshall has been signed as "em cee" until Oct. 21, when William Powell will take over. Singing berths will be held down by Frances Langford and Jean Sablon, while Victor Young's orchestra will supply the music. Half of the program will be musical, while dramatizations of pictures, stage plays and novels will comprise the final 30 minutes.

WOV Feeds to Network

WOV, key station of the International Broadcasting System, is now feeding several new programs to the other stations of the network. "Blue Illusion Dance" goes to WPEN, Philadelphia; WELI, New Haven; WATR, Waterbury, and WNBC, New Britain, while "Musical Moments" goes to WPEN. WELI and WNBC. Two new commercial shows are "La Rosa," seven days weekly, sent to WPEN, WICC, WEAN and WAAB, and "Brioschi's," a Sunday program, broadcast over WPEN, WELI and WCOP.

Sue Consolidated Radio

Consolidated Radio Artists, Inc., was named defendant in the N. Y. Supreme Court yesterday in a suit filed by Washington Section, National Council of Jewish Juniors. The plaintiff is suing on the basis of an alleged judgment "in excess of $4,300" which it claims to have recovered in the U. S. District Court for the District of Columbia against the defendant, and which it now seeks to enforce in New York State.

KFAB Asks 50,000 Watts

OMAHA, Aug. 25.—Frank Throop, president of Central States Broadcasting System, has filed application with F.C.C. to boost power of KFAB, Lincoln, from 10,000 to 50,000 watts.

Hi Ho! Bronco Billy

San Francisco, Aug. 25.—KROW is dickering with "Bronco Billy" Anderson, early film hero, to star in a new western script series based on his early career. Anderson is currently employed as night clerk in a hotel here, having lost the fortune he made in the early days of films.

Seeks New Station For Niagara Falls

WASHINGTON, Aug. 25.—Application for a new broadcasting station at Niagara Falls, to operate on 1,260 kilocycles with 250 watts power, day only, has been filed with the Federal Communications Commission by the Niagara Falls Gazette Publishing Co.

Among the applications received at the commission was a new request from Larry Rhine, San Francisco, whose previous attempt to obtain a construction permit was unsuccessful, for a new station to operate on 1,420 kilocycles with 100 watts power, and an amended application from Sweetwater Radio, Inc., seeking a station at Sweetwater, Tex., asking that the requested frequency be changed from 1,310 to 1,210 kilocycles and power from 100 to 250 watts.

An increase in day power, from 100 to 250 watts, was asked by WJEJ, Hagerstown, Md., and an increase of night power, from 1,000 to 5,000 watts, was asked by KGVO, Missoula, Mont.

The commission will hear oral argument Oct. 20 on the application of WORL, Boston, for extension of time from day to unlimited and increase of power from 500 to 1,000 watts.

Examiners' Hearings Ordered on Stations

WASHINGTON, Aug. 25.—The Federal Communications Commission has ordered examiners' hearings on the following broadcasting applications:

WSJS, Winston-Salem, N. C., for increase of day power from 100 to 250 watts; WMBC, Detroit, for change of frequency from 1,420 to 600 kilocycles and increase of night power from 100 to 250 watts; M. C. Reese, Phoenix, Ariz., for a new 1,200-kilocycle station with 100 watts power night, 250 watts day; Eastern Nevada Broadcasting Co., Ely, Nev., for a new 1,500-kilocycle station with 100 watts power, day only, and Cuyahoga Valley Broadcasting Co., Cleveland, for a 1,500-kilocycle station with 100 watts power, day only.

To Sponsor "Early Bird"

Television Training Corp. has entered into a contract with WHN for sponsorship of the "Early Bird" program every Monday, Wednesday and Friday from 7:30 to 7:45 A.M. Huber Hoge & Sons placed the account.

Ettinger En Route West

Ed Ettinger, script writer for the Edward G. Robinson "Big Town" series on CBS, left New York yesterday for Hollywood.

Is WAPI Music Head

BIRMINGHAM, Aug. 25. — Oliver Naylor, formerly of WIP, Philadelphia, has been appointed musical director of WAPI here.

Air Setup for Coast Fair Costs $400,00

SAN FRANCISCO, Aug. 25.—Mo than $400,000 will be spent providi up-to-date radio facilities at the 19 fair on Treasure Island, according exposition headquarters. Two lar studios, seating several thousand, a planned, as well as numerous small studios. Stations from all parts of t bay region will pipe programs dire from the air. Art Linkletter is t fair's radio chairman, and Ralph Bru ton of KJBS has been named vi chairman of the radio committee.

"What's My Name?" Renewed on Mutua

"What's My Name?," heard eve Friday at 8 P.M. on the Mutual ne work, has been renewed for an add tional 13 weeks. The program is audience participation affair, whi co-stars Arlene Francis and Bu Hulick, with the Philip Morris ciga ette company sponsoring. Biow & C is the agency.

Dunville Succeeds Jennings with WL

CINCINNATI, Aug. 25.—Robert Dunville, manager of WSAI, h been promoted to the general ma agership of WLW-WSAI, succeedi Robert G. Jennings, who resigned r cently. Mr. Dunville will supervi all sales merchandising promoti activities of both stations.

Jennings on Vacation

CINCINNATI, Aug. 25.—Robert Jennings, who recently resigned vice-president of the Crosley Ra Corp., in charge of sales and progra of WLW, has gone on a vacation t to New York and Virginia Bea Although his plans have not been a nounced, it is understood that he w be associated with a New York vertising agency, taking the Crosl account with him.

Menjou on Texaco Sho

Adolphe Menjou, as reported he previously, will hold down the mast of ceremonies role in the forthcomi new Texaco series on CBS. T balance of the cast, some of who have just been signed, includes: U Merkel, Charles Ruggles, Jane Fr man, Kenny Baker, Jimmy Wallin ton and Max Reinhart directing "Workshop" dramatizations. T Texaco show will start Oct. 9.

Sign Bernie for Serie

Ben Bernie, who recently ended broadcasting stint for U. S. Tire C has been signed for a new series the American Tobacco Co. for H and Half smoking tobacco. The ries is to start Oct. 2 on CBS, a Sundays thereafter from 5:30 to P. M. Young & Rubicam is t agency which set the deal.

Vick Plans New Progra

Substantiating earlier reports, Vick Chemical Co., which previou has sponsored elaborate musicals, t season will assay a dramatic progra one of radio's oldest characterizatio "Seth Parker," as created by P Lord. The program will start Se 25, and will be heard on Sund from 7:30 to 8 P. M.

Quick Action Predicted in Union Deals

(*Continued from page* 1)

ribed as of a minor nature, and asks r a written contract to Labor Day, th a renewal of the written pact.

Under the agreement reached last , the union was granted a six per nt increase, with another six per nt boost promised for this fall. The rcuits, however, will ask the union postpone the requested raise, be-use of business conditions, and it considered likely that the union ill agree.

The circuits are also requesting a o-year contract. The union is ask-g that relief men be listed on the ayroll instead of being paid indi-ctly through the union, in order to eet Social Security requirements.

Similar negotiations will be con-ucted with Local 4, Brooklyn stage-ands' union. Discussions with Local 06, operators, will be started after abor Day, and are expected to be rolonged. The operators are work-ng under a 10-year agreement nego-iated three years ago, which pro-ides for annual wage agreements.

The unions' negotiations with the ndependents, to be conducted through he I. T. O. A., will begin after agreements have been reached with the major circuits. The I. T. O. A.'s 10-ear pact with Local 306 has eight more years to run, with annual hanges provided.

Academy Will Start Information Bureau

Hollywood, Aug. 25.—Continuing s reorganization, the Academy of Motion Picture Arts and Sciences to-ay informed studio heads and pub-icity directors that it was opening an nformation bureau to answer ques-ions pertaining to the industry.

Donald Gledhill, executive secretary, n letters written to the executives sked that all letters written by per-ons seeking information such as sta-istics and the like about the industry e turned over to his office for prompt ction.

Heidingsfeld Is Back

Cincinnati, Aug. 25.—Col. Ben L. Heidingsfeld, attorney associated with ke Libson in operation of theatres in he RKO Midwest division, claims he local record for the fastest round rip to London.

Leaving here Aug. 10, and sailing rom New York on the *Queen Mary*, when she made her record-breaking eastward passage, Mr. Heidingsfeld was back in Cincinnati Tuesday, 13 days after his departure, after having spent two days in London. He was summoned home by the death of a prominent client.

RCA Sets Italian Deal

Scalera Film, Rome, Italy, has signed for RCA Photophone sound recording channels and re-recording apparatus, thus becoming the second major film recording studio in Italy to sign a Photophone license. The other user in that country is Stabilimenti Cines.

Funeral Services For Drake Today

(*Continued from page* 1)

away and news of this was kept from him for some time.

Mr. Drake was one of the leading figures in the introduction of sound to the screen as an official first of Western Electric and then of Erpi.

Mr. Drake was born in Waltham, Mass., in 1883, his father being principal of the Waltham schools. He spent three years at Harvard, then went on to the U. S. Naval Academy at Annapolis. He graduated in 1906, standing second in a class of 114 men. He spent a couple of years at sea in the usual manner, but showed such aptitude that he was ordered ashore and into the Naval Construction Department. His work there earned him three years of post graduate work at the Massachusetts Institute of Technology. He married Evelyn Rockwell, daughter of Rear Admiral Rockwell.

Left Navy in '19

He served in the Navy until 1919, and resigned with the rank of commander to accept a position as works manager of the Baltimore Drydock Shipbuilding Co. Later he joined the Winchester Repeating Arms Co., and was president of seven subsidiary companies until 1925.

Mr. Drake joined Western Electric as superintendent of operations at the Kearney plant, became associated with Western Electric's commercial department and was named general manager of Erpi with the formation of that company in 1927.

He remained in that post until Jan. 1, 1928, when he was elected a vice-president of the company. In 1936 he was named executive vice-president, and, on April 13, 1937, he was elected president.

He is survived by his widow, one daughter and one son. He was a member of the Harvard Club.

Plan Suit to Test New Orleans Taxes

New Orleans, Aug. 25. — Papers are being drawn here for filing in a move of New Orleans theatres to contest the legality of the state and city taxes on film rentals.

Following a meeting of representatives of theatre managers, at which it was decided to contest the tax, attorneys were authorized to proceed with preparation of the papers and filing of the suits in the Federal or state courts.

Magazine Suit Settled

William L. Gross, as assignee for the benefit of creditors of the Theatre Magazine Co., will make application today to the N. Y. Supreme Court for an order approving a tentative settlement of his suit in the Federal Court against 20th Century-Fox Film Corp. for alleged infringement of the August, 1929, cover of *Theatre Magazine* in the picture, "George White's 1935 Scandals." Twentieth Century-Fox has offered $1,000 in complete settlement.

Mentone Moves Office

Mentone Productions, Inc., has moved its home office from 1270 Sixth Ave. to 35-11 35th Ave., Long Island City.

Well Sponsored

Hollywood, Aug. 25.—An unusual situation cropped up in the issuing of press preview tickets to "Drums," Alexander Korda's production.

Invitations read: "Samuel Goldwyn, David O. Selznick, Walter Wanger, Hal Roach and Edward Small are privileged to invite you to the West Coast press preview of Alexander Korda's most notable United Artists production, 'Drums.' "

Deny Government to Make Housing Film

Washington, Aug. 25.—Officials of the National Emergency Council today denied reports that the Government was preparing to produce a motion picture on the housing problem, along the lines of "The River" and "The Plow That Broke the Plains."

At the film division of the N. E. C. it was explained that such a picture is being made by American Documentary Films, which is a New York concern, but that it is being produced on behalf of a group of architects in New York and will be sponsored by them. No new Government films of the type produced by Pare Lorentz are now under consideration, it was said.

No decision has yet been reached by Government officials here as to whether Pare Lorentz shall picturize "Ecce Homo," from the broadcast under that title made over CBS network some time ago by the Columbia Experimental Workshop, it was said here today.

The broadcast, it was said, aroused great interest and Mr. Lorentz since has compiled additional material.

MGM, S.I. Sign for "Gone With Wind"

(*Continued from page* 1)

in New York, while Louis B. Mayer, Al Lichtman and Edgar Mannix, for M-G-M, met with David O. Selznick, Henry Ginsberg and L. F. Altsock, for Selznick International here. A Whitney statement issued following the closing of the deal said in part:

"Mr. Selznick has known all along that Clark Gable was the one and only people's choice for Rhett Butler and only through an arrangement with M-G-M to whom he is under exclusive contract, could we have been able to make 'Gone with the Wind' as the public would want to see it made. A Scarlett O'Hara will be found and will be at work before the year is out and all of the other parts will be assigned. I am happy that our negotiations with M-G-M have resulted satisfactorily and that Selznick International may now go forward with all necessary speed."

Mr. Schenck said, "I am proud that M-G-M will distribute the most greatly discussed and widely loved story of recent years. I am confident that David O. Selznick's 'Gone with the Wind' will find him at the highest point of his career and that the picture will exceed expectations."

On returning to England I wish to thank, on behalf of Mr. Albert E. Newton and myself, our many American friends and acquaintances for the courtesies and assistance extended to us during our visit to Hollywood and New York.

Ernest G. Roy,
Managing Director.

KAYS LABORATORIES, LTD.
22 Soho Square
LONDON, W. C. 1

RELIABLE

IT WAS not by chance that Eastman Super X became the world's most widely used motion picture negative. Super X simply proved over and over that it yielded the world's finest photographic quality. The industry takes no chance in continuing to use this famous, reliable film. Eastman Kodak Company, Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

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First in
Film and
Radio News
Brief,
Accurate
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Impartial

L. 44. NO. 41 NEW YORK, MONDAY, AUGUST 29, 1938 TEN CENTS

'way Houses In a Race for Name Bands

rand Shift Puts Three Theatres in Rush

een rivalry for popular bands with ox-office draw is anticipated by kers in the music field as a result he switch of the Strand to a band cy. Heretofore the Paramount has n the chief user of bands on Broad-, but with the Strand adopting a policy, three-way competition for biggest "names" is created among Paramount, Strand and Loew's te.

he Paramount uses about 20 well wn bands a year, figuring picture dovers during the 52-week period. e Strand will need at least the e number. Loew's State is pririly a vaudeville house and limits band attractions to a maximum of established orchestras a year.

This means that a minimum of 50 g name" bands will be needed to pply the three Broadway houses

(Continued on page 5)

rowds Arrive for Milwaukee Jubilee

Milwaukee, Aug. 28.—Film people m all parts of Wisconsin and other tions of the country have begun to ive here for the Wisconsin Motion cture Industry Reunion and Testinial to be held at the Hotel Schroe-r Tuesday and Wednesday. The air is a testimonial to Charles W. ampe, local industry pioneer, on his th anniversary in the industry, and

(Continued on page 6)

oore Goes to Head Standard Theatres

B. F. (Dinty) Moore, for the last ree years in charge of Warners' ew York and Brooklyn Strands, t yesterday for Oklahoma City ere he will be general manager of e Standard Theatres Corp., in which arners has an interest.

Mr. Moore came here from St. uis, where he was city manager for arners up to the time the circuit linquished its holdings there.

Zeb Epstin, house manager of the roadway Strand, has been promoted managing director, and William

(Continued on page 6)

Radio News—P. 6.

Majors' Fall Advertising On Bigger Scale Than Ever

By IRENE KUHN

Advertising campaigns for fall are bigger and better planned than ever; more, they are skillfully tied in with the industry's drive for increased business in all cases. Not only will regular appropriations be expended for advertising that will carry the slogan Motion Pictures Are Your Best Entertainment, but in many cases extra appropriations and special campaigns are indicated during the Sept. 1-Dec. 31 period.

This preview of prosperity is seen as a result of a general survey of the home offices by Motion Picture Daily.

What is just as important, perhaps, as the money flowing out of picture companies into advertising and exploitation, and subsequently into many pockets, and the cumulative enthusiasm of industry leaders and employes communicating itself to the public to pep up heat-jaded box-offices, is the added employment which will result from the drive. The quiz with its substantial prizes, moreover, will start

(Continued on page 7)

Selznick-UA In Agreement On Releasing

Selznick International will continue as a production associate of United Artists after completing "Gone with the Wind" for release by M-G-M, it was learned from official sources over the weekend.

That the Selznick organization itself regards the M-G-M deal as only a temporary separation from United Artists which will end with the delivery of the picture to M-G-M was made apparent by remarks of Selznick officials which indicated that the company is completely satisfied with the releasing terms which are available to it from United Artists. Official statements indicate, as well, that the Selznick company regards the M-G-M deal as having been dictated by cost and cast considerations peculiar to the story.

Statements of officials of both companies permit the inference that an understanding already exists regard-

(Continued on page 2)

Producers, Directors Guild Reach Impasse

Hollywood, Aug. 28.—Producers and Screen Directors Guild representatives met yesterday morning on the Guild's negotiations for a bargaining contract for directors, assistants and unit managers, but broke up the meeting after having failed to reach an agreement.

Barry Brennan, attorney for the Guild, said the next meeting of the committee will be at the National Labor Relations Board hearing scheduled for Monday.

Report Deal For English Merger Near

By AUBREY FLANAGAN

London, Aug. 28.—Conversations which have as their ultimate aim a consolidation of the Gaumont British Circuit, the Odeon Circuit and the theatres of Sidney L. Bernstein are believed to be reaching the stage of finality, it is reported here in informed quarters.

The negotiations are understood to be among the Ostrer Brothers, heads of the Gaumont British theatres, Oscar Deutsch, head of the Odeon group of houses, Mr. Bernstein and Philip Hill of Philip Hill & Partners, financial house. Although the reports of the proposed merger are as yet unconfirmed officially, it is learned on reliable authority that they are substantially correct.

The proposed merger, probably backed by the financial strength of Philip Hill & Partners, would form a solid booking bloc in opposition to

(Continued on page 5)

F & M Planning No Theatre Expansion

Fanchon & Marco, which operates theatres in St. Louis, the west coast and New England, has no plans at present for additional expansion, says Harry Arthur, vice-president. He arrived over the weekend for conferences with Jack Partington and Sam Dembow, Jr., and for a checkup at the Roxy, which F. & M. operates for 20th Century-Fox. Mr. Arthur said a definite date for the installation of vaudeville in the Fox, St.

(Continued on page 7)

Court Passes New GN Setup After Hearing

Single Creditor Opposes Educational Deal

Los Angeles, Aug. 28. — Federal Judge William P. James, over protest of one creditor, yesterday approved at a three-hour hearing the plan of merger of Educational with Grand National Films to create New Grand National Films, Inc.

The single creditor protest came from Attorney Jules Goldstone, representing himself in his alleged claim of $17,500 against Grand National Films, Inc., and Grand National Studios, Inc., companies forced several months ago to undergo reorganizations under 77B. Goldstone, after cross examining Loyd Wright, co-trustee with Edward L. Alperson, on details of the plan declared to the court that he believed Educational did not have sufficient security to purchase back $200,000 preferred stock to be given creditors for 66⅔ per cent of the claims. He also challenged Wright's contention that the creditors would receive less if the companies liquidated at present. The new corporation, he said, would be embarrassed by a lack of working capital and would be burdened by heavy obligations and administration expenses.

Also testifying in addition to Mr. Wright was William Neary, Assistant

(Continued on page 5)

D. C. Collins to Be Made Head of Erpi

D. C. Collins, executive vice-president of Erpi, is slated to be elected president of the company at the September meeting of the board of directors. He will succeed the late Whitford Drake as head of Erpi. Mr. Drake died last Wednesday at his summer home in Massachusetts.

Mr. Collins has been associated with Erpi in various executive capacities for about 10 years and prior to that

(Continued on page 5)

M-G-M Drops Plans On "Idiot's Delight"

Hollywood, Aug. 28.—M-G-M is understood here to have abandoned plans for production in the near future of the play, "Idiot's Delight," written by Robert Sherwood, and intended as a starring vehicle for Norma Shearer, as a result of possible international

(Continued on page 6)

US May Make Own Film on Unemployed

WASHINGTON, Aug. 28.—Production of motion pictures dramatizing the problem of unemployment and the work in that field of the Federal Government is under consideration by the National Emergency Council. Preliminary plans call for distribution by the Government, although no definite commitments have been made as yet.

The plan has been approved in principle by the Works Progress Administration, the Public Works Administration and the Department of Agriculture, which would finance the project jointly subject to final official approval. The N. E. C. has indicated that the officials concerned require more tangible evidence of the idea than has yet been offered before giving their approval.

Plans in Talk Stage

It is understood on good authority that plans for the new picture have as yet gone hardly beyond the conversational stage, because up to this time no funds have been allocated by the three agencies which would be linked with it for the production of such a film. However, it is believed that the funds will be forthcoming in the near future, when plans will go forward.

The possibilities are being studied by Pare Lorentz, who produced the two previous Government films, "The Plow That Broke the Plains" and "The River." The new idea is said to have originated in the N. E. C. There is a possibility that the film will be titled "Ecce Homo," the title of the radio broadcast by Mr. Lorentz two months ago, which had the same theme, indicating the causes and effects of unemployment throughout the country.

The film would be part of the coordinated activity of publicizing Government work through radio and films, under the supervision of the N. E. C.

Expect Para. Dividend

The regular dividends of $1.50 per share on Paramount's first preferred stock and 15 cents per share on the second preferred are expected to be voted by the company's board of directors at a meeting scheduled for today. The meeting was postponed from last Thursday because of a lack of a quorum of board members.

Schenck Back Sept. 12

Joseph M. Schenck, 20th Century-Fox board chairman, is due from Europe on the *Normandie* Sept. 12 and will leave shortly thereafter for the coast. He will be accompanied by Joseph H. Moskowitz, his eastern assistant, who will remain on the coast for studio conferences.

Dies to Speak Tonight

Representative Martin L. Dies of Texas, chairman of the House Committee investigating un-American activities, will appear as a guest speaker on the National Radio Forum tonight at 10:30 P.M. over the NBC-Blue to discuss the testimony presented thus far before the committee.

Insiders' Outlook

AS the time draws near for the designation of a board of directors for reorganized RKO, the question of control of the new company intrudes itself at any approach to the subject. Industry and financial factors have been busy at guessing the outcome. Clues aplenty are in evidence but so are probabilities which, if any were to materialize, would bring about results of a different order. That, perhaps, is what makes the guessing so intriguing at this stage.

Up to July, when Atlas Corp. permitted its option on RCA's remaining holdings of RKO securities to lapse, it was assumed, naturally enough, that control of the reorganized RKO would be vested in Floyd B. Odlum's company. When the option was not exercised, RCA was left in possession of debentures and common stock of RKO only slightly —very slightly—less than those held by Atlas. To be exact, RCA holds 555,254 shares of RKO common and $4,485,550 face amount of debentures. It has disposed of 656,108 shares of common and $5,301,104 face amount of debentures to Atlas. Under the RKO reorganization plan RCA will receive 44,855½ shares of new $100 par RKO preferred stock and 314,820 shares of new common. Atlas will receive 53,011 shares of new preferred and 374,406 of new common.

▼

It is hardly probable that this slight difference in holdings will entitle Atlas to greater representation on the board of reorganized RKO than RCA will be entitled to, although if that point is forced it does embrace one of the possibilities, referred to earlier, which is capable of upsetting predictions on ultimate control.

▼

The by-laws of the new company will provide for a minimum of nine members of the board. Assume that Atlas and RCA each obtain two representatives on the board. Rockefeller Center with its 500,000 shares of common of the reorganized company stands an almost equal chance of placing two representatives of its own on the board of the new company. Its "stake" (viz: as unsecured creditor) in RKO was appraised officially at $9,150,000, this comparing with RCA's original investment in RKO (1931) amounting to $14,644,614, which, however, it appraised itself in 1934 for the purposes of the Atlas option at $11,000,000. The Atlas investment consists of $5,500,000 which it paid for seven-twelfths of the RCA holdings; approximately $500,000 additionally in claims against RKO which it purchased, and acquisitions of RKO securities from other sources. It will also receive an amount of new RKO stock to be designated by the court for its services in the reorganization and as proponent of the plan.

Atlas, however, is not likely to overlook the kinship between Rockefeller Center and RCA. Assuming that unsecured creditors, other than Rockefeller Center, and debenture holders, other than Atlas and RCA, and stockholders each receive one board representative to complete a membership of nine, a coalition with all three of these would be necessary for Atlas to achieve control, whereas a coalition with only one of the three would be necessary for a Rockefeller Center-RCA combine to gain control. The situation suggests the coalition which prevailed in the reorganization of Paramount, in which Atlas found itself allied with the H. A. Fortington group of creditors, which prevailed over large bondholders, banks and other secured creditors in the formation of the initial board of directors.

▼

A more direct route to Atlas control of RKO, however, is the re-negotiation of an option to purchase RCA's remaining holdings. This is the outstanding probability to confound today's dopesters. It is no secret that RCA would discuss another option or terms of an outright sale of its holdings. It is made plain that those holdings are for sale but are not on the bargain counter. Without a sale, there is little likelihood that RCA will be found sitting on the sidelines when either board or management is designated. The course it will pursue is not expected to be disclosed until David Sarnoff returns from his current European trip, but that it will be a vigorous one no one doubts. And that it may result in a new option being granted Atlas is well within the realm of possibilities.

M-G-M Buys 2 Properties

HOLLYWOOD, Aug. 28.—M-G-M has purchased "Beau Brummel," famed play by Clyde Fitch, and Mark Twain's "Huckleberry Finn," for production.

Finish "Yankee" Script

Edward Huebsch and Charles Beahan have completed the screenplay for "God's Yankee," based on the life of Charles Goodyear, pioneer in the use of rubber.

Selznick-UA
In Agreeme
On Releasi

(*Continued from page 1*)

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vorable attitude toward United
ists' new schedule of distril
charges for its producers and
participation in 50 per cent o
profits of the company, howev
does not appear likely that the
negotiations will be prolonged.

Densmore Ross Prom

Densmore A. Ross, directo
branch operations, has been pro
to general manager of Ross F
Service, Inc., by the board of
tors. In his new post Mr. Ross
act as assistant to the presiden

MOTION PICTURE
DAILY
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gatan 19C; Charlotte Laszio, represen
LONDON: 4 Golden Square, W. 1: cable a
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MELBOURNE: Regent Theatre Buildings
Collins St.; Cliff Holt, representative. M
CITY: Apartado 269, James Lockhart, repr
tive. MONTEVIDEO: P. O. Box 664; Paul
representative. MOSCOW: Petrovski P
Beatrice Stern, representative. PARIS: 21
de Berri; Pierre Autre, representative. PRA
Uhelny trh 2, Prague 1; Harry Knopf, repr
tive. RIO DE JANEIRO: Caixa Postal
L. S. Marinho, representative. ROME: 5
Della Mercede; Joseph D. Ravotto, represen
SANTIAGO de CHILE: Casilla 13300; A.
mann, representative. SHANGHAI: Rooms
Capital Theatre Building, 142 Museum Road
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gatan 36; Ragnar Allberg, representative. TO
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EVERY
DAY
OF
ITS
RUN
IT
GETS
BIGGER!

2nd Week of

"Four Daughters"

at

Radio City

WARNER BROS., *Producers*

◂ Purely Personal ▸

EDWIN H. (BUDDY) MORRIS, head of Music Publishers Holding Corp., Warner subsidiary, and HARRY WARREN, song writer, and their wives will return Wednesday from Europe on the *Conte di Savoia.*

•

FRANK ORSATTI, Hollywood talent agent, boarded the TWA Skychief for Kansas City over the weekend and from there was to proceed to the coast.

•

H. J. YATES returned Saturday from Toronto where he attended the Famous Players Canadian convention. JAMES R. GRAINGER, Republic head, is due from Toronto today.

•

LARRY GOLOB of Warners publicity department will fly via TWA to Pittsburgh today and will also visit Cleveland, Detroit and Buffalo on business.

•

DICK ETTELSON of the Fabian circuit has returned from a three-week trip to Hollywood where his two daughters spent the summer.

•

HENRY JAFFEE of the William Morris office will leave Wednesday by TWA for St. Louis, then fly to the coast.

•

DR. JESSE P. SICHELMAN, son of JACK SICHELMAN, 20th Century-Fox executive, was married yesterday to HELENE R. HEIMS.

•

EZRA GOODMAN, publicity director of the 55th Street Playhouse, has returned from the coast, where he spent a month at the studios.

•

PETE HARRISON is recuperating from his recent operation and is visiting his office daily.

•

SAMMY COHEN, U. A. foreign publicity head, will return today from his vacation.

•

JERRY KEYSER of SAM E. MORRIS's foreign department at Warners will return from a Connecticut vacation today.

•

LEW GENSLER, Paramount producer, and GEORGE JESSEL are due on the *Normandie* today.

•

VIRGINIA PHILLIPS, secretary to GRADWELL L. SEARS at Warners, is vacationing at Cape Cod.

•

JACK BANNON of Fanchon & Marco spent the weekend upstate.

"Band" Sets Boston Mark

BOSTON, Aug. 28.—"Alexander's Ragtime Band" has broken an all-time record at the Metropolitan here by going into a third week. Only one other picture, "In Old Chicago," has played as much as two weeks at the M. & P. theatre. "Alexander's Ragtime Band" did $36,000 opening week and $24,000 in the second, against a house average of $11,000.

To Reissue Steele Films

Monogram will reissue eight Bob Steele westerns during the 1938-'39 season.

Hollywood Preview

"Three Loves Has Nancy"

(*M-G-M*)

HOLLYWOOD, Aug. 28.—Funny is the keystone word for this triple-plated comedy. Fast, glib, gay, modern, mad and merry are others that apply. Janet Gaynor, Franchot Tone and Robert Montgomery are the top names, but an ample marquee can make profitable use also of Claire Dodd, Reginald Owen, Guy Kibbee, Charley Grapewin, Cora Witherspoon and Emma Dunn, all of whom share responsibility for a piece of entertainment that kept a Hollywood preview audience in stitches.

Producer Norman Krasna's not always exercised but potent sense of humor is in full gallop throughout this event. Director Richard Thorpe left no inch of film unfilled with significance and the six who dished up the material, Bella and Samuel Spewack, George Oppenheimer, David Hertz, Lee Loeb and Mort Burns, can split the credit that many ways without worrying about options.

Montgomery is a New York author who visits a small southern town and meets unsophisticated Miss Gaynor. Tone is his New York publisher and apartment house neighbor. Miss Gaynor comes to the city in search of her missing fiance and winds up as guest cook for Tone. Both men fall in love with her and the complications arise from their rivalry. They are not the usual ones.

Miss Gaynor's performance is brilliant and Montgomery and Tone have never appeared to better advantage. Dialogue and situations are such that the preview audience's laughter often drowned out the sound track.

Running time, 67 minutes. "A."

ROSCOE WILLIAMS

M-G-M Marionettes To Open Tour Today

M-G-M's traveling marionette theatre, the third big touring exhibit the company has sent out, will start its national tour today, following a showing in New York late last week. A dozen cities will be visited in the next two weeks, in front of Loew theatres in all spots. Seven scenes from "Marie Antoinette" are played by the marionettes, with their action synchronized with the actual sound track of the film. Howard Dietz and William R. Ferguson originated the idea.

The general itinerary will follow that of the 1925-'29 trackless train and the 1932-'37 traveling studio. A two-year tour of the United States and a possible European tour are planned for the marionettes. Other M-G-M films will be featured later. The schedule includes: Aug. 29, Boston; 30, Providence; 31, Syracuse; Sept. 1, Rochester; 2, Buffalo; 3, Jamestown; 5, Philadelphia; 6, Wilmington; 7, Baltimore; 8, Washington; 9, Richmond and Norfolk; 10 Philadelphia.

"Algiers" Is Held Over

United Artists reports holdover engagements in more than half of the situations where "Algiers" has played, since its national release date three weeks ago. The major situations are Music Hall, New York; Four Star, Los Angeles, and United Artists, San Francisco.

Col.-Interstate Close

Columbia's entire new season product will play the 51 houses of the Interstate and Texas Consolidated circuits under a deal closed late last week. R. J. O'Donnell represented the circuits and J. B. Underwood, Columbia's Dallas branch manager, acted for the distributor.

Warner Managers in Meeting Here Today

New season policies, the Motion Pictures' Greatest Year campaign and other topics will be discussed at a Warner circuit zone managers' and bookers' meeting today at the home office. Joseph Bernhard, general manager of Warner theatres, will preside.

Attending the meeting will be: Zone Managers—James Coston, Chicago; Nat Wolf, Cleveland; I. J. Hoffman, New Haven; Don Jacocks, Newark; Moe Silver, Albany; Ted Schlanger, Philadelphia; Harry Kalmine, Pittsburgh; John Payette, Washington; Herb Copelan, Atlantic City.

Bookers—Saul Bragin, Cleveland; A. Halperin, Chicago; Max Hoffman, New Haven; Max Friedman, Albany; George Crouch, Washington; Frank Damis, Newark; Harry Feinstein, Pittsburgh; Lester Krieger, Philadelphia.

Home office executives who will participate in the discussions include: Clayton Bond, Ed Hinchy, Leonard Schlesinger, Frank Phelps, Nat Fellman, Abel Vigard, W. Stewart McDonald, Harry Rosenquest, Louis Kaufman, Frank Cahill, Herman Maier, Harry Goldberg.

Associates Meet Sept. 8

Motion Picture Associates will hold their first fall luncheon meeting Sept. 8 at Gallagher's restaurant, West 52nd St. Plans will be set for the organization's annual dinner-dance to be held at the Hotel Astor Nov. 26 and Jack Ellis, president, will name the entertainment committee.

Nelson Joins Columbia

ST. LOUIS, Aug. 28.—Dave Nelson, an exhibitor in the St. Louis district for many years, has returned to sales, joining the Columbia staff.

Variety Club

Washington

WASHINGTON, Aug. 28.—Ge
Hall, conductor of the band at Loe
Capitol, was host at a party given
drama critics at the Variety Club
day night. He was assisted by D
Dawn and Eddie Sherwood.

Missouri Bank Nig Hearing Up Sept.

KANSAS CITY, Aug. 28.—The
of Missouri vs. R. W. McEwan, B
Night distributor, to test the lega
of the promotion under Missouri's a
lottery laws, will be heard by
Missouri Supreme Court en b
starting Sept. 22.

One of the commissioners of D
sion 2 last year handed down an o
ion in which he held that Bank Ni
violates the lottery laws. This d
sion reversed one of Judge Mar
D. Waltner's division of the cir
court here, and the case was reman
for retrial.

Rolls Here for Castin

Ernest C. Rolls, London produ
is casting at the Hotel Astor for th
legitimate productions to tour the
C. Williamson Theatres group
Australia, which includes some Snid
Dean houses. He plans to leave
the coast Sept. 9 en route to Sydn
Herbert Silverberg, Hollywood
torney, is assisting in the negot
tions.

Plan "Sinners" Seque

HOLLYWOOD, Aug. 28.—Paramou
is planning a sequel to "Sing Y
Sinners," featuring the Beebe fami
following the success of the Bi
Crosby vehicle. The next film will
titled "Sing Some More," with t
same cast.

Reopen Danbury Theat

DANBURY, Conn., Aug. 28.—Wa
ners today reopened the Capitol, clos
for the entire summer. Reopening
the Tremont, Ansonia, and Alhamb
Torrington, is not yet scheduled.

Wall Street

Board Shows Gains

	Open	High	Low	Close	Ne Chan
Col.	14¾	15¼	14¾	15¼	+
Cons.	1¼	1⅜	1¼	1⅜	+
Cons. pfd...	8½	8½	8⅛	8⅛	—
E. K.	174	174	174	174	...
G. T. E....	15¼	15¼	15	15	+
Loew	49½	50½	49	49¼	+
Para.	10½	11⅛	10½	10⅝	+
Para. 1.....	88	88	87	87	+3
Para. 2.....	10½	10⅞	10⅜	10⅜	+
Pathe	9¾	10½	9¾	10⅛	+
RKO	2⅜	2⅝	2⅜	2½	+
20th Fox ...	25¾	26½	25¾	25¾	+
20th pfd. ..	34¾	34¾	34¾	34¾	+1
W. B.	6⅜	6⅞	6⅜	6½	+
W. B. pfd..	38	39	38	38¾	+2

Issues on Curb Up

	Open	High	Low	Close	Ne Chan
G. N.	9/16	9/16	9/16	9/16	+1/
Sonotone ..	1½	1⅝	1½	1⅝	....
Tech.	23⅛	23¾	23⅛	23⅜	+
Trans-Lux .	2¼	2¼	2¼	2¼	....
Univ. Corp.	3⅜	3½	3⅜	3½	+

Little Bond Activity

	High	Low	Close	Ne Chan
Para. B'way 3s '55	63	62⅞	63	+1
W. B. 6s '39	77¼	77¼	77¼	+

(Quotations at close of Aug. 26)

way Houses n a Race for Name Bands

(*Continued from page* 1)

g a year. According to bookers, are about 75 bands that have be- well known over the radio, but that have a stage appeal as well mited.

lowing the Strand's announce- that it has film and band shows up to November for its new , which started Friday, the Par- nt, through Robert M. Weit- managing director, has made n that it has bookings through ksgiving Day. Five films are set, llows: "Spawn of the North," to v the current "Sing, You Sin- ' which will go three weeks; Arkansas Traveler," "Men With s," "If I Were King" and "Art- nd Models in Paris."

Duchin Included

nds to appear with the new films be led by Eddy Duchin, Larry on, Blue Barron, Mark War- Glen Gray and Tommy Dorsey. ictions to be featured on the stage include the Three Original ywood Stooges, the Raymond Quintet, Buddy Clark, the An- s Sisters and Connie Boswell. addition to the four band shows dy announced, the Strand has more lined up. Ethel Merman make her return to Broadway at Strand late in September with the Garber orchestra and Johnnie t" Davis will appear with Ozzie on and Harriet Hilliard.

C. Collins to Be lade Head of Erpi

(*Continued from page* 1)

with Western Electric. He was ed executive vice-president of early in 1937 and has served as e head of the company since last when Mr. Drake was taken ill. Collins is Erpi's representative on board of directors of Universal ures.

lm Men at Rites For Whitford Drake

uneral services were held Friday Whitford Drake, former president rpi, at the Church of the Heaven- Rest in this city. Burial was ate, attended only by members of family and intimate friends.

here were no honorary pallbearers the services, but among those who l their respects were Edgard S. om, president of Western Electric; n E. Otterson, former president of i; D. C. Collins, Erpi executive -president; H. G. Knox, Erpi; le W. Hammons, president of icational; Samuel Spring, film at- ney; L. W. Conrow, president of ec Service Corp.; Bert Sanford, nley Hand, Ed Walters, Harry sey, George Carrington and E. J. riarity.

rpi's downtown headquarters closed day to permit officers and em- yes to attend the services.

Court Passes New GN Setup After Hearing

(*Continued from page* 1)

Grand National Treasurer, who disclosed the financial figures.

After noting the Goldstone objections Judge James approved the plan *en toto* as well as Alperson's five-year employment contract at $1,000 per week.

The merger agreement was approved by Educational Pictures' stockholders at a meeting in the company's New York office on Friday.

Details of the proposal for the merger of Grand National and Educational, presented Saturday to Federal Judge William P. James for approval in the reorganization of G. N. were summarized by Edward L. Alperson and Loyd Wright, co-trustees, as follows in circulars sent to creditors and stockholders of Grand National Films, Inc., and its subsidiary, Grand National Studios, Inc.:

To Buy Grand National Assets

The new corporation will purchase from the trustees all of the assets of G. N. Films and the subsidiary, except cash on the following basis: The new corporation will pay and issue to trustees for the properties so purchased $50,000 in cash, $300,000 par value of its preferred stock, 219,563 shares of its common stock and warrants representing the right to purchase within 12 months from the date of issue 109,782 shares of its common stock at $1 per share. The new corporation will assume all contracts, leases and liabilities of the trustees except the fees of the trustees and attorneys' fee unpaid at the time of transfer, and liabilities which the trustees can pay from cash on hand, and assume all contracts and leases of the debtor and of the subsidiary which currently are being performed by trustees.

Educational will organize a new corporation with authorized capital of at least 45,000 shares of five per cent cumulative preferred stock of par value of $10 per share redeemable at 103 per cent of par and 5,000,000 shares of common stock of par value of $1 per share. Educational will transfer to the new corporation all Educational assets except its corporate name and franchise, its trade mark, non-theatrical rights in pictures now held, and stock in the subsidiary which owns the studio now under lease.

1,100,000 Shares to Educational

The proposal contains a representation by Educational that a fair value of such assets to be so transferred over and above liabilities is now and at time of the proposed transfer will be more than $1,100,000. The new corporation will assume the liabilities of Educational and certain subsidiaries which Educational represents do not and at the time of transfer will not exceed $375,000. In consideration of the transfer of Educational assets to the new corporation, the latter will issue to Educational 1,100,000 shares of its common stock and warrants representing the right to purchase within 12 months from the date of issue 550,000 shares of common stock at $1 per share.

Educational agrees to make arrangements for the immediate purchase of $150,000 par value of the new corporation's preferred stock for cash at a price equal to the par value thereof. Educational will give the new corporation a three-year option to purchase all the stock of the subsidiary which owns the studio which Educational holds (90 per cent of all outstanding stock) for 500,000 shares of common stock of the new corporation less the number of shares equal to the number of dollars indebtedness of the subsidiary at the time of the purchase.

Educational agrees that at any time after approval of the proposal and prior to Aug. 11, 1939, it will purchase from the trustees for cash upon 30 days' prior written notice all or any part of $300,000 par value of preferred stock at a price equal to 66⅔ per cent of par.

New Strand Policy Off to Good Start

The Strand's new band policy got off to a flying start Friday, with a gross of almost $9,000 reported for the day. The younger element was much in evidence, attracted by Ben Bernie in his first Broadway appearance in two years, and "Boy Meets Girl" on the screen. The opening was backed by a heavy advertising campaign.

"Sing You Sinners" is going strong at the Paramount and will be the first film to receive a three-week engagement at the theatre since "Bluebeard's Eighth Wife" about five months ago. The first day's take on the second week was reported as $600 more than the opening day of the first week.

Report Deal For English Merger Near

(*Continued from page* 1)

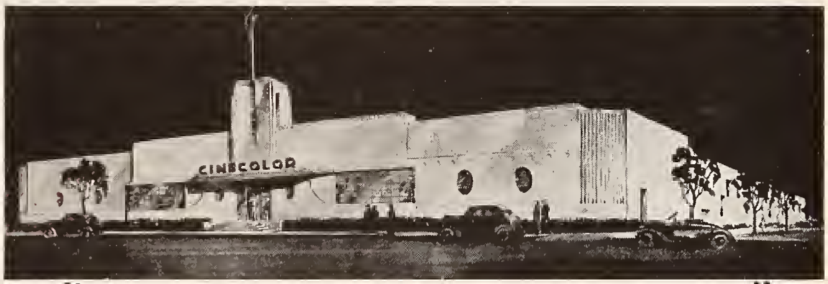
the circuit of Associated British Cinemas, Ltd., headed by John Maxwell as chairman and managing director, and the country's dominant theatre circuit. The merger reported under discussion would bring together a group of more than 550 theatres.

Under the arrangement understood in negotiation, the Ostrers and Mr. Deutsch would direct the combined circuit, and Mr. Bernstein would retire. There has been a booking arrangement in effect for some months now between the G.B. circuit and Odeon. United Artists holds a 50 per cent interest in the Odeon circuit. Mr. Deutsch is said to be linked with the Scophony television company.

Reports about two months ago also coupled the name of Arthur Rank with the others in the merger negotiations. The G. B. and Odeon circuits are two of the largest in the country. Philip Hill & Partners sponsored the Odeon security issue of £1,840,000 marketed recently.

To Open at Willacoochee

WILLACOOCHEE, Ga., Aug. 26.—This town's first film theatre will open Saturday. It will be operated by J. H. and E. A. Rampey.



EXPANSION

The latest business expansion move made necessary by Cinecolor's consistent progress is the magnificent new $250,000 plant now being erected in Burbank and shown above in architect's drawing — another monument to the widespread acceptance of this remarkable color process!

CINECOLOR

Banner LINES

NBC's artists bureau is dispatching a sales brochure on Irving Caesar to those who buy programs. Using his record on the Rudy Vallee hour as honey to catch a buyer's eye, the brochure cites the press buildup Caesar received while appearing on the Vallee hour, and reveals that more than 100,000 sales of his "Safety Songs" were recorded during 13 weeks on the Standard Brands show, each request for a song being accompanied by 10 cents as well as box tops of the product.

▼

Young Charles Flynn, the network actor, and son of Mrs. Bess Flynn, well known radio author and actress, is quitting the airlanes to become a priest. Charles will enter the Dominican College at Providence next month.

▼

It may not be news to some, but it is to us. When three chimes are rung on NBC, it signifies nothing more exciting than a routine program signoff—but the adding of a fourth chime is pregnant with dynamic meaning. It is the signal that something of terrible consequence has occurred somewhere, and that all NBC crews, no matter where, must immediately call the network headquarters for instruction. The signal has been employed several times—notably when the *Hindenburg* blew up, when the *Morro Castle* burned at sea, and when the *Macon* was nipped down from the sky in a gale.

▼

Dick Stabile, playing in Dallas, had a distinguished trombonist playing for him the other night. The "d. t." was Tommy Dorsey. Dorsey, ill for several weeks, and consequently away from his trombone for that period of time, sat in with Stabile's band to limber up his fingering and "lipping" before rejoining his own band.

—Jack Banner

Shift Morris Show Time

"Johnny Presents," Phillip Morris program on CBS, will shift to a new time starting Oct. 1. From that date forward the program will be heard from 8 to 8:30 P.M., instead of from 8:30 to 9 P.M. as formerly. The rebroadcast time will remain the same, from 11:30 P. M. to 12 midnight. The Biow agency handles the account.

Heads WINS Publicity

Press relations department at WINS, Hearst's New York station, is now under the direction of Dorsey Owings, who has been with the station for the past three years, devoting most of that time to sales work. Sylvia Press, formerly in charge of press relations, is no longer with the station.

Jennings to Join Kastor

Cincinnati, Aug. 28.—It has been disclosed here that Robert G. Jennings, who resigned recently as vice-president of Crosley Radio Corp., and general sales manager of WLW and WSAI, will join H. W. Kastor & Sons, advertising agency in Chicago, on Sept. 6 in an executive capacity.

F.C.C. Will Hear WORL Power Plea

Washington, Aug. 28.—The Federal Communications Commission will hear oral argument Oct. 20 on the applications of WORL, Boston, for increase of time from day to unlimited and increase of power from 500 to 1,000 watts; WISN, Milwaukee, for increase of night power from 250 to 1,000 watts; WJBO, Baton Rouge, for increase of power from 500 to 1,000 watts; WAPO, Chattanooga, for change of frequency from 1,420 to 1,120 kilocycles and increase of power from 100 watts night, 250 watts day, to 500 watts night, 1,000 watts day; WKEU, Griffin, Ga., for change of frequency from 1,500 to 1,310 kilocycles, increase of time from day to unlimited and increase of day power from 100 to 250 watts; KATE, Albert Lea, Minn., for increase of time from day to unlimited with 100 watts night, 250 watts day, and WTAD, Quincy, Ill., for increase of time from day to unlimited.

To Hear Toledo Plea

The commission also has ordered hearings on the applications of WTOL, Toledo, for increase of time from day to unlimited, and WHO, Des Moines, for experimental superpower operation with 500 kilowatts.

Several examiners' reports were submitted to the commission in which the grant was recommended of applications of KFOY, Phoenix, Ariz., for change of frequency from 1,390 to 550 kilocycles. Denial was recommended of the applications of George W. Young, Minneapolis, for renewal of the television license of W9XAT; Roberts-MacNab Co. for a 1,310-kilocycle station at Livingston, Mont., and KMED, Medford, Ore., for increase of power from 250 to 1,000 watts.

KXOK in St. Louis To Open on Sept. 20

St. Louis, Aug. 28.—The opening of KXOK, new station owned by the St. Louis *Star-Times*, has been tentatively set for Sept. 20.

Ray V. Hamilton, business manager of the station, has disclosed the personnel. Walter E. Weiler, sales manager at KFRU, Columbia, Mo., also owned by the *Star-Times*, will be sales manager for both stations; Allen Franklin, formerly with WLW, will be program director; William Rooney, publicity and advertising director; Jerry Burns, formerly with KXBY, will do sports announcing; Ann Walsh, recently with KMOX, will conduct "The Modern Kitchen" program; Bruce Barrington will be news commentator; Blaine Cornwell, announcer; Robert H. Latting, announcer; Paul Aurandt, news commentator; Harry Coleman, script writer; Bob Lyle, sports; Betty Arnold, recently of WLW, talent caster.

Davis Joins KTOK Sales

Oklahoma City, Aug. 28.—Albert V. Davis, for the past year advertising salesman for the *Daily Oklahoman* and *Times*, local newspapers, and previous to that with H. W. Kastor & Sons Advertising Co., in the Chicago office, has joined the sales staff of KTOK.

Leading Games On NBC Radio Grid Schedule

NBC's football schedule for the coming season, now near completion, already includes many of the highlight games of the 1938 grid season. The opening games on Sept. 24 will be between the University of Washington and Minnesota, to be broadcast on the Blue from 4:14 to 6:15 P.M., and between the University of Southern California and Alabama, to be heard on the Red from 7 to 9:15 P.M.

Other games scheduled to be broadcast are: Illinois-Notre Dame, Oct. 15; Princeton-Harvard, Oct. 29; Yale-Princeton, Nov. 12; Notre Dame-Minnesota, the same day; Army-Navy, Nov. 26. The exact time of the broadcasts and the networks for these games will be announced at a later date.

Sunday Series Set

Additionally, NBC has scheduled a Sunday series, starting Sept. 18, to be called "Second Guessers." As the title indicates, it will be a rehash of the previous day's games, with football coaches and sports writers providing the commentary. The sports writers will include Joe Williams, *New York World-Telegram* sports editor; "Sleepy" Jim Crowley of Fordham; Lynn Waldorf, coach at Northwestern University; Francis Powers, *Chicago American* and International News sports writer; C. E. Thornhill, coach at Stanford University, and William F. Leiser, sports editor of the *San Francisco Chronicle*.

F. P. Canadian Meet Closes in Toronto

Toronto, Aug. 28.—The 20th convention of the eastern managers of Famous Players Canadian Corp. closed here Friday at the King Edward Hotel with the feature an address by N. L. Nathanson, company president, in which, after being impressively greeted by the convention, he recited his work over the past 20 years, and thanked the convention for their loyalty to him.

Chairman Clarence Robson paid tribute to 20 members who have been with the company for 20 years or more, and in turn, other managers presented Mr. Robson a serving cabinet with a complete set of glassware.

A-Mike Vogel of *Motion Picture Herald* greeted the delegates, and closing speeches were delivered by J. J. FitzGibbons, managing director; R. S. Roddick and M. Stein, district heads, and J. A. Troyer of the home office.

The closing luncheon was attended by a group of film notables from the United States and Canada, including James R. Grainger, Herbert J. Yates, Jack Skirboll, A. Gottleib, H. M. Masters, George Nicholas Ganetakos of United Amusements, Montreal; George Rotsky, Henry L. Nathanson, Louis Rosenfeld, Paul Nathanson, Oscar R. Hanson, H. T. Long, J. F. Meyers, Col. John A. Cooper, president of the Motion Picture Distributors of Canada; J. Earl Lawson, M. P., and other trade officials.

Crowds Arrive fo Milwaukee Jubil

(*Continued from page* 1)

tribute will be paid as well to
veterans of 25 or more years i
business.

The program on Tuesday inclu
review of exhibits at the Schroed
tour through local breweries, vis
theatres, Variety Club open house
a press hour, during the day.
evening program is featured
three-hour cruise on Lake Mich
on the *Illinois*, a Variety Club
and a midnight preview at the W
of "Drums," with a personal ap
ance of Sabu, the young star of
phant Boy."

After the morning activities
Wednesday, the feature of the
will be a business meeting in the a
noon with general discussion incl
conciliation, arbitration, legisl
and the industry advertising camp
Speakers will include C. C. Petti
of the M. P. P. D. A., W. Ray J
ston, W. A. (Al) Steffes,
Golden and others. The affair wi
concluded on Wednesday evening
a banquet, at which plaques wi
presented to the pioneers, and
stars and honored guests will be i
duced.

Moore Goes to Head Standard Thea

(*Continued from page* 1)

McLaughlin continues as manag
the Strand, with the post of ma
ing director of metropolitan the
abolished. Irving Windisch conti
as publicity director.

Mr. Moore was given a far
party by Warner associates at
Lincoln Hotel before leaving. A
those present were: Joseph Bern
Clayton Bond, Harry Goldberg,
Blumenstock, Willard Patte
Leonard Schlesinger, E. E. Hin
L. J. Kaufman, Jules Levey, Ste
McDonald, Frank Marshall, F
Gates, Harry Rosenquest, He
Maier, Ray Hewlett, Frank Ph
I. Levenson, H. Kaplowitz,
Abrahams, Jim Brennan, Nat
Fellman, Lee Blumberg, Al Sch
berg, Don Sherwood, Jack Da
Mike Ingalls, Phil Solomon,
Kalmenson, Zeb Epstin, Marty
nett, Saul Immerman, Abel Vig
Carl Leserman, Saul Berk, J.
Peppe, J. Roberts, Harold Ro
Al Wilson, Harry Levine, Cy De
Marty Mullen, Irving Wind
Rudy Weiss, Harry Mayer, H
Garfein, A. Pickman, Frank C
Barney Klawans, Harry Kalmine
A. Sachson.

M-G-M Drops Plan On "Idiot's Deligl

(*Continued from page* 1)

complications in Italy. It is repo
that M-G-M may replace "Id
Delight" on the schedule with
Boothe's "The Women."

It is reported that a change in
censorship office in Italy led to
decision, with the officer who had
proved the script of "Idiot's Deli
replaced by Vittorio Mussolini,
refused to approve the picture.
scene of the Sherwood play is se
Italy. A further report has it
casting difficulties at the studio
behind the decision to forego pro
tion of the picture now.

·eparations 'or Drive in Final Stages

eparations for the opening of the on Pictures' Greatest Year cam- enter their final few days today regional drives under way in all of this country and Canada, l at bringing as many exhibitors ossible into the drive in advance s start and directing public in- t to the opening of the $250,000 contest and the showing of new on pictures.

le first national advertising in than 2,000 daily newspapers in United States and Canada will ap- on Wednesday, heralding the c opening of the campaign. The will continue at regular intervals ughout the drive. The "Movie :" prize contest will open Thurs- continuing until Dec. 31. Through- this week in numerous cities all the country local celebrations, onstrations and special events will taged by cooperating exhibitors to public attention for the drive.

"Quiz" Cards Offered

rrangements were made at cam- n headquarters over the weekend any exhibitor who has not been hed by a regional meeting to enter drive and "Movie Quiz" contest obtaining pledge cards at local ex- nges throughout the country. Upon ing his pledge at the exchange, exhibitor will be entitled to erential service in the purchase of paign accessories.

eorge J. Schaefer, executive chair- ı of the drive, emphasized that all essories used in the campaign are ıg sold to participating exhibitors cost. No charge is made for sical distribution of the material , in some instances, certain manu- uring costs have been eliminated ough the cooperation of labor and huge volume of the purchases be- made by the campaign committee. example, the price of the "Movie z" booklets, Mr. Schaefer said, is ow the normal actual cost of that t of job, the price having been de possible by the millions of ies ordered.

Schaefer Points to Savings

Ir. Schaefer pointed out that many the accessories, in this manner, are de possible at a cost of one-third t of the usual accessories.

Harold B. Franklin, campaign busi- s manager, will leave for Albany ight to attend the exhibitors' ional meeting to be held there to- rrow, with Si Fabian, regional irman, presiding.

Plans for a stage production built und the Motion Pictures' Greatest ar drive will be discussed by the ge show producers of the Broadway ises at a luncheon meeting at the inbow Room today. The objective l be a production which can be d in any houses with a stage show icy. Mr. Franklin will outline npaign plans at the luncheon, which l be attended by Gus Eyssell, isic Hall; Jack Partington, Roxy; bert M. Weitman, Paramount; Al sen, Loew's State, and Z. A. Ep- ı, Strand.

Majors' Fall Advertising On Bigger Scale Than Ever

(*Continued from page* 1)

public buying in a big way, it is predicted, just as enthusiasm for the drive will revive showmanship in hitherto dormant exhibitors.

M-G-M will spend $200,000 to advertise "Marie Antoinette"; Warners have put $15,000 into advertising in New York papers and will spend between $80,000 and $90,000 nationally to tell the public of the appeal of "Four Daughters." Twentieth Century-Fox has set aside $125,000, mostly for newspaper advertising, for "Alexander's Ragtime Band."

United Artists is putting on its biggest campaign in five years for "Drums," the Korda Technicolor picture. About $150,000 will go into exploiting and advertising it. A good part of the $75,000 set aside for "Algiers" has been used, but another $25,000 will go into selling this picture. Lynn Farnol explained that U.A. has to give each of its pictures a $100,000 campaign and since the company will have 16 or 20 in 1938-39, about a third of this total of approximately $2,000,000 will be spent in the last four months of the year.

"Go Limit," Says Blumenstock

Mort Blumenstock says Warners will go the limit where pictures warrant real exploitation. Besides the big campaign for "Four Daughters" this company will buy big space to sell "Valley of the Giants," "Wings of the Navy" and four or five other big pictures between Sept. 1 and Dec. 31.

Twentieth Century-Fox will spend $125,000 in newspaper advertising in New York alone and $425,000 extra throughout the country in the four fall months ahead. Part of this has already gone into "Alexander's Ragtime Band," and "Sing You Sinners" will benefit, too.

M-G-M is figuring on approximately $500,000 in newspaper advertising of various pictures in different cities and about $250,000 in billboard advertising. This appropriation covers about eight pictures.

McCormick Cites Exploitation

S. Barret McCormick of RKO says his company will continue its policy of giving such special exploitation and advertising as seems appropriate to each picture. "Room Service," "Carefree" and "Gunga Din," all big features will have special appropriations. Mr. McCormick pointed out that RKO was among the first to go in for smash exploitation of big features and cited "Cimarron."

Universal will continue on a sharing-campaign basis to advertise its product. There will be two top pictures a month and they'll spend probably $100,000 in sharing campaigns from Sept. 1 to Dec. 31, using newspaper space.

Columbia has not entirely abandoned its participating advertising campaign, although such action was indicated by Vice-President Jack Cohn recently, and will share with the Music Hall in advertising Columbia product there. However, no complete figures on Columbia's advertising appropriation are available yet, as plans are still being worked out.

Theatres will spend largely this season, too, both independently and on sharing campaigns. The amount for theatre advertising in newspapers is difficult to estimate until the drive gets under way. Oscar Doob, of Loew's, chairman of the drive's theatre committee, guesses that an extra $2,000,000 will be expended by theatres. Loew's circuit budget is $200,000, as compared with $20,000 for last year.

Paramount has inaugurated a new policy of allocating its $500,000 advertising budget exclusively to national and fan magazines with one and two million circulation, and is abandoning participating advertising entirely. No newspapers will be used in Paramount's fall campaign, according to Robert Gillham, who says he expects to reach a new audience in the magazine readers. The first Paramount ad will appear Aug. 30.

Delaware Arranges Final Drive Plans

WILMINGTON, Aug. 28.—State and city officials, managers of circuit-operated and independent theatres throughout the state and leading distributors from nearby cities, met at dinner in the Hotel DuPont Friday night to hear reports on final plans for Delaware's participation in the Motion Pictures' Greatest Year drive.

Gov. Richard C. McMullen and Mayor Walter W. Bacon were among the dinner guests and speakers. Carter Barron of Washington, division manager of Loew's, was toastmaster. A. J. Belair, manager of the Rialto, is chairman of the contest committee.

Governor McMullen said that entertainment has been a necessity from time immemorial and the motion picture industry is doing all in its power to fill this need.

Harry Goldberg, Philadelphia, director of advertising for Warner Theatres, also spoke.

Theatre representatives present included A. J. Vannie, Philadelphia zone manager, Warner theatres; Jack Mulhall, Warners district manager, and the following managers: Benjamin Shindler, Ace; Edgar Doob, Loew's; Benjamin Seligman, Strand; A. J. Deflore, Park; John O. Hopkins, National; Lewis S. Black, Aldine; Sidney Hunter, Arcadia; John Harding, Grand; Arthur Cohn, Queen, and Earl G. Finney, Savoy.

See Changes in Cast Of Subject on Drive

HOLLYWOOD, Aug. 28.—Changes in the announced cast of "The World Is Yours," short to be used in the Motion Pictures' Greatest Year campaign, are likely as a result of the appointment of Ed Selzer, Warner trailer department head, as casting director, empowered to appoint a director and select the players.

Frank Whitbeck of M-G-M continues as producer and the subject will be made on the M-G-M lot. The appointment was made at a meeting of the Hollywood committee on the drive. No cast selections have been made as yet, but they probably will be made on a cross-industry basis in fairness to all studios.

Exchange Workers To Aid Quiz Drive

The thousands of employees in theatres and exchanges throughout the country are being mobilized to assist in generating public interest in the "Movie Quiz" contest.

The Motion Pictures' Greatest Year campaign committee has asked the distributors to send word to their exchange managers to have each employe sign up 10 or more friends outside the industry to enter the contest and apply at theatres for the contest booklets. William F. Rodgers, M-G-M distribution head, will issue instructions to this effect this week, it is understood.

The original intention was to have theatre staffs do such soliciting, but members of the committee decided it would be well to include exchange employes in the move. The committee has received numerous letters from circuits and individual theatres in the field saying that their staffs have already been enlisted in spreading word about the contest and will solicit lists of names as soon as the booklets are ready for distribution.

The Loew's circuit nationally has asked employes to sign as many as 25 friends each for participation in the contest and to see that they get booklets when distribution starts Sept. 1. This effort is in addition to the general distribution to patrons.

Name Boston Committee

BOSTON, Aug. 28.—The Boston regional committee of the Motion Pictures' Greatest Year campaign has been named. Serving under M. L. Levenson, chairman, are local circuit owners Martin Mullin, Harold Stoneman, George Ramsdell, Julius Joelson, and Ralph Snider; Stanley Sumner of the University, Cambridge; Ed Fay, Providence; Tom Bailey, 20th Century-Fox; Herman Rifkin, Republic; Russ Cropper, RKO; John Dervin, Loew's; Maurice Wolf, M-G-M; Nate Furst, Warners; William Kelley, Universal; Harold Rogovin, Columvia; William Erbb, Paramount; Samuel Broidy of Monogram.

Set Motion Picture Week

CLEVELAND, Aug. 28.—Everett Steinbuck, manager of Loew's State, gets credit for Mayor Harold H. Burton's proclamation that September 2-8 be designated as Motion Picture Week in Cleveland. The proclamation has been issued.

F. & M. Planning No Theatre Expansion

(*Continued from page* 1)

Louis, has not been decided. Stage shows were taken out of the theatre last spring.

Mr. Arthur will spend a two-week vacation at his farm at Peekskill before returning to St. Louis.

"U" in Mexican Deal

Universal will handle world distribution of the Spanish productions made in Mexico City by Fernando de Fuentes. The deal was closed by J. H. Seidelman, vice-president in charge of foreign activities for Universal.

MONOGRAM WESTERNS

Bring 'em in!

MONOGRAM
MPC
PICTURES

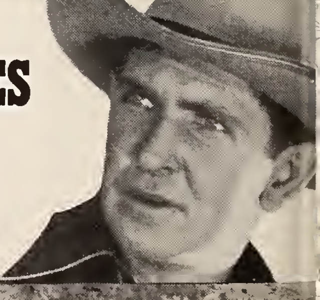
TEX RITTE

SCREEN'S GREATE
SINGING COWBO

JACK RANDALL

POPULAR STAR OF OUTDOOR DRAMAS

ALSO 8 BOB STEELE RE-ISSUES



BREED OF THE BORDER
FIGHTING CHAMP
GALLOPING ROMEO
TRAILING NORTH

GALLANT FOOL
RANGERS' CODE
YOUNG BLOOD
HIDDEN VALLEY

rt.
elligent
ispensable
the Motion
cture
lustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

44. NO. 42 NEW YORK, TUESDAY, AUGUST 30, 1938 TEN CENTS

ount 9,000 JS Theatres In Ad Drive

pect $1,000,000 Quota Reached This Week

proximately 9,000 individual the- will participate in the Motion ires' Greatest Year campaign, or y 60 per cent of the theatres estimated to be in operation in Jnited States, campaign officials yesterday. Canadian theatres cipating in the drive will increase total by several hundred.

ore than 8,000 theatres already sent in pledges for the campaign, several weeks still to go in which es from theatres can be accepted, as said. Although the national rtising campaign and "Movie ." contest begin Sept. 1, it will ossible for theatres to partici- in the campaign by entering after date.

became apparent yesterday that $1,000,000 quota for the campaign ld be reached this week, when

(Continued on page 8)

emmle Returns; Has Story in Mind

arl Laemmle returned yesterday on *Normandie* with "no plans," he but ready to admit he wanted an y conference with Paul Maerker nden, whom he commissioned to e a story before he sailed in June. have a story waiting for me ch I haven't seen," he said. "It my own idea. If it adds up to t I expect I'll produce it myself, 'll sell it for production.

e E. Brown Signed For New CBS Series

e E. Brown, film comedian, has signed by General Foods for a radio series through the Benton Bowles agency. The program will t early in October on CBS. The nedian will broadcast in behalf of t Toasties. His program will be addition to the Joe Penner program the same client. Hollywood will be origination point of the new series. e program will mark the come- n's first regular network work, air appearances heretofore being nfined to guest appearances.

More Radio—P. 9

FWC Extends Giveaway Ban In California

Found Successful After Three-Week Test

Los Angeles, Aug. 29.—After a three-week local test in George Bowser's Long Beach-San Pedro division Charles Skouras has decided to extend the Fox West Coast experiment of eliminating Bank Night, Bingo, Tenowin, Treasure Chest, Prosperity Club and similar prize giveaways. Starting Sept. 1, the experiment will be carried into the entire Southern Division.

This is part of a general move of Fox West Coast to test the box-office results of the eliminations. If it succeeds it will be extended to other subdivisions of National Theatres up and down the Pacific Coast and to the organization's circuits in the Mountain, Midwest and eastern areas.

Spyros Skouras told the Fox Midwest convention recently that he was opposed to giveaways and intended to try to eliminate them generally.

Thus far, reports show, there has been no drop in business in the Long Beach-San Pedro houses.

If the extension of the experiment in Southern California proves successful, it is expected independent theatres will also drop premium nights.

Jackson Arrives to Acquire U. S. Films

Louis Jackson, London financier, arrived here yesterday on the *Normandie* to negotiate for American product for British distribution.

Mr. Jackson said he had contacted E. W. Hammons of Educational on a small deal, but denied that he was going to tie up with the New Grand National Films, Inc., through Mr. Hammons.

Immediately upon leaving the French Line piers he went into action and when seen later at the Waldorf

(Continued on page 8)

Report New Deal on Brooklyn Paramount

An agreement to extend the operating deal for the Brooklyn Paramount to Sept. 1, 1940, is understood to have been reached yesterday by Y. Frank Freeman of Paramount and Si Fabian, the operator. The current agreement expires Thursday.

Terms of the two-year deal are similar to those under which Mr. Fabian has operated the house for the past three years. This, however, is the first deal for longer than one year.

"Scarlett Fever"

Joe Hogan, 20th Century-Fox talent scout, returned from scouting the Barter Theatre at Abingdon, Va., over the weekend with a tale of narrowly escaping a case of "Scarlett fever." It seems that Katharine Brown, Selznick International scout, was in town looking for a girl to play Scarlett O'Hara in "Gone With the Wind." She asked him if he wouldn't help in the search. Mr. Hogan declined. He didn't care to catch the "fever," he said.

"U" Seeks Crosby On One-Film Deal

Universal has opened negotiations with Bing Crosby for a one-picture deal for the company's new season schedule, it was stated at the home office yesterday.

Crosby is permitted to make one "outside" picture annually under his contract with Paramount. The deal would be similar to those made by the actor in previous years with Columbia and Major Pictures. The negotiations, also, are in line with Universal's flexible production schedule for the new season, under which it will add starring vehicles to the productions already announced as talent becomes available during the year.

Matthew J. Fox, Universal vice-president, who arrived at the home office from the studio yesterday, will confer on the Crosby negotiations with Nate J. Blumberg, president, and J. Cheever Cowdin, chairman of the board. Mr. Fox will be at the home office for about 10 days or two weeks, according to present plans.

Dinner Ends Meet of Warner Theatre Men

The Warner theatre zone managers and bookers climaxed a one-day meet at the home office yesterday with a dinner held at the Hotel Lincoln last night.

The meet was called by Joseph Bernhard, general manager of Warner theatres, to discuss merchandising plans for the new season. Included also in the session was a discussion of the Motion Pictures' Greatest Year campaign and how best to put over the drive.

Those attending the sessions included:

Zone Managers—James Coston, Chicago; Nat Wolf, Cleveland· I. J. Hoffman, New Haven; Ben Jacocks, Newark; Moe Silver, Albany; Ted Schlanger, Philadelphia; Harry Kalmine, Pittsburgh; John Payette,

(Continued on page 8)

AFA to Seek New Standard On Vaudeville

Strand Demand Is Step In National Plan

The American Federation of Actors is prepared to seek the establishment of a new standard of hours and working conditions for stage entertainers other than musicians in film and vaudeville theatres throughout the country, and has taken the first step here with a working plan for the Strand on Broadway.

The fact that the Strand just last weekend commenced a new stage band policy, featuring the Ben Bernie's band as the opening attraction, led the American Federation of Actors to descend on that house as the target for the opening shot of their campaign.

Harry Calkins is the A.F.A. organizer in the Strand situation, and he is scheduled to meet with Frank Phelps of Warners either todav or tomorrow for the formal presentation of the union's demands. Mr. Phelps is acting for Warners, having discussed the matter with Mr. Calkins yesterday. He acted in the recent negotiations involving exchange employes.

The Strand is employing 16 stage players in the show, including Mr. Bernie, who is second vice-president of the A.F.A. The musicians in his

(Continued on page 8)

Alperson Due Soon To Start New G.N.

Final phases of the merger of Educational and Grand National, looking to the immediate start of New Grand National Films, Inc., will be worked out following the arrival in New York of Edward L. Alperson, vice-president and distribution head of the new company, who is expected here from the coast this week.

Mr. Alperson and Earle W. Hammons, president of the new company, will complete production plans and the management setup of New Grand National during the forthcoming conferences.

Producer, Director NLRB Case Starts

Hollywood, Aug. 29.—Hopes for an early solution of the problems confronting the industry in the matter of collective bargaining contracts with various unrecognized talent organiza-

(Continued on page 7)

◀ Purely Personal ▶

JOHN J. O'CONNOR, RKO theatre head; **FRED MYERS** and **WILLIAM HOWARD** of the home office theatre department, will start for Kansas City today to attend the reopening of the Orpheum there, Sept. 2. They will stop in Chicago and Des Moines en route, and will be back in New York the first of next week.

•

HAROLD B. FRANKLIN and **SI FABIAN** will go to Albany today to conduct a regional meeting for exhibitors there in connection with the Motion Pictures' Greatest Year campaign.

•

EDWARD GOLDEN, Monogram vice-president, left for Milwaukee last night to attend the anniversary meeting there this week of the I.T.P.A. of Wisconsin and Upper Michigan.

•

SOL GORDON and **JOE CLEMMONS** of Jefferson Amusement Co. are in town for conferences with **Y. FRANK FREEMAN**.

•

ARTHUR A. LEE, G. B. vice-president and general manager, is scheduled to arrive from the west coast by plane today.

•

MRS. DAVID SARNOFF, wife of the president of RCA, will return tomorrow from Europe on the *Aquitania*.

•

IRVING LUDWIG, former manager of the Rivoli, is now at the 8th St. Playhouse in the same capacity.

•

T. R. WILLIAMS, Educational treasurer, is expected in New York from the coast tomorrow.

•

ARCHIE MAYO, Universal director, will sail for Europe tonight on the *Statendam*.

•

. . . Omaha

LEON MENDELSON, Warner salesman, is back after a siege with an infected toe.

ALICE NEAL, Warner head booker and office manager, and **MRS. ELMER HUHNKE**, wife of the RKO salesman, drove to St. Louis on a vacation trip.

WILL SINGER, Brandeis manager, has gone to Chicago for a combined business and pleasure trip.

•

. . . Washington

BILL MCANDREW of the local NBC publicity staff has returned to his desk after a two-week vacation tour of New England.

JAY CARMODY, *Washington Star* drama editor, is making a tour of the straw-hat theatre circuit in the New England and Middle Atlantic States.

BETTY HYNES, film critic for the *Washington Herald*, is on a two-week vacation.

Col. Extends Campaign

Columbia will augment its national advertising campaign on "You Can't Take It with You" by a special campaign in all "fan" magazines during September and early October, the company stated yesterday. The picture is scheduled to open at the Music Hall, Thursday, with general release set for Sept. 29.

'Boy Meets Girl' Is Found Good Fun by Local Critics

The New York daily critics liked "Boy Meets Girl," to judge by their reviews. They apparently found it extremely funny, and as good as the stage play from which it originated. Excerpts from their reviews follow.

Herald Tribune— . . . Gay and impudent . . . fluent and fast paced script . . . played to the hilt by James Cagney, Pat O'Brien. . . . Engagingly boisterous and mirthful entertainment.

Journal-American— . . . Hilarious filmization of the hit stage play . . . a succession of howls, of funny dialogue. . . . The picture is grand fun.

Mirror—One of Broadway's smash hits, the mad and merry "Boy Meets Girl" actually has improved in its transition to the movies. . . . An exhilarating tonic.

News— . . . Hilarious comedy . . . will come as a blessed surprise to the many who did not see the play. . . . One of the funniest pictures of the new film season.

Post— . . . A machine-gun pace explodes cracks and comic situations so fast that you have to sit forward for the laughs.

Sun— . . . Madly funny stage play of Hollywood into an equally funny and slightly wilder picture. . . . If all pictures were as hilarious as "Boy Meets Girl" no theatre would need revues.

Times— . . . Has retained humor and a few gustily playful touches.

World-Telegram— . . . A fast, spontaneous satire on Hollywood, grand fun from beginning to end. . . . Frequently hilarious and always amusing.

Para. Will Release Laughton Film Here

LONDON, Aug. 29.—Erich Pommer declared here today on his arrival from New York that "Vessel of Wrath," Mayflower production starring Charles Laughton, has been sold to Paramount for distribution in the United States and Canada. The film was produced by Mr. Pommer and will be distributed in England by Associated British Pictures.

The producer paid tribute to American collaboration and declared that the market in the United States is wide open for good films, whether British or otherwise.

Grainger at Warner Meet

James R. Grainger, president of Republic Pictures, returned from the Famous Players Canadian convention in Toronto yesterday in company with Herbert Yates, and left last night for Detroit with Jack Bellman, eastern sales manager.

During his one day in town Mr. Grainger addressed the Warner zone managers in the home office here. Republic pictures are now playing in about 300 more theatres than ever before, he said, and notable strides are being made with "Call of the Yukon," "Gangs of New York," "Army Girl" and "King of the Newsboys."

Jessel Back with Ideas

George Jessel, who went to Europe for a quick look at some plays for the production company he has set up with Alex Yokel, returned on the *Normandie* yesterday.

In "21" yesterday afternoon he said, "I'm through with the motion picture business by mutual request," but he added with a grin, "I'm a fellow who's always in and out of things and if pictures need me I'll go."

He said that he and Alex Yokel, his partner, would meet today to discuss the three shows they have in prospect.

Gensler Eyeing Plays

Lew Gensler, producer of musical shows, song writer and producer of "College Swing" for Paramount, returned to New York yesterday on the *Normandie*. Mr. Gensler said he had several plans afoot, but nothing had crystallized as yet.

Les Whelan Returns From Trip to Coast

Les Whelan, 20th Century-Fox foreign publicity head, returned to his desk yesterday after a long stay on the coast. Mr. Whelan's usual business trip west, for conferences with Harry Brand and company executives, was not alone. He combined business with a honeymoon.

He said yesterday that reports from Buenos Aires where W. J. Hutchinson, director for distribution, arrived over the weekend, indicated a satisfactory trip for him, too. This is Mr. Hutchinson's first trip to South America and to South Africa, his next stop, since he became director of foreign distribution. Upon his arrival home from this southern hemisphere inspection trip he will have covered the entire world where 20th Century-Fox distributes its product. Mr. Hutchinson left July 29 and will be back in New York in December.

Norma Shearer Recovers

Norma Shearer left Mt. Sinai Hospital yesterday after a weekend spent there for observation and treatment for a minor ailment. The actress was registered at the hospital under the name of her secretary, Winifred Kay. Miss Shearer's condition was described as "entirely satisfactory" yesterday and it was stated that she planned to attend the opening last night of "What Every Woman Knows," with Helen Hayes, at County Theatre, Suffern.

See Spanish Film Today

A press screening of "El Canillita y la Dama," Argentine-produced feature in Spanish, will be held at 2:30 this afternoon in the Paramount Building projection room. The film stars Rosita Moreno and Luis Sandrini.

Universal Signs McCall

George McCall, of "Screen Scoops," Old Gold radio feature, has been signed by Universal to produce a Hollywood newsreel short each week.

June Knight Married

BEVERLY HILLS, Aug. 29.—June Knight and Arthur Arden Cameron, oil operator, were married here Saturday night.

Legion Approves 8 Of 9 New Pictur

The National Legion of Decency its list of nine new pictures revie and classified for the current w has approved eight, seven for gen patronage and one for adults, called one objectionable in part. new films and their classificat follow:

Class A-1, Unobjectionable General Patronage—"Always in Tr ble," "Carefree," "Durango Va Raiders," "Garden of the Mo "Phantom Gold," "Rose of Tra "Time Out for Murder." Class Unobjectionable for Adults—"D Sands." Class B, Objectionable Part—"Four Daughters."

To Lend Sigrid Guri

LONDON, Aug. 29.—It is underst here that Samuel Goldwyn will l Sigrid Gurie to Alexander Korda co-star with the boy, Sabu, in "B mese Silver."

Miss Gurie will sail for Engl as soon as Sabu concludes his v here. Sabu is due Sept. 12.

"Daughters" Take Gro

Fortified by an unusually strong ploitation campaign, Warners' "F Daughters," now playing at the Mu Hall, grossed a larger figure for first four days of its second week th for the corresponding period of first stanza.

Weird Films Form Du

"Dracula" and "Frankenstein," issued by Universal and dualed Los Angeles and Seattle, are playi to good business, according to repo to William A. Scully, sales manag Exploitation emphasizes the macal nature of the films.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and P lisher; J. M. JERAULD, Managing Edi JAMES A. CRON, Advertising Manager. E TORIAL STAFF: Charles S. Aaronson, Jack B ner, Al Finestone, Thomas Fitzsimmons, Sher A. Kane, Irene Kuhn, Joseph Priore.

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BOX OFFICE T.N.T."

BOX OFFICE

Paramount's "SPAWN of the NORTH" breaks 3 year opening day record at Seattle, Paramount

if it's a Paramount picture it's the best show in town!

Theatre Transfers In Local Territory

The approach of Labor Day has brought about a spurt in theatre changes in the metropolitan area.

Rogowsky Bros., who formerly operated theatres in Portchester, have taken over the Pelham Theatre, Pelham, and will reopen it Sept. 1. The operating company will be Spencer Theatres, Inc.

The Plaza, Newark, has been acquired by Harry Kridel from William Herman, the former operator, and will be reopened in September.

Consolidated Amusement is scheduled to reopen the old 23rd St., Manhattan, about Oct. 1. The house formerly was an RKO operation. The new Gloria, Brooklyn, has been reopened by Pasquale Scotto.

Charles Rossi, formerly of New York, who operates the Strand, Schroon Lake, is reported planning two new houses in the Adirondacks.

Warners Seek Stay In Behrend Action

Vitagraph, Inc., will apply to Federal Judge Francis G. Caffey today for a preliminary injunction against Behrend Motion Picture Supply House, Inc., to restrain the latter from allegedly infringing upon 34 copyrighted still photographs, lobby displays and advertising posters which Vitagraph claimed to own under a contract with Warner Bros. Pictures, Inc.

The defendant was charged with manufacturing and selling the plaintiff's stills in a suit recently filed which asked for a permanent injunction, accounting of profits and damages for $250 for each alleged infringement.

To Reopen Club Sept. 15

MINNEAPOLIS, Aug. 29.—Reopening of the quarters of the Twin City Variety Club has been set for Sept. 15. Extensive alterations and enlargement of quarters are now under way, to cost about $6,000. Chief Barker W. A. Steffes has announced that the price of the dinner and reopening festivities will be $5.

Wall Street

Board Issues Have Losses

	Open	High	Low	Close	Net Change
Col.	15½	15½	14½	14⅝	— ⅝
E. K.	171	171	169	169	—5
G. T. E.	14¾	15¼	14¼	15¼	+ ¼
Loew	47½	48½	47⅛	47½	—2
Loew pfd.	106	106	106	106	+ ⅝
Para.	10¼	10½	10	10	— ⅝
Para. 1	87½	87½	86½	86½	—1
Para. 2	10½	10½	10⅛	10⅛	— ⅛
Pathe	10⅛	10⅛	9⅜	9⅜	— ⅞
RKO	2½	2½	2⅜	2⅜	— ⅛
20th Fox	25	25	24⅛	24½	—1¼
20th pfd.	33½	33½	32¾	32¾	—2
W. B.	6⅜	6⅜	6	6	— ½

Curb Declines

	Open	High	Low	Close	Net Change
G. N.	½	½	½	½	—1/16
Sonotone	1½	1½	1½	1½	— ¾
Tech.	22⅝	22⅝	21⅞	22	—1⅜
Trans-Lux	2¼	2¼	2¼	2¼	.....
Univ. Corp.	3⅝	3⅝	3½	3½	— ⅛
Univ. Pict.	5¼	5¼	5¼	5¼	— ½

Bonds Generally Drop

	High	Low	Close	Net Change
Loew 3½s '46	100⅞	100½	100⅞	+ ⅜
Para. B'way 3s '55	62½	62½	62½	— ½
RKO 6s '41	70	70	70	—1¼
W. B. 6s '39	77½	77	77	.....

(Quotations at close of Aug. 29)

Hollywood Letter

Have I told you about Jack Warner's wisecrack at the party he threw for his British sales managers? Well, he had all his producers, stars and so on corralled at the Victor Hugo and was pouring it on about how many years the Messrs. Dobie and Brown had been with the company when he suddenly realized he didn't know. So he asked them, and when Brown said six and Dobie said 14 he snapped back into verbal stride with "They's been with the company 20 years."

How'd you like to be a gag writer and work for a guy like that?

▼

Samuel Goldwyn, another Hollywood producer renowned for his wit, turned serious the other day in commenting on his reasons for giving Bob Riskin a contract that includes a cut on all Goldwyn profits. Said he, grammatically, "Give me unknown actors and a great screenplay and I'll promise you a great picture. Give me great actors and a poor screenplay and I'll be helpless." Nobody laughed at that one.

▼

"Alexander" casts a long shadow. You've heard that Charles R. Rogers has Gus Edwards' life and works stowed away in the hold with the hatch battened down. Well, Dave Bader's Literary Corporation of America has just picked up the rights to the Weber and Fields saga, including Felix Isman's book on the subject. What a pity Wagner went for opera.

▼

Don't believe all you hear about the studios quarreling over the casting of that Motion Pictures' Greatest Year short. Not a blow was struck. What happened was this. The studio publicity heads had found themselves organized into a committee and in session before they had time to realize what it was all about. The first casting of the film was announced just like that! Then it dawned on the boys that this campaign was going to be quite something, something likely to get the short shown in practically every American theatre, and of course, being publicity men, everybody wanted to get at least one of his company's players into it. So it's fixed that way, now, and the camera's set to roll about the time you read this—unless they get still another surge of enthusiasm and decide to make a short apiece.

▼

Everybody's glad Selznick-International and M-G-M finally got the wrinkles ironed out of that "Gone with the Wind" deal and David O. seems to mean that part about starting production before New Year's. He's already hired Maxwell Arno, Warners' casting director, for some six and and a half years, to see about getting together some actors besides Clark Gable. And how'd you like that job?

▼

Cecil B. DeMille is about ready to start shooting on "Union Pacific" for Paramount distribution. . . . Priscilla Lane and Jeffrey Lynn of the "Four Daughters" cast are due for a Warner buildup as co-stars. . . . Linda Winters, whom you'll see and hear first in Walter Wanger's "Trade Winds is Dorothy Cosingore, whom Charl Chaplin ran across at Carmel-by-th Sea and gave a letter.

▼

Lucile Watson of the stage is a ranging for time out to play a part i Selznick's "Made for Each Other the "each-others" being Carole Lon bard and James Stewart. . . . Irer Castle McLaughlin is sitting in wit the RKO writers getting "T Castles" into shape for the next A taire-Rogers go, and if she tells the about all the early greats she and Ve non shared billing with the picture be a honey. . . . George Bancroft signed up to play Jackie Cooper's da in "Gangster's Boy" for Monogran

▼

Step in for a look at "My Luck Star" when it opens there. marks another of Darryl Zanuck daring departures from traditio and this one is something to g back to the office, sit down an think about. You see, there's spot in it for one of those pi torial weeklies with a big pictu on the cover, but the one show is not one of those faked-up a proximations with a phoney titl And the thing isn't just glimpse by the lens in passing; it's mad a vital part of plot and dialogu The magazine used is *Life*—big a life.

▼

Air-conditioning of the Paramou Studio Writers Annex Building is i progress and A. C. Zoulis, the eng neer in charge, says the job'll take couple of weeks. (Just why is th funny?)

Sovereign Pictures starts produc tion Sept. 15 at Talisman Studios an the first undertaking will be a seri of westerns starring Claire Morte son. . . . George Brent, Humphre Bogart and Walter Abel, all c "Racket Busters," have been assigne jobs in "The Bigger They Are," topical story by Frank Donahue, re porter, "inspired," as the saying by what he learned at the Dixie Davi trial. . . . Louella Parsons of th Hearst press is back from your tow and again signing her review "L.O.P."

ROSCOE WILLIAM

Hollywood Preview

"My Lucky Star"

(*20th Century-Fox*)

HOLLYWOOD, Aug. 29.—Sonja Henie is more than ever a grown-up Shirley Temple in this unveilment of her steel-bladed virtuosity. The story is about the sort they used to cook up for Miss Temple when she paraded through pictures as a cute and dressed-up prodigy. That is about what Miss Henie does here, wearing a fortune's worth of winter toggery (she's cast as a surreptitious mannikin sent to college by a Fifth Avenue store to popularize the merchandise among the co-eds) and skating, particularly in an "Alice in Wonderland" ballet photographed in tint by a mobilized camera, even more prodigiously than even she, not to mention everybody else, ever skated before. This last would appear to be the thing for showmen to shout about to the customers.

The narrative, credited to Harry Tugend and Jack Yellen as to screenplay, to Karl Tunberg and Don Ettlinger as to story, serves the picture much as what they used to call "the libretto" served Blanche Ring and her contemporaries 'way back then. That is to say, it connects, slightly, various independently entertaining items. The star's ice numbers are, of course, the most important of these, but Joan Davis and Buddy Ebsen steal the picture repeatedly in song, dance and comedy routines, and Billy Gilbert takes it over completely for one of his familiar restaurant episodes. Richard Greene plays the collegiate male lead, Cesar Romero a rich man's son in trouble, Louise Hovick a gold-digger, George Barbier a puffy tycoon and Arthur Treacher his amiable secretary.

Harry Joe Brown is down as associate producer and Roy Del Ruth as director. Words and music are credited to Mack Gordon and Harry Revel. The place is New York and a neighboring college, the time winter. If *Life* magazine gives the picture as much advertising as the picture gives *Life*, the box-office equation ought to solve itself.

Running time, 90 minutes. "G."

ROSCOE WILLIAMS

Jessie Matthews Ma Quit Picture Caree

LONDON, Aug. 29.—Jessie Matthew and Sonnie Hale have become perma nent directors of the new compan Hale's Productions, Ltd., which wi produce stage plays. Mr. Hale is th husband of the English star.

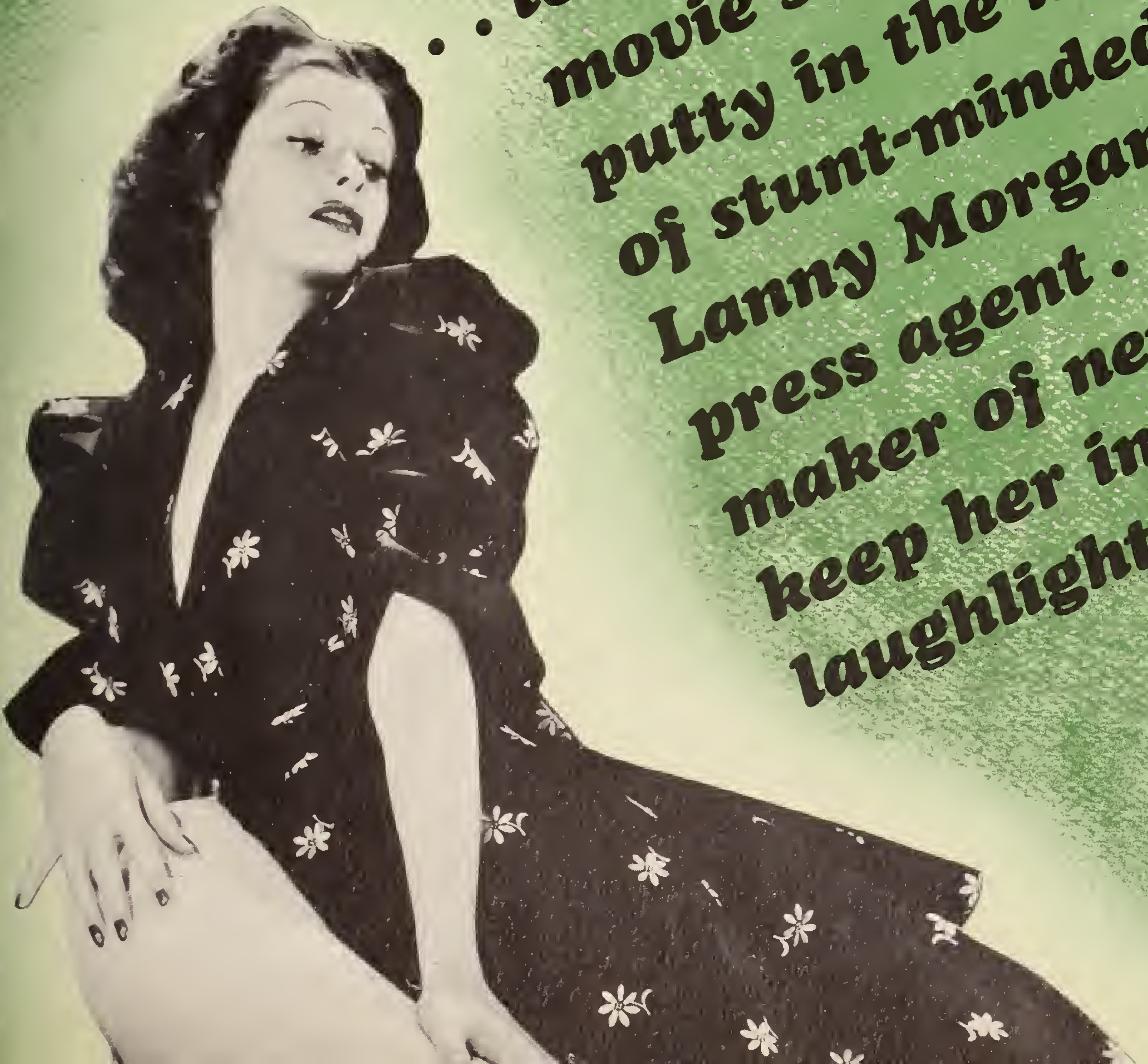
The incorporation of the new fir is seen in many quarters here a presaging the approaching end of Mis Matthews' screen career. The firs stage offering of the new compan will be "Stardust," opening in th near future.

Seeks "Birth" Firm Sta

MILWAUKEE, Aug. 29.—M. Cope land, producer of "Life," a film show ing the birth of a baby, today appeare in Federal Court here and asked fo an injunction against the America Committee on Maternal Welfare, pro ducers of "The Birth of a Baby." M Copeland charged unfair competitio and asked damages because, he said a trade paper advertisement allegedl inserted by the defendant stated tha the A.C.M.W. had a national in junction against Mr. Copeland.

This is Annabel

. . temperamental movie star . . and putty in the hands of stunt-minded Lanny Morgan, press agent . . maker of news to keep her in the laughlight!



A brand new note in refreshing entertainment starts off RKO RADIO'S new-season releases . . . an attraction that measures up to the standard of the big ones you expect during "Motion Pictures' Greatest Year." . . . Presenting the amazing, amusing, exciting and romantic story of Aluring Annabel, movie star extraordinary, and her fast-talking praise agent . . . it whirls you through enough excitement, laughs and glowing romance to set it up in the first-line box-office brackets!

Jack Oakie..Lucille Ball

THE AFFAIRS OF ANNABE

Ruth Donnelly. . Bradley P
Fritz Feld. . Thurston H
Elisabeth Risdon

Directed by Ben Stolo
Produced by Lou Lus
Screen play by B
Granet and Paul Yaw

THE FIRST OF A NEW SERIES followed by "ANNABEL TAKES A TOUR"

RKO RADIO PICTURES

Band" Again hicago Wow With $52,000

hicago, Aug. 29.—"Alexander's gtime Band" in its second week at Chicago was still terrific. The ss for the second week was $52,- which is $20,000 over average. picture stays a third week.

t the Palace "Mother Carey's ckens" plus Bill Robinson on the ge grossed a neat $25,800, or $6,800 ve normal. "Letter of Introduc- " at the Garrick was another ong attraction.

he weather was fair most of the k. Free concerts with stars such Gladys Swarthout and others drew usands to Grant Park.

otal first run business was $124,- . Average is $103,000.

stimated takings:

Week Ending Aug. 25:

VE FINDS ANDY HARDY" (M-G-M)
PPOLO—(1,400), 35c-55c-65c, 7 days, 2nd k. **Gross:** $5,600. (Average, $6,500)

ALEXANDER'S RAGTIME BAND" (20th-Fox)
HICAGO—(4,000), 35c-55c-75c, 7 days, 2nd k. Stage: Vaudeville Revue. **Gross:** 00. (Average, $32,000)

TTER OF INTRODUCTION" (Univ.)
ARRICK—(900), 35c-55c-75c, 7 days. ss: $7,500. (Average, $6,500)

OTHER CAREY'S CHICKENS" (RKO)
ALACE—(2,500), 35c-55c-75c, 7 days. ge: Bill Robinson & Revue. **Gross:** 00. (Average, $19,000)

"PRISON FARM" (Para.)
TATE-LAKE — (2,776), 20c-40c-55c, 7 s. Stage: Verne Buck and Revue. ss: $12,000. (Average, $13,000)

Week Ending Aug. 26:

"THE TEXANS" (Para.)
OOSEVELT—(1,300), 35c-55c-75c, 7 days, week. **Gross:** $8,000. (Average, $11,000)

"THE CROWD ROARS" (M-G-M)
NITED ARTISTS—(1,700), 35c-55c-75c, 7 s, 2nd week. **Gross:** $13,500. (Average, 000)

Ragtime" Smashes Records at Omaha

Omaha, Aug. 29.—"Alexander's gtime Band" and "Passport Hus- d" smashed all existing house rec- ls at the Orpheum with $20,200 in en days, topping par by $13,000. It s held for a second week, the first e for a holdover in the theatre's tory, with a new second feature oked.

'Love Finds Andy Hardy" and en Are Such Fools" pulled $9,800 the Omaha, showing a profit of 300 over seven-day average. The was held an extra three days.

'Mother Carey's Chickens" and ing Kong" at Brandeis suffered m competition and squeezed out 000, exactly average.

Total first run business was $34,000. erage is $16,700.

Estimated takings:

Week Ending Aug. 24:

OTHER CAREY'S CHICKENS" (RKO)
"KING KONG" (RKO)
RANDEIS—(1,200), 25c-35c-40c, 7 days. oss: $4,000. (Average, $4,000)

OVE FINDS ANDY HARDY" (M-G-M)
"MEN ARE SUCH FOOLS" (W.B.)
MAHA—(2,200), 25c-40c, 7 days. **Gross:** 800. (Average, $5,500)

Week Ending Aug. 25:

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
"PASSPORT HUSBAND" (20th-Fox)
RPHEUM — (3,000), 25c-40c, 7 days. oss: 20,200. (Average, $7,200)

Producer, Director NLRB Case Starts

(*Continued from page* 1)

tions were shattered today as the hearing of the petition by the Screen Directors Guild to be declared the collective bargaining agency for directors, assistants and unit managers started before National Relations Labor Board Trial Examiner William R. Ringer.

Consolidated with the petition were charges that 10 major studios violated the Wagner Act by failure to bargain collectively and by alleged intimidation and coercion of employes.

Negotiations between Darryl F. Zanuck, Sam Briskin and E. J. Mannix, representing the producers, and Howard Hawks, W. S. Van Dyke and Rouben Mamoulian, for the directors, were abruptly called off Saturday morning when at a conference both sides were unable to agree. The stumbling block was the inclusion of unit managers as part of the directors' guild, the producers remaining adamant in their contention that the guild is not properly qualified to represent that craft. This point has been the major dissension factor all through the negotiations which started a year ago.

M.P.P.D.A. Withdrawn

This morning's session opened with a request for and granting of dismissal from the National Relations Labor Board action the names of the M.P.P.D.A., the Association of Motion Picture Producers, First National Pictures and Pat Casey as respondents.

Howard Hawks was the first witness called by Board Attorney William Walsh after attorneys for the producers led by Alfred Wright, and Barry Brannen, guild attorney, commented on the introduction of testimony in relation to the industry scope which was used in the Screen Writers Guild case. Mr. Hawks told of the production of pictures, detailing duties of directors, assistants and unit managers. The duties of assistant directors and unit managers were virtually the same, he declared. Assistants have the responsibility for directing various phases of pictures under the guidance of directors, he said.

Plan Test Case on Games in Wisconsin

Kenosha, Wis., Aug. 29.—Arrested on charges of conducting a lottery in Bank Night, William Exton, manager of the Kenosha Theatre, has consented to a test case. The district attorney of nosha County and Leo Vaudreuil, Deputy Attorney General, are prosecuting the case, which is expected to be carried to the state Supreme Court to obtain a decision which will stand for all theatres in the state. I. B. Padway, Milwaukee, attorney for Bank Night, and Harry J. Kadwit, Kenosha, are representing Mr. Exton in the case.

Heading Warner Club

Cleveland, Aug. 29.—Evelyn Friedl, one of the organizers of the local Warner Club, has been elected president, succeeding Walter J. Brandt. Other officers are: Don Marcus, chairman of entertainment; Charles Banks, Jr., chairman of membership; Edna Weinberg, welfare chairman; Jane Meisel, secretary; Bob Cox, treasurer.

The board of governors consists of Saul Bragin, Eddie Miller and Lou Milder.

"Band" Pulls Big $21,500, San Francisco

San Francisco, Aug. 29.—"Alexander's Ragtime Band," put on with an extensive campaign tying in with the Cliff House and Barbary Coast spots, overshadowed all competition, grossing $21,500 at the Fox. This topped par by $4,500.

"Mother Carey's Chickens" drew $15,500 at the Golden Gate.

Total first run business was $78,150. Average is $82,800.

Estimated takings:

Week Ending Aug. 23:

"MOTHER CAREY'S CHICKENS" (RKO)
GOLDEN GATE—(2,850), 35c-40c-55c, 7 days. Stage: vaudeville. **Gross:** $15,500. (Average, $16,000)

"ALGIERS" (U.A.)
UNITED ARTISTS—(1,200), 15c-35c-40c-55c-65c, 7 days, 5th week. **Gross:** $6,800. (Average, $7,000)

Week Ending Aug. 24:

"RACKET BUSTERS" (W.B.)
"RICH MAN, POOR GIRL" (MGM)
PARAMOUNT — (2,740), 15c-35c-40c-55c-75c, 7 days, 2nd week. (Moved over from Fox.) **Gross:** $9,500. (Average, $13,000)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. **Gross:** $21,500. (Average, $17,000)

"LETTER OF INTRODUCTION" (Univ.)
ORPHEUM — (2,440), 15c-35c-40c-55c, 7 days. **Gross:** $7,600. (Average, $8,500)

"LOVE FINDS ANDY HARDY" (M-G-M)
"ARMY GIRL" (Republic)
ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c, 7 days, 3rd week. **Gross:** $5,900. (Average, $7,000)

Week Ending Aug. 25:

"GIVE ME A SAILOR" (Para.)
"BULLDOG DRUMMOND IN AFRICA" (Para.)
WARFIELD—(2,680), 15c-35c-40c-55c-75c, 7 days. **Gross:** $10,500. (Average, $13,000)

Week Ending Aug. 26:

"LA BOHEME" (Int. Cinemart)
CLAY—(400), 15c-35c-40c, 7 days, 2nd week. **Gross:** $850. (Average, $1,300)

"Andy Hardy" Gets $6,500 at Oklahoma

Oklahoma City, Aug. 29.—The big noise of the week among first runs was "Love Finds Andy Hardy" which took $6,500 at the Criterion.

A combination of "The Gladiator" and "Romance on the Run" went $200 over the line at the State.

Total first run business was $18,600. Average is $17,200.

Estimated takings for the week ending Aug. 24:

"LOVE FINDS ANDY HARDY" (M-G-M)
CRITERION—(1,500), 25c-35c-40c, 7 days. **Gross:** $6,500. (Average, $5,200)

"FAST COMPANY" (M-G-M)
"BOOLOO" (Para.)
LIBERTY—(1,200), 20c-25c, 4 days. **Gross:** $1,600. (Average, $1,800)

"THE CHASER" (M-G-M)
"YOUNG FUGITIVES" (Univ.)
LIBERTY—(1,200), 20c-25c, 3 days. **Gross:** $800. (Average, $700)

"THE TEXANS" (Para.)
MIDWEST — (1,500), 25c-35c-40c, 7 days. **Gross:** $4,500. (Average, $4,500)

"THE GLADIATOR" (Col.)
"ROMANCE ON THE RUN" (Republic)
STATE—(1,100), 20c-25c, 7 days. **Gross:** $2,700. (Average, $2,500)

"MY BILL" (F. N.)
TOWER—(1,000), 25c-35c, 7 days. **Gross:** $2,500. (Average, $2,500)

To Change House Policy

Windsor, Conn., Aug. 29.—The Windsor will return to its three-a-week change policy on Sept. 1.

"Letter" Sets Fast Pace in Coast Houses

Los Angeles, Aug. 29.—"Letter of Introduction," on a dual bill with "Danger on the Air," scored a double hit at the Hillstreet and Pantages. The $10,000 gross at the former was $3,500 to the good and at the latter the $11,500 take was over par by $4,500.

"Alexander's Ragtime Band" continued its fast pace in its second week at the Chinese and Loew's State by getting $16,716 at the former and $17,365 at the latter. In the general pickup "Racket Busters," dualled with "The Higgins Family," made an excellent showing with $15,000 at Warners' Hollywood and $17,000 at Warners' Downtown.

Total first run business was $109,308. Average is $100,950.

Estimated takings for the week ending Aug. 24:

"MARIE ANTOINETTE" (M-G-M)
CARTHAY CIRCLE — (1,518), 50c-$1.50, 7 days, 7th week. **Gross:** $7,200. (Average, $10,000)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
CHINESE—(2,500), 30c-75c, 7 days, 2nd week. **Gross:** $16,716. (Average, $12,500)

"MOONLIGHT SONATA" (Pall Mall-U.A)
ESQUIRE—(900), 40c-55c, 7 days, 9th week. **Gross:** $900. (Average, $2,500)

"ALGIERS" (U. A.)
4 STAR—(900), 40c-55c, 7 days, 6th week. **Gross:** $4,877. (Average, $3,250)

"THE JESTER"
GRAND—(750), 35c-40c, 6 days. **Cross:** $750. (Average, $1,200)

"LETTER OF INTRODUCTION" (Univ.)
"DANGER ON THE AIR" (Univ.)
HILLSTREET—(2,700), 30c-65c, 7 days. **Gross:** $10,000. (Average, $6,500)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
LOEW'S STATE—2,500), 30c-75c, 7 days, 2nd week. **Gross:** $17,365. (Average, $14,000)

"LETTER OF INTRODUCTION" (Univ.)
"DANGER ON THE AIR" (Univ.)
PANTAGES — (3,000), 30c-65c, 7 days. **Gross:** $11,500. (Average, $7,000)

"GIVE ME A SAILOR" (Para.)
PARAMOUNT—(3,595), 30c-65c, 4 days. Stage: F. & M. revue, Rube Wolf and his orchestra, Al Jarvis. **Gross:** $8,000. (Average, $18,000)

"RACKET BUSTERS" (W. B.)
"THE HIGGINS FAMILY" (Republic)
WARNER BROS. (Hollywood) — (3,000), 30-65c, 7 days. **Gross:** $15,000. (Average, $14,000)

"RACKET BUSTERS" (W. B.)
"THE HIGGINS FAMILY" (Republic)
WARNER'S BROS. (Downtown)—(3,400), 30c-65c, 7 days. **Gross:** $17,000. (Average, $12,000)

Party for Schwarzwald

Milton Schwarzwald was given a cocktail party yesterday at Eastern Service Studio to celebrate his establishment of production quarters there for the filming of Mentone two-reel shorts for Universal, and of Nu-Atlas one-reelers for RKO distribution.

Carillo in Politics

San Francisco, Aug. 29.—Leo Carrillo, member of a pioneer California Spanish family, has been named chairman of the motion picture committee of T. F. J. O'Connor's campaign for the Democratic nomination for governor.

Fay to Reopen 2 Houses

Providence, Aug. 29.—Ed Fay will reopen two theatres Sept. 2, the Fay with its established policy of vaudeville and films and the Carlton as a moveover house.

Count 9,000 US Theatres In Ad Drive

(Continued from page 1)

tabulations of pledges received over the weekend revealed a total less than $30,000 shy of the amount sought.

The first of the campaign newspaper ads will appear tomorrow in the *World-Telegram* and *Sun*, and will be followed in morning and afternoon newspapers in more than 2,000 cities in the United States and Canada on Thursday. All New York daily newspapers will have run the first ads by Friday night.

In all, five advertisements will be used in the first newspaper barrage on the campaign. They will range in size from five to seven columns up to three-quarters of a page. The captions of the first five ads to run are "Four Walls That Hold a World," "276," "The Average Movie-Goer Speaks His Mind," "The Unseen Hand" and "A Message to You." The first two ads were reproduced in Motion Picture Daily last Friday along with other specimen ads to be used in the campaign. The total advertising budget for the drive, from Aug. 31 to Dec. 31, will exceed $500,000.

Publicity Section Shipped

The publicity section of the campaign press book was shipped to exchanges over the weekend, furnishing a complete press service for participating exhibitors. The section is in 16 pages and was compiled under the direction of S. Barret McCormick. By-line stories and statements by Adolph Zukor, Leo Spitz, Nicholas M. Schenck, Joseph M. Schenck, Harry M. Warner, W. Ray Johnston, Murray Silverstone, Jack Cohn, Darryl F. Zanuck, Jack L. Warner, William Le Baron, Scott R. Dunlap, Harry Cohn and Pandro S. Berman are a feature of the section. Terry Ramsaye, editor of *Motion Picture Herald,* contributes a full page on the progress of the motion picture. Other members of the trade press, producers, directors, stars, writers and technicians also contribute. The section is replete with illustrations, straight news stories, feature articles and special material.

It represents the work of virtually every publicity department in the industry. Emphasis is on the drive, contest and industry, rather than individual company, picture or star.

Chicago Completing Drive Preparations

Chicago, Aug. 29.—Chicago theatremen are completing plans for the opening of the national film drive this week. The quota for this territory will be oversubscribed by the end of the first week of the campaign, it is predicted by Eddie Silverman, who is in charge. Larry Stein, Warner Theatre press chief, has been named publicity head.

Balaban & Katz, under the guidance of William K. Hollander, advertising chief; Essaness Theatres, through Herb Elisburg; Warner Theatres, and independent operators have all been busy for weeks preparing for their part of the drive.

Name Air, Publicity Committee in Canada

Toronto, Aug. 29.—A further step in the promotion of the Motion Pictures' Greatest Year campaign in Canada has been the appointment of a publicity and radio committee to disseminate information regarding the "Movie Quiz" contest, distribute publicity material and arrange radio hook-ups.

This committee, which has its headquarters in Toronto, comprises: Dewey D. Bloom, M-G-M exploitation manager with Regal Films, Ltd., chairman; James Nairn, advertising manager, Famous Players Canadian Corp.; Jack Arthur, manager Uptown Theatre, Toronto; S. H. Falk of the Independent Theatres Association; Mike Wilkes, exploitation manager, United Artists Corp., Ltd., and Ray Lewis, editor of *Canadian Moving Picture Digest.* A contest for cash awards has been arranged, the competition being divided into three classifications based on the population of cities in which the theatres are located, entries being judged on advertising and exploitation devised by managers, apart from suggestions provided by the campaign committee and the official accessories.

East N. Y. Unit Meets

Albany, Aug. 29.—The Eastern New York regional committee meeting of the Motion Pictures' Greatest Year campaign will convene here tomorrow morning with Si Fabian, president of the circuit bearing his name, in the chair. Mr. Fabian will outline to the theatre managers and local branch managers just what part each is expected to play in the forthcoming drive scheduled to get under way Thursday. Principal speaker will be Harold B. Franklin, who heads the drive in this territory.

Co-chairman for the local region selected by Mr. Fabian are Meyer Schine, M. J. Kallet, William A. Smalley, Moe A. Silver, Louis R. Golding and Phil Fox. Mr. Silver will serve as treasurer, Mr. Golding as secretary and Mr. Fox will handle distribution.

Additionally, Mr. Fabian has named William Benton, John Gardner, Harold Lewis, Ralph Pielow, Bernie Kranze, Clayton Eastman, M. A. Grassgreen and Norman Ayres to his general committee.

Cincinnati Backs Drive

Cincinnati, Aug. 29.—Maurice White, local chairman of the Motion Pictures' Greatest Year drive, reports enthusiastic cooperation and response from practically all exhibitors in the Cincinnati trade territory, which embraces Columbus, O., and intervening points, as well as situations in portions of Kentucky, West Virginia and Indiana. Exhibitors are rushing in their pledges in the "Movie Quiz" contest.

Speed New Orleans Plans

New Orleans, Aug. 29.—Plans for participation in the Motion Pictures' Greatest Year campaign by local theatres are being speeded by C. J. Briant, manager for M-G-M here, who is supervising the campaign here. He has sent order blanks for quiz books and other material for the campaign to all theatre managers and expects to set a date for a general meeting of owners within a few days.

Jackson Arrives to Acquire U. S. Films

(Continued from page 1)

said he had had a conference with an independent producer who had "24 amazing titles for 24 amazing pictures." Mr. Jackson indicated that before the end of the week, unless he saw something much better, he would make a deal for this unnamed output.

He refused to discuss his London backers, but said anyone wishing to investigate his credit could get full information from the Westminster Bank. He added that he was being financed by a London banking group, but not by the Ostrers.

"I want to get American output because a British company cannot live without American pictures," he said.

Within four weeks, he said, his company will announce its association with a major English producing company for which it will handle physical distribution in England.

Mr. Jackson was in motion pictures many years ago, but quit to go into finance. During that period he said he had been responsible for the formation of 120 British companies. He decided to get back into the film business through the distributing end about three months ago.

He wants independents with product to show it to him. He is at the Waldorf, but will return to England on the *Queen Mary* next Wednesday.

Dinner Ends Meet of Warner Theatre Men

(Continued from page 1)

Washington and Herb Copelan, Atlantic City.

Bookers—Saul Bragin, Cleveland; A. Halperin, Chicago; Max Hoffman, New Haven; Max Friedman, Albany; George Crouch, Washington; Frank Damis, Newark; Harry Feinstein, Pittsburgh; Lester Krieger, Philadelphia.

Home office executives—Clayton Bond, Ed Hinchy, Leonard Schlesinger, Frank Phelps, Nat Fellman, Abel Vigard, W. Stewart McDonald, Harry Rosenquest, Louis Kaufman, Frank Cahill, Herman Maier and Harry Goldberg.

Home office men who attended the dinner included: W. C. Patterson, Harry Mayer, Harold Rodner, Jim Brennan, Lou Brager, Herman Levine and Frank Marshall.

Finish WPA "Panorama"

"New York Panorama," 526-page portrait of Gotham, has been completed by the WPA Federal Writers' Project of New York City. Published under the sponsorship of the Guilds' Committee for Federal Writers' Publications, Inc., the work covers the theatre in a section entitled "Entrances and Exits"; motion pictures, in "Pleasures in Palaces," and radio, in "The World of Wireless."

Standard Campaign Aids

Oklahoma City, Aug. 29.—The "August Jubilee of Movie Hits," put on at the Criterion and Midwest, downtown Standard first runs, has proved a success and has boosted receipts at these theatres considerably, according to Walter B. Shuttee, general manager of Standard. This special promotion has started the ball rolling for the national campaign.

AFA to Seek New Standard On Vaudevill

(Continued from page 1)

band, of course, are not involved, tl
being members of the American F
eration of Musicians. Mr. Bernie hi
self, however, is listed as an act
The union is asking a minimum
$60 per week for principals and
per week for members of the chor
They also demand a maximum of f
shows a day or 28 per week, ask
that any additional shows per w
be paid for on the basis of one-twen
eighth of a week's salary per sh
The union has succeeded in acquiri
the membership of all those new e
ployed on the Strand's stage.

It is the plan of the A.F.A. to m
across the country in the campa
first inducing talent to join the uni
then facing theatres with their sta
ardization demands. Several hou
already have been signed in the w
notably in San Francisco, it was s
yesterday.

Union officials declare that this
the first serious attempt to standard
the working conditions of vaudev
performers in the past 21 years.

Union Talks to Contin

Labor negotiations with theatres
the metropolitan area were contin
yesterday in a protracted meeting w
Major L. E. Thompson of RKO. T
meetings between the first union
start negotiations, Local 1, New Y
stagehands, which were started 1
week will probably continue
through this week and possibly e
into next, Major Thompson said. R
resentatives of the major circuits w
present with local officials in Ma
Thompson's office yesterday.

Local 702 Pickets Loew

Local 702, laboratory technicia
union, picketed the Loew's State Bl
yesterday for a brief period as part
its demonstration against Du-Art L
oratory, involved in the union's curr
strike. The I.A.T.S.E. affiliate beg
its demonstrations against the labor
tory's customers last week with int
mittent picketing of the Godfrey Bld
which houses Columbia's home offic
and of Caravel Films headquarters.

Music Hall Notice Form

Members of the orchestra of
Radio City Music Hall have recei
two-week notice, it was explained y
terday by theatre executives, in
cordance with the usual practice
giving all musicians notice imme
ately prior to the opening of the n
theatrical season after Labor Day. T
action was formal, it was said, a
was indicative of no planned chang
at the house.

Discuss Union Pact

Initial negotiations looking to
agreement between the Max Fleisch
studios and Local 60, United Americ
Artists & Professional Workers uni
covering the studio's employes, we
begun yesterday. The negotiations
volve a new contract to supplant t
one now in existence. The discussi
will be continued today.

Banner LINES

BILLY BACHER is in town to clean up odd and end details of the forthcoming Texaco pro- am. He is also here (but he didn't ll us this) to see what can be done ward closing a deal to bring Lou- a Parsons back to the air in a pro- uction written and evolved by Billy acher. At the moment (and still lly didn't tell us this) Procter & amble, through a Chicago agency, considering a Louella Parsons buy. P. & G. does buy Miss Parsons r a series, it will be their first at- mpt at a big program since the Gibson Family" fiasco some years ck.

What Billy did tell us is that the ax Reinhardt productions for Tex- o will not be the spectacle dramas ith which Mr. Reinhardt has been sociated, but will be stories of mod- n life, mainly originals. The leads, far as possible, will be played by tors who have been identified with r. Reinhardt, such as Luise Rainer, aul Muni, Marlene Dietrich and harles Boyer, while the supporting ayers will be drafted from his Workshop."

▼

The latest official program ratings nd the five top leaders to be, in the der named: Chase & Sanborn Hour, ajor Bowes Orginial Amateur Hour, raft Music Hall, One Man's Fam- y and Rudy Vallee's Variety Hour. ll but the Major's hour are pro- uced by J. Walter Thompson agency. ncidentally, the same five programs ave held the same relative positions l summer long. What advertising gency does the best radio job is a uestion frequently asked, and the an- wer to that one will be easy, hence- rth.

▼

"Prof. Quiz," now on CBS for the ash Motor Co., will not be renewed eyond the current contract date, hich is some time in October. How- er, a deal is now on which will eep the good Prof. on the air and in ullers through the winter for a uthrauff & Ryan client. The deal is ose to the jelling stage and should e closed any day.

▼

Another question frequently sked is, how well are the audi- nce participation shows standing p? Well, in the official program atings, the Kay Kyser melange ccupies seventh place, Tommy Dorsey's program is tenth, Vox Pop is eleventh, Prof. Quiz and Hobby Lobby are the next two in rder. The answer to that one, hen, is audience shows are start- ng the long trek to nowhere.

▼

The Gruen Watch Co.'s WABC rogram, "Gotham Gazette," which is ated to start Sept. 5, still is with- ut a gazeteer, according to CBS and McCann-Erickson agency handling the Gruen account. Our hunch, however, that the gazeteer has been chosen, nd his name is Dave Charney, *New York Mirror* feature writer and Broadway reporter.

—Jack Banner

NBC on Coast Signs Three New Contracts

A new contract and two renewals have been signed for NBC stations on the Pacific Coast by the Standard Oil Co. of California, the Wesson Oil Co. and Pepsodent Co., respectively.

Standard Oil will present "Standard School" Thursdays beginning Oct. 6 over KGO, KECA, KEX, KJR, KGA, KFBK, KWG, KMJ, KERN, KFSD, KTMS and KMED. McCann-Erickson is the agency.

Wesson will present "Hawthorne House" beginning Sept. 26, over KPO, KFI, KGW, KOMO and KHQ. The Fitzgerald agency of New Orleans handles the account. "Candid Lady," sponsored by Pepsodent, also has been renewed. Lord & Thomas is the agency.

To Meet in Sections At AFRA Convention

St. Louis, Aug. 29.—Local members of the American Federation of Radio Artists will meet in special sections devoted to particular phases of radio activity, such as singers, actors and announcers, at the organization's first national convention here Nov. 14-16, it has been decided. A committee will be named to make arrangements for the convention.

Henry Jaffe, the federation's attorney, is due here shortly from New York to assist in the preparations. The local organization has increased its board of directors from nine to 15 members and will open a permanent office soon.

Try Out New Radio Team

Ted Hart and Lew Parker, the former the revue comedian and the latter from the vaudeville stage, recently were teamed by the CBS artists bureau in an effort to develop a new comedy team for radio. On Thursday night the experiment will be tried out publicly, for the bureau has booked the team for a guest appearance on the Vallee hour. If the team clicks CBS will accord Hart and Parker an elaborate publicity and promotion buildup.

Melton Guest on Concert

Jimmy Melton, who made his opera debut in June with the Cincinnati Summer Opera Association, has been signed to be the guest artist with the Toronto Promenade Symphony Orchestra for the Sept. 1 concert.

Publish Lopez' Anthem

Vincent Lopez' revised arrangement of "The Star Spangled Banner" has been published this week by Exclusive Publications. Royalties derived from the sale of the song will go to American Legion units.

Welch Finishes Series

Niles Welch, former screen player, and now an announcer for CBS here, has produced and directed a series of transcriptions on safety for the Commercial Credit Co.

Ted Malone Joins NBC

Ted Malone, whose "Between the Bookends" program has been on Mutual for the past season, will be heard over the NBC-Blue, five days weekly at 3:45 P. M., beginning Sept. 5.

Hay Fever Machine

St. Louis, Aug. 29.—The entire staff at WEW is cutting loose with a battery of "Ah Choos" these days. The epidemic started after a new air-conditioning plant had been installed. But it's hay fever the boys have got, not colds.

While there is little vegetation in the immediate vicinity of the station, in midtown St. Louis, medical theorists advance the explanation for the epidemic that the pollen which causes the disease has been caught up and distributed through the studio by the new machinery.

Plan 2 New Stations For Canada Network

Toronto, Aug. 29.—Major W. E. Gladstone Murray, general manager of the Canadian Broadcasting Corp., has authorized the construction of a 50,000-watt transmitter as a further unit of the Canadian network at Aulac, near Sackville, N. B., to provide a high-powered station for the Maritime provinces on the Atlantic seaboard. This will be designated as CBA. A survey of possible locations for a big station for the Prairie provinces is in progress. The midwestern unit will be known as CBK.

Major Murray stated that developments are under way for Empire broadcasting around the world on a regular basis. E. L. Bushnell, general supervisor of programs at the home office, will go to England to attend a conference on the subject. In October Lance Siefking, BBC producer, will come to the Canadian company on a temporary exchange basis with H. R. Pelletier of CBM. The previous BBC producer with the CBC, Laurence Gilliam, is now presenting Canadian features over the facilities in the United Kingdom as a result of his experience in the Dominion. Major Murray pointed out that "plans are in hand for the most elaborate scheme of cooperation so far attempted" with the three broadcasting companies in the United States, NBC, CBS and MBS.

Canada to Improve Rural Air Facility

Quebec, Aug. 29.—One of the chief objects of the Canadian Broadcasting Commission is to improve rural air facilities, Mrs. Nellie McClung, governor of the Canadian Broadcasting Corp. and Canadian delegate to the League of Nation Assembly, said here before sailing on the *Empress of Britain*.

She declared her opinion that radio audiences are as high intellectually and far more appreciative in the rural areas than in the cities. Mrs. McClung said that programs from the United States are the best obtainable and pointed out that the aid and cooperation given by NBC and CBS had been invaluable.

Collins Joins N. W. Ayer

Robert Collins, former vice-president in charge of the New York office of George H. Hartman Co., advertising agency, has joined the radio division of N. W. Ayer & Son in the New York office.

▶ Radio Personals ◀

GEORGE JESSEL arrived on the *Normandie* yesterday. . . . Madeleine Carroll will be on the Kraft "Music Hall" Thursday. . . . Cedric Foster, conductor of "Day You Were Born" on Mutual, is in the hospital with a jaw ailment. . . . Pauline Alpert's contract on WOR has been renewed for another year. . . . WOR's early morning facsimile transmissions have drawn more than 1,500 inquiries since the transmisions started about seven months ago. . . . Hal Kemp and his crew depart from the Hotel Astor Roof Sept. 7 for a series of one nighters through the south. The band will return to New York each Tuesday for the "Time to Shine" broadcasts.

Hearing Is Set on Washington Station

Washington, Aug. 29.—Examiner's hearings will be held Oct. 28 and 31 on a number of broadcasting applications, as follows, it has been disclosed by the Federal Communications Commission:

Oct. 28: Applications of KRKO, Everett, Wash., for increase of time from sharing to unlimited and increase of power from 50 watts to 100 watts night, 250 watts day, and Cascade Broadcasting Co., Inc., for a new 1,420-kilocycle station at Everett, with 100 watts power night, 250 watts day.

Oct. 31: Applications of WAZL, Hazleton, Pa., for increase of time from sharing to unlimited, and Bernard Goldsmith for a new 1,420-kilocycle, 100-watt daytime station at Metuchen, N. J.

Application for a new station to operate on 1,200 kilocycles with 100 watts power night, 250 watts day, has been filed with the commission by the Panama City Broadcasting Co., Panama City, Fla. The commission also received a new application from KGNO, Dodge City, Kan., asking for increase in power from 250 to 500 watts.

Sign Kenny Baker Again

Kenny Baker, who was heard on the Jack Benny Jell-o series last year, has been signed again for another stint of vocalizing on the program when it returns to the air.

Lila Lee in Air Series

"Stars Over Hollywood" is a new transcribed series now on the market. It features Lila Lee, star of the silent screen, in her own life story.

Ed Sullivan on WMCA

Ed Sullivan, *Daily News* columnist, will appear as Dave Vine's guest star on "30 Minutes on Broadway" over WMCA tonight at 9 P. M.

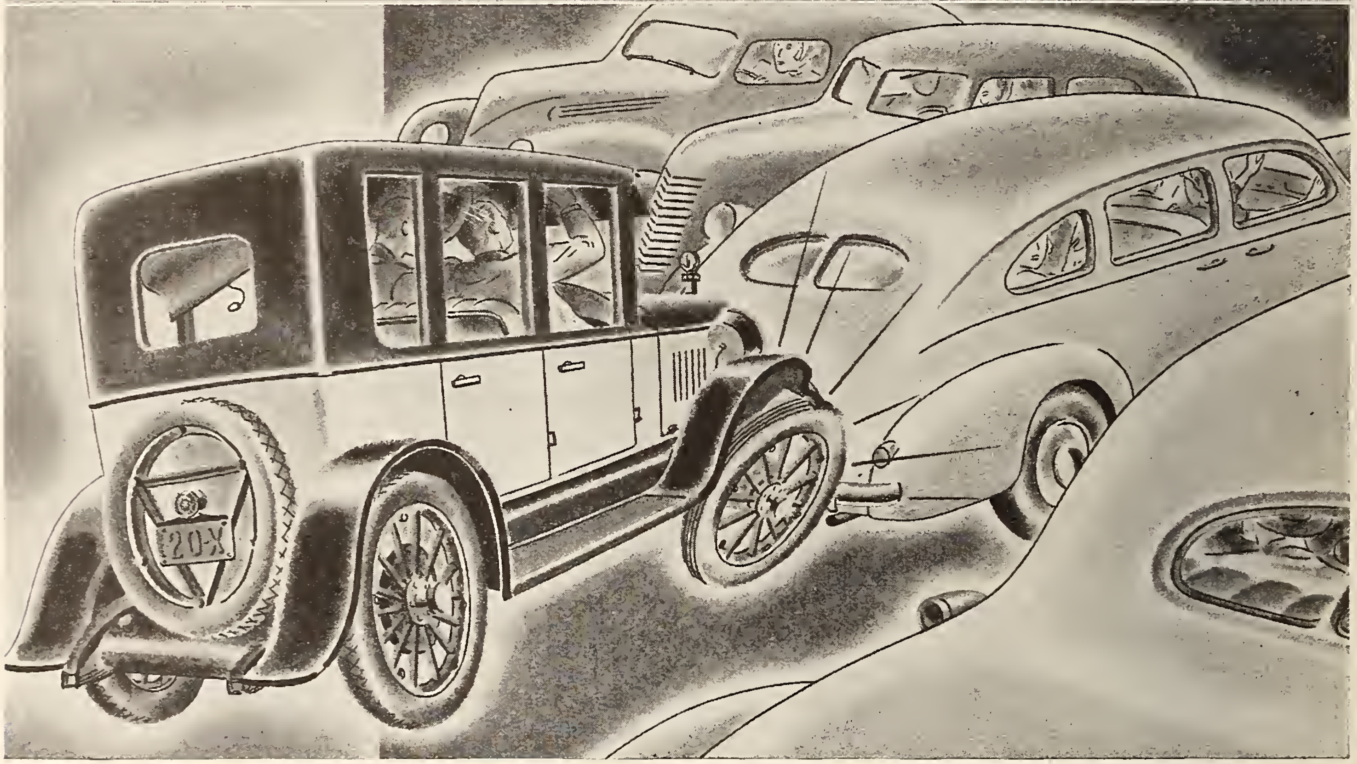
Schneider Joins NBC

Adolph Schneider, recently with WHO, Des Moines, has joined the news and special events division of NBC in New York.

Mark Warnow Is Signed

Mark Warnow again has been signed to direct the music on the "We, the People" series, which will return to CBS Sept. 27.

ARE YOU DRIVING A CAR WITH TWO-WHEEL BRAKES?



LOW INTENSITY PROJECTION, like a car with two-wheel brakes, is not adapted to the modern tempo of the motion picture industry. It doesn't give your business the security which you desire. Theater goers want brighter screen illumination than it provides, a more comfortable level of general illumination, and more accurate reproduction of color. They are getting these advantages in the thousands of theaters now equipped with high intensity projection. These are the houses that are doing a capacity business.

SIMPLIFIED HIGH INTENSITY projection puts these same advantages within *your* reach. It will enable you to hold your present patronage and increase box office receipts. Yet the cost is surprisingly small.

Write for the free, illustrated booklet, "The Eternal Triangle in Picture Projection." It gives a clear demonstration of the Box Office value of improved projection. Then ask your dealer's salesman to show you how little it will cost.

SIMPLIFIED
High Intensity
PROJECTION
WITH "NATIONAL" "SUPREX" CARBONS
ECONOMICAL AND MODERN

NATIONAL CARBON COMPANY, INC.
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cture
lustry

MOTION PICTURE
DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

44. NO. 43 NEW YORK, WEDNESDAY, AUGUST 31, 1938 TEN CENTS

ıdio Warns)f Reprisals On Ad Drive

e Use of Newspapers Stirs Broadcasters

ASHINGTON, Aug. 30.—Motion re distributors received a subtle atum today that they must buy time henceforth if they expect nued help from broadcasters in izing new films.

e announced plan to confine the advertising drive to newspapers a sharp reminder from Ed Kirby, or of public relations for the nal Association of Broadcasters,

ldditional developments in adio yesterday on page 8.

radio in the past has been ex-ly generous in plugging songs, s, and pictures on a charity basis. dcasters were described as "at a to follow the logic" behind the butors' plan to use only news-s in building good will and nage.

hough reluctant to jump at con-ns, Mr. Kirby informed Howard of M-G-M, chairman of the film tising committee, that the radio

(Continued on page 8)

rt Time Houses Get Reduced Rate

re than 100 additional theatres be admitted to the Motion Pic-' Greatest Year campaign and ie Quiz" prize contest as a re-of a decision made by campaign quarters here yesterday which its theatres operating four days ss each week to participate in ampaign at a reduced contribu-ate.

mpaign headquarters advised all nal chairmen to accept pledges such theatres on the basis of five

(Continued on page 5)

t Levine Rejoins 1-G-M as Producer

LLYWOOD, Aug. 30.—Nat Levine, left his berth as producer for -M about six months ago, has a deal to return to the studio oducer of from eight to ten pic-for the new season.

. Levine, who recently moved into d quarters at the Selznick Inter-nal Studio, will remain there for ctivities.

Milwaukee Jubilee Draws 200 Guests

MILWAUKEE, Aug. 30.—Industry representatives from the entire state of Wisconsin, from neighboring states and from distant points to the number of 200 gathered here today for the Wisconsin Motion Picture Industry Reunion and Testimonial at the Schroeder Hotel.

The two-day affair which opened today was at once a cheerful and convivial gathering of film folk and a tribute to 120 industry pioneers of the state, those boasting 25 or more years of service to the business. However, it is more specifically a tribute to Charles W. Trampe, well known Milwaukee film man for many years, himself celebrating 25 years in the industry.

Registration at the hotel opened the proceedings this morning, to be followed by a review of the numerous exhibits which had been arranged as a feature of the event. Later came a tour through breweries, with the

(Continued on page 4)

Hammons-Jackson Talk British Deal

A proposal involving reciprocal distribution here and in England which would make financing available for certain productions to be made for New Grand National Films, Inc., was reported to have been broached yesterday to Earle W. Hammons, head of New Grand National and Educational, by Louis Jackson, London financier.

Both Mr. Hammons and Mr. Jackson declined to reveal the nature of the proposal following their meeting, but the former admitted that he found Mr. Jackson's ideas "interesting" and

(Continued on page 7)

MPTO ASKS QUICK INDUSTRY REFORM

Kuykendall Says—

Failure to grant concessions will unleash attacks of all industry's detractors and will force independents to support prosecution.

Unfavorable publicity during trial will stimulate backers of anti-industry legislation in state legislatures.

Lawyers' advice against joint action on reforms has caused present situation.

Government's complaint embodies six of 10 points sought by M.P.T.O.A. in past three years.

Litigation will continue for years.

Liberal cancellation provision will end agitation for anti-block booking bill.

"Band" Gets Record Fifth Week at Roxy

"Alexander's Ragtime Band" continues on its merry, record-shattering way, set for a fifth week at the Roxy, and the only picture ever to play the house for more than four weeks. The fifth week will be the last, the Roxy management said yesterday, not because of weakening business, but by reason of congestion of bookings. A gross of $55,000 is anticipated for the fourth week, ending on Thursday night, and an equally strong take is

(Continued on page 4)

Schenck Intimates Negotiation With G.B. May Be Resumed Later

By AUBREY FLANAGAN

London, Aug. 30.—Joseph M. Schenck, chairman of the board of directors of 20th Century-Fox, declared here today that he was likely to reopen business conversations with Gaumont British later this year. He indicated that he will return to London later in the year and at that time is hopeful of meeting Mark Ostrer, head of G. B., who is now out of London on vacation. Mr. Schenck will sail tomorrow on the *Queen Mary* for New York, where he is scheduled to arrive next Monday.

The American executive refused to discuss the details of the proposed negotiations with G. B., which may concern product only. However, there was a strong intimation that the conversations would cover wider ground. He declared 20th Century-Fox is still in the market to do business, presumably referring to G. B. Some time ago, a deal whereby 20th Century-Fox and Loew's would take over control of G. B. collapsed.

Kuyendall Says Delays Caused Government's Anti-Trust Suit

A strong plea that distributors proceed immediately to make trade practice concessions in spite of the Government's anti-trust suit is made by Ed Kuykendall in the latest bulletin of the M.P.T.O.A.

"The industry must realize that there are other serious attacks and problems that are not affected by a Department of Justice suit," declares Mr. Kuykendall.

"There are 48 state legislatures that are not enjoined or influenced in passing legislation to tax and regulate our business by this suit. And, in the meantime, there is nothing to prevent Congress from legislating as they please. This suit does not interfere in any way with the filing of any number of private anti-trust suits, triple damage actions, etc."

Mr. Kuykendall's statement seems to have been timed for distribution just before the return of S. R. Kent, chairman of the trade practice committee, from Maine, for a study of attorneys' reports on the Government's charges against the industry. He refers to the fact that counsel have advised against joint action in making

(Continued on page 7)

Coast ITO Studies FWC Peace Gesture

LOS ANGELES, Aug. 30.—The Independent Theatre Owners of Southern California today studied a proposal from Charles Skouras, Fox West Coast head, for the creation of a three-three board of arbitration for mediation of trade practice disputes and other grievances arising between the independents and the circuit.

Mr. Skouras yesterday addressed a meeting of unaffiliated theatre owners called by Albert Galston, president of the I.T.O., and declared that he and his aides were willing at any time to listen to proposals for improving the relationships between the circuit and independents. He asked the organization to appoint three members to meet three F.W.C. executives to iron out difficulties.

The move by Mr. Skouras was the result of a recent session of circuit heads with independents on plans for the Motion Pictures' Greatest Year campaign.

Ask Court Approval On RKO Settlement

The Irving Trust Co., as trustee for RKO, yesterday filed a petition in the U. S. District Court with the consent of RKO Orpheum Corp., asking the court to settle claims held by RKO Orpheum against RKO totaling $1,726,983 for $50,000, and to approve an agreement between RKO and RKO Orpheum, whereby the claim would be satisfied in return for the satisfaction of claims held by RKO against RKO Orpheum. The petition stated that the book value of the assets of RKO Orpheum were approximately equal to debts owed by RKO Orpheum to RKO and that the former desired to create a capital surplus by a reduction of its indebtedness.

Irving Trust also stated that under the proposed agreement it would take steps to reduce the total fixed indebtedness of RKO Orpheum now evidenced by a $2,644,655 six per cent non-cumulative income note held by the Chemical Bank & Trust Co. as trustee to $2,000,000. In return, the petition declared, RKO Orpheum Corp. has agreed to increase its preferred shares from 673 to 1,143, and will issue to Irving Trust an additional 470 shares of this class.

The $1,726,983 in claims now held by RKO Orpheum against RKO originally belonged to the Publix Indiana Corp. and were later assigned to RKO Orpheum Corp.

Dignitaries See "Drums"

WASHINGTON, Aug. 30.—"Drums" was given a special preview at the Rialto last night in the presence of a large number of Government officials and others. Among those present were: Secretary of State Cordell Hull, Acting Secretary of the Treasurer Dr. Boswell Magill, Acting Secretary of War Gen. Malin Craig, Solicitor General Robert H. Jackson, Postmaster General James A. Farley and Secretary of the Navy Claude Swanson.

Blumberg Rewards Meyer

Nate Blumberg, Universal president, has sent a check for $100 to Victor Meyer, manager of the Orpheum, New Orleans, for his premiere campaign on "Little Tough Guy." It was a surprise to Mr. Meyer.

Mr. Blumberg said yesterday he would watch for top campaigns on "Youth Takes a Fling," "That Certain Age," "Road to Reno," "Service De Luxe" and "The Storm."

Set Loew-Republic Deal

Republic Pictures has closed a deal with Loew's Metropolitan circuit for 50 per cent of the company's 1938-'39 feature program. James R. Grainger, president of Republic, and Morris Epstein of the New York Exchange represented Republic. Charles Moskowitz and Eugene Picker represented Loew's.

Halt Illegal Showings

The Commandant of the United States Coast Guard has issued instructions to all units, at the instigation of distributors to prevent unauthorized showing of films on Coast Guard vessels. The matter had been referred to the Copyright Protection Bureau.

Winners in Depinet Drive Slated to Receive $15,000

Approximately $15,000 will be distributed by RKO among the employes of the leading exchanges as supplementary prizes in the Ned E. Depinet Drive. These are in addition to the eight capital awards already announced by Jules Levy, general sales manager. The Buffalo office, headed by C. Boasberg, was the major victor. The unit winners follow:

Shorts contest: Buffalo, first; Des Moines, Lou Elman, manager; St. Louis, B. J. McCarthy, manager; Cleveland, H. Greenblatt, manager; Washington, R. J. Folliard, manager; Indianapolis, R. E. Churchill, manager. For the Canadian division, Calgary, H. F. Taylor, manager, was the leader, followed by Vancouver, W. S. Jones, manager.

Disney contest: Memphis, A. M. Avery, manager; Dallas, C. W. Allen, manager; Los Angeles, N. P. Jacobs, manager; Buffalo, C. Boasberg, manager; Denver, J. H. Ashby, manager; Oklahoma City, R. B. Williams, manager. In the Canadian division, Vancouver, W. S. Jones, manager, was the winner, followed by Winnipeg, H. Wolfe manager.

Albany First in "Time" Test

March of Time: Albany, B. G. Kranze, manager; Memphis, A. M. Avery, manager; Los Angeles, N. P. Jacobs, manager; San Francisco, G. Wm. Wolf, manager; Portland, Mark Cory, manager; Salt Lake City, H. C. Fuller, manager.

"Victoria The Great" contest: Buffalo, C. Boasberg, manager; New Haven, B. Pitkin, manager; Seattle, E. A. Lamb, manager; St. Louis, W. J. McCarthy, manager; Minneapolis, L. E. Goldhammer, manager; Cleveland, H. Greenblatt, manager; Des Moines, Lou Elman, manager; New York, Bob Wolff, manager. For the Canadian division, Calgary, H. F. Taylor, manager, was the winner, and second place went to Toronto, J. F. Meyers, manager.

Bobby Breen bonus plan: Prizes were shared by 23 offices, with Indianapolis, R. E. Churchill, manager, having the greatest percentage over billings quota, followed by Omaha, C. J. Dressel, manager, and Sioux Falls, S. W. Fitch, manager.

Ad Sales Prizes to Many

Ad sales commission plan: Prizes were shared by 102 managers, salesmen and ad sales managers. The major winners were the personnel in the offices of Charlotte, New Orleans and Albany, where the managers are, respectively, Joe B. Beecheen, P. M. Baker and B. G. Kranze.

Bronze plaques have been forwarded to five of the leading branches in the capital group, the winners of which were announced a few weeks ago. The presentations, made this week by Mr. Levy, go to Buffalo, Toronto, Vancouver, Pittsburgh and Portland.

Para. Dividends Voted

The Paramount board of directors has voted the regular quarterly dividend on the company's first and second preferred stock. The quarterly dividends of $1.50 on the first preferred and 15 cents on the second preferred are payable Oct. 1 to stockholders of record on Sept. 16.

Cantor Won't

Hollywood, Aug. 30.—Eddie Cantor and 20th Century-Fox today got together and decided to separate. The comedian's refusal to make "The Average Man" for the company because of his dissatisfaction with the story is given as the reason for tearing up his contract.

Mr. Cantor's deal with the producer was for three pictures, the first of which was "Ali Baba Goes to Town"—which, in many situations, didn't.

Attorneys Clash at Directors' Hearing

HOLLYWOOD, Aug. 30.—A clash between attorneys for the producers and the Screen Directors Guild over disclosure of salaries paid to directors and to assistants and unit managers featured the hearing today before Examiner William R. Ringer of the National Labor Relations Board on the guild's petition to be declared the collective bargaining agency for the three crafts.

When Milton H. Schwartz, representing Loew's, Inc., asked Rouben Mamoulian, second witness for the guild, if he had received $178,750 for directing Paramount's "High, Wide and Handsome," Attorney Barry Brannen for the guild objected, declaring the question irrelevant. Mr. Schwartz countered with the argument that the producers were attempting to show the disparity between directors' salaries and those of their aides. Mr. Ringer ordered Mr. Mamoulian to answer and he said his recollection was that he had received $145,000 for the picture. He added that the picture was in work for 26 weeks.

Cite Salary Comparisons

Mr. Schwartz brought out that while Mr. Mamoulian was receiving this salary his assistants and the unit managers received a top figure of $150 a week. This line of testimony was apparently aimed to bolster the producers' contention that the guild is not properly constituted to represent assistants and unit managers.

William J. Walsh, N.L.R.B. attorney, seeking to make a legal point, as required by N.L.R.B. rules, that stopping of work by directors would affect the flow of interstate commerce, elicited from Mr. Mamoulian the statement that assistant directors and unit managers were incapable of carrying on the work of directors. Mr. Walsh drew from Mr. Mamoulian admissions that when directors have been incapacitated it often has been necessary to assign new directors and in many instances scripts have been rewritten.

Following Mr. Mamoulian to the stand, Herbert Biberman declared that 40 per cent of the directors at the studios formerly were unit managers and assistants. He gave further details concerning the work of directors and unit managers.

Frank Tuttle was on the stand as the hearing closed for the day.

Waldemar Youn
Dies of Pneum

HOLLYWOOD, Aug. 30.—Wa
Young, veteran screen writ
joint winner of the Academy
play award for his script w
"Lives of a Bengal Lancer,"
pneumonia today at Hollywoo
pital. He had been ill for
months.

Mr. Young entered the indu
1917 and since that time ha
under contract successively t
versal, B. P. Schulberg, M-G
Paramount. His pictures i
also "The Plainsman," "I
"The Crusades," "Sign of the
and "Love Me Tonight."

Max Factor Pass

HOLLYWOOD, Aug. 30.—Ma
tor, pioneer in motion pictures
up and film wig manufacture,
day in Beverly Hills at the ag
He had been confined to his
several weeks with liver and
ailments. He is survived
widow, Mrs. Jennie Factor, fo
and two daughters.

Hold Rites for Lav

SCRANTON, Aug. 30.—Funer
ices were held here yesterd
James P. Lavelle, insurance
for Comerford-Publix Theatre

Fabian Deal Is Ren

Y. Frank Freeman, Par
theatre head, yesterday confirr
closing of a new two-year de
Si Fabian for the operation
Brooklyn Paramount. The new
ment becomes effective tomorr
is the first to be made for a p
more than one year for the o
of the Brooklyn house.

MOTION PICTURE
DAILY
(Registered U. S. Patent Offi
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SANTIAGO de CHILE: Casilla 13300;
mann, representative. SHANGHAI: Ro
Capital Theatre Building, 142 Museum R
Koehler, representative. STOCKHOLM
gatan 36; Ragnar Allberg, representative.
880 Sasazuka, Ichikawa-shi, Chiba-Ken;
naga, representative.
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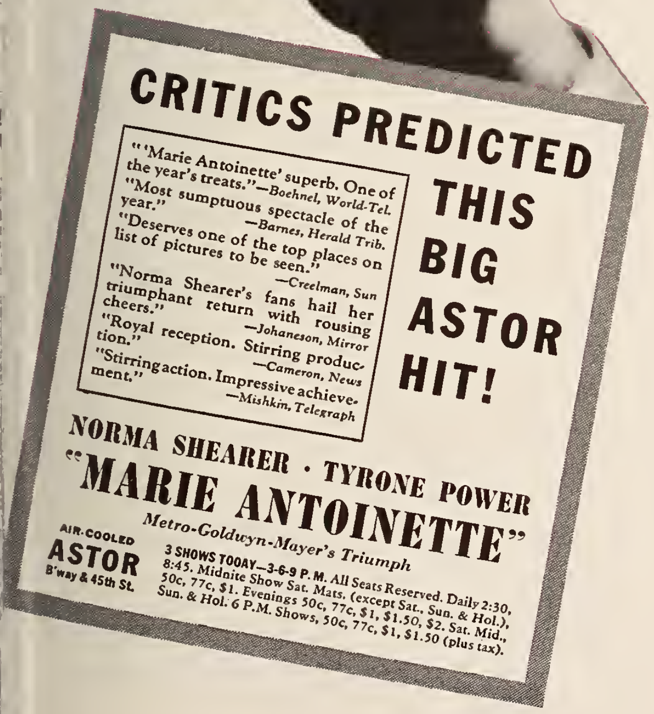

CRITICS PREDICTED THIS BIG ASTOR HIT!

"'Marie Antoinette' superb. One of the year's treats."—*Boehnel, World-Tel.*

"Most sumptuous spectacle of the year." —*Barnes, Herald Trib.*

"Deserves one of the top places on list of pictures to be seen." —*Creelman, Sun*

"Norma Shearer's fans hail her triumphant return with rousing cheers." —*Johaneson, Mirror*

"Royal reception. Stirring production." —*Cameron, News*

"Stirring action. Impressive achievement." —*Mishkin, Telegraph*

NORMA SHEARER · TYRONE POWER

"MARIE ANTOINETTE"

Metro-Goldwyn-Mayer's Triumph

AIR-COOLED
ASTOR
B'way & 45th St.

3 SHOWS TODAY—3-6-9 P. M. All Seats Reserved. Daily 2:30, 8:45. Midnite Show Sat. Mats. (except Sat., Sun. & Hol.), 50c, 77c, $1. Evenings 50c, 77c, $1, $1.50, $2. Sat. Mid., Sun. & Hol. 6 P.M. Shows, 50c, 77c, $1, $1.50 (plus tax).

When you play

"MARIE ANTOINETTE"

Starting off at a terrific clip! "Sweet Marie" is your new sweetie!

DETROIT—Zooms far beyond "Test Pilot," "Great Ziegfeld," "Maytime" and all the box-office darlings!
Extra! As we go to press! Detroit is the first Hold-Over! Watch for more!

PITTSBURGH—Way ahead of terrific "Test Pilot," "Good Earth," "Maytime," "Saratoga," "Great Ziegfeld," etc.

DENVER—Clipping bigger coupons than "San Francisco," "Great Ziegfeld," and other Biggies.

CHICAGO—Imagine! It beats "Rosalie's" great Christmas biz!

HOUSTON—Hot on the heels of torrid "San Francisco" and in Houston's hottest August.

ATLANTA—Good-bye to that "Great Ziegfeld" record!

SAN FRANCISCO—Good-bye to that "Good Earth" record!

Just a few early engagements in HOT AUGUST, but breaking records anyhow. Watch it GROW!

A $2 SMASH!

(*in N. Y. and Los Angeles*)

A POP PRICE SENSATION!

(*Everywhere!*)

Milwaukee Jubilee Draws 200 Guests

(Continued from page 1)

"generous free samples" noted in the official program proving a statement of fact rather than a hope. Theatres in the city were open to the visitors, and during the afternoon the local Variety Club held open house at the Schroeder for all. An hour late this afternoon was devoted to the press.

This evening was featured by a cruise of Lake Michigan from 7:30 to 10:30 on the *Illinois*, with dancing and refreshments. Then the group repaired again to the Variety Club quarters at the Schroeder. The evening officially ended with a midnight showing at the Warner of "Drums."

Tomorrow, the final day of the affair, will be featured by a business session in the afternoon at which Mr. Trampe will be chairman, with Charles C. Pettijohn of the M. P. P. D. A. scheduled to make the chief address, and the banquet in the evening, at which 600 are expected to be present.

Mr. Trampe declared today that, "We wish to have this meeting tomorrow afternoon to iron out a few small difficulties between ourselves and to promote better understanding among the members of the industry." Additional speakers tomorrow will be W. A. Steffes and Eddie Golden. Mr. Trampe will discuss the national advertising drive and reveal that the Wisconsin territory is over its quota by 20 per cent.

Norma Shearer Improved

Norma Shearer was discharged yesterday from Mount Sinai Hospital where she has been for the past few days for rest and observation by her physician, Dr. U. J. Salmon. Declaring that she felt much better, Miss Shearer said she would resume her eastern vacation by doing some shopping and, later, visiting Dartmouth University, which has a course in motion picture instruction and a library of the industry dedicated to the memory of Irving Thalberg.

"Cara o Cruz" New Title

William Rowland's Spanish picture formerly known as "La Fancinadora" has been given a final title, prior to RKO release. It is now called "Cara o Cruz."

Cool!

AIR-COOLED
SKYSLEEPERS

OVERNIGHT TO LOS ANGELES

Big, luxurious Flagship Skysleepers. No change of planes. Air-conditioned at airports—nature-cooled en route. The Southern All-Year route. Complimentary meals. To Los Angeles or San Francisco, $149.95. 10% saving on round-trip flights.

The MERCURY Lv. Newark . . 5:10 p.m.
The SOUTHERNER Lv. Newark . . 9:00 p.m.

FOR RESERVATIONS
Call your travel agent or VAnderbilt 3-2580. Ticket Offices: 45 Vanderbilt Avenue and Rockefeller Center, 18 W. 49th St.

AMERICAN AIRLINES Inc.

Purely Personal

HERBERT MOULTON, Paramount studio advertising and publicity head, will leave New York Friday for Hollywood following conferences with ROBERT GILLHAM at the home office this week.

•

NANCY CARROLL is in town for a short vacation before returning to Hollywood. She recently finished in Hal Roch's "There Goes My Heart" and has been playing in "7-11" at Cohasset, Mass.

•

HARRY COHN, Columbia president, is spending a few days at the home office before returning to the studio. He came east for the Saratoga racing season.

•

JOHNNY "SCAT" DAVIS, swing band trumpeter, will arrive this morning on the Century for a six-week personal appearance tour starting Friday at the Strand.

•

T. P. WILLIAMS, Educational treasurer, was delayed in his departure from the coast and will not arrive in New York until the end of the week.

•

JACOB WILK, head of Warners' eastern story and talent department, returned to the home office yesterday from a visit at the studio.

•

SAM ABEND, head of the Film Delivery Service of Kansas City, returned from abroad Monday on the *Normandie.*

•

ALFRED HARDING, press representative for Actors Equity Association, returned yesterday from an annual vacation.

•

ARTHUR A. LEE, G. B. vice-president and general manager, arrived from the coast by plane last night.

•

WILLIAM CRONIN, assistant to FRANK C. WALKER, returned yesterday from a vacation.

•

HORTENSE SHORR, Columbia publicity manager, is vacationing in upstate New York.

•

S. N. BEHRMAN has arrived in town from the coast and is staying at the Waldorf.

•

ERIC BLORE will sail today on the *Aquitania.*

H. DRUMMOND BLACK, managing director of Bell Punch Press, Ltd., the parent company of General Register Corp., will sail on the *Normandie* today for London after consulting with CAPT. P. C. PASSMAN, president of the American branch, on future sales policies.

•

FRANK C. WALKER, who was called to St. Paul three weeks ago by MRS. WALKER'S illness, is expected back Thursday.

•

LOREN RYDER, head of Paramount's coast recording department, will fly to the coast this morning via United Airlines.

•

KENNETH G. ROBINSON, Paramount exchange manager in Buffalo, will sail today on the *Normandie* for a vacation abroad.

•

JUNE LANG and GEORGE and MRS. RIGAUD will be among the passengers sailing on the *Normandie* for Europe today.

•

RAYMOND MASSEY will leave England today on the *Queen Mary* and is due in New York next Monday.

•

MRS. THOMAS H. INCE arrives today on the *Conte di Savoia.*

•

. . . Oklahoma City

MARY O'DONNELL, secretary to L. C. GRIFFTH, president of the Griffith Amusement Co., will resign soon to marry HARRY MCKENNA, booker at the Lee Williams Exchange, Inc.

T. B. NOBLE, JR., president of States Theatres, Inc., has gone to Lincoln and later will go to New York on business.

JESSIE BURKHALTER, ad sales secretary at 20th Century-Fox, off the job four weeks after a major operation, has left the hospital and is resting at home.

BETTY GARDENER, secretary to CLAIRE HILGERS, Universal branch manager, will leave on vacation Sept. 3.

VINCENT SETTLE, Warner shipper, has returned from two weeks fishing in Arkansas streams.

CLAIRE HILGERS, Universal branch manager, is in Dallas with HARRY GRAHAM, southern district manager.

A. G. SMITH, formerly with National Theatre Supply in Kansas City, is traveling the Oklahoma territory for National now.

N. Y. Allied Unit to Convene at Syracuse

Allied Theatre Owners of New York will hold an upstate meeting Sept. 8 in Syracuse, with Max A. Cohen, president, and a few others from New York expected to attend. The session will be at the Syracuse Hotel.

Among matters to be discussed are Allied organization, the unit's plan to seek regulation of Ascap in the next legislature, the industry's business promotion campaign and the Government's anti-trust suit.

The organization will hold a New York meeting later at which plans will be set for its convention which will be held jointly with Allied of New Jersey in Atlantic City Oct. 19-21.

Akron Houses Gain After Prizes Stop

AKRON, Aug. 30.—Business gains are reported by Robert Menches, president of the Akron Independent Theatre Owners Association, as a result of the countywide ban on Keno, Bingo, and other types of prize giveaways.

The ban was instituted after much discussion among association members. The lid was clamped on within the Akron city limits in 20 neighborhood houses after considerable public discussion with Mayor Lee D. Schrcy and Sheriff O'Neil.

Mr. Menches checked on all theatres in Akron and vicinity, he said, and found that receipts were up from 15 to 50 per cent.

'Band' Gets Recor
Fifth Week at Ro

(Continued from page 1)

expected for the final stanza, si
the Labor Day weekend is inclu
Through Monday night the nun
of admissions totaled 595,000. C
six films in the history of the h
have played four weeks, inclu
"Street Angel," "Cock-eyed Wo
"Common Clay," "Baby Take
Bow," "Happy Landing" and "In
Chicago." More than 100 holdo
over the country are reported by
Century-Fox.

The Paramount did $38,500 in
second week of "Sing You Sinne
against a first week of $47,000.
film, with Phil Spitalny and his
girl orchestra, will play a third
final week, beginning today. "Le
of Introduction" will go into the
oli today, following a gross of
000 last week for "Little Tough G

The Astor did $16,900 for the w
ending on Saturday night, w
"Marie Antoinette" on a two-a-
basis. The Rialto grossed $5,
with "Blockheads" for the three d
from Saturday through Monday,
the expectation is that the film will
to the end of the week and g
$9,000. "City of Youth" will o
at the Cameo on Friday.

Studies Vitagraph Ruli

Federal Judge Francis G. Ca
yesterday reserved decision on the
plication of Vitagraph, Inc., for a
liminary injunction against Behr
Motion Picture Supply House, I
defendant in a suit brought by V
graph, which charged infringement
34 copyrighted still photographs.
defendant claimed on argument of
application that Vitagraph was not
owner of the stills and that a port
of them belonged to First Natio
Pictures. The suit asked for $
damages for each alleged infringem
an accounting of profits and a per
nent injunction.

Defer Fleischer Talk

Discussions of a new working ag
ment between the Max Fleisc
studio and Local 60, United Am
can Artists & Professional Wo
ers Union, were adjourned yester
to Sept. 6, after a brief meeting
representatives of both factors.

UNITED AIR LINES

New convenient schedules to LOS ANGELES

United's "Continental," a de luxe Mainliner Sleeper, is the latest evening departure (7:15 p.m. DST), with arrival in Los Angeles for morning business (9:35 a.m.). Or for midnight departure, United's "Overland Flyer" is the fastest Sleeper.

Tickets: 58 E. 42nd St.
MUrray Hill 2-7300
Or travel bureaus, hotels.

Ad. Libs

al Visitor

om Waller of the Paramount pub- y department will bow at the itest provocation. He is taking credit for the neatest stunt of the k. J. Carrol Naish came to town visit the Hines trial. Mr. Naish, dentally, is playing the lead in ng of Alcatraz," taking the part gangster. Somehow the press ned that he was in the courtroom beats all how word gets around) he "consented" to be interviewed, ating that he had come across try to study criminal court types urtherance of his screen career.

▼

ll Styles

x big national manufacturers have ed on sale in retail stores through- the United States new and exclu- Judy Garland styles for fall and ol opening, and are spending a lot money in apparel trade magazines dvertise their new merchandise to es. Bill Ferguson of M-G-M will glad to provide more information these tieups, in connection with icizing Judy Garland's films.

▼

x-Office Jack

stunt that had the town talk- was put over by O. S. Nicklas, nager of the State, Springfield, Five hundred cards were tacked as many homes, with copy read- , "Warning—Beware of Yellow k." The cards were distributed ing the night and in the morn- more than 300 telephone calls e received at the theatre.

▼

lden Idea

eport from L. W. McCuan, mana- of the Lido, Providence, Ky.: lieve I created much good will at showing of 'Girl of the Golden st' by serving free orangeade to all ons. Had an attractive girl usher, happened to have golden hair, e the orangeade as the customers red. As it was 106 in the shade side, the drinks really hit the spot."

Wall Street

Slight Rise Marks Board

	Open	High	Low	Close	Net Change
....	14⅞	15	14⅝	15	+ ⅜
s. pfd. .	8	8	8	8	— ⅛
C. E. ..	15⅛	15¼	15⅛	15¼	...
v	48	48⅞	48	48⅞	+1⅜
v, pfd..	105⅞	105⅞	105⅜	105⅜	— ⅝
.. ..	10⅜	11	10⅜	10⅞	+ ⅞
.. 1.....	87½	87½	87½	87½	+1
.. 2.....	10⅛	10¾	10⅛	10¾	+ ⅝
ie	9⅝	10¼	9⅝	10¼	+ ⅞
)	2⅜	2½	2⅜	2½	+ ⅛
Fox ..	24¾	25¾	24¾	25⅜	+1⅛
r. pfd. .	41	41	41	41	.....
B.	6⅛	6⅝	6⅛	6½	+ ½

Fractional Curb Activity

	Open	High	Low	Close	Net Change
s.	½	½	½	½	.....
ogram	2⅜	2⅜	2⅜	2⅜	— ⅛
otone ..	1½	1½	1½	1½	.....
a.	21⅞	22	21½	22	.....
ns-Lux	2¼	2¼	2¼	2¼	.....
r. Corp.	3⅜	3⅜	3⅜	3⅜	— ⅛

Little Bond Movement

	High	Low	Close	Net Change
B. 6s '39......	76⅞	76¾	76¾	— ¼

(Quotations at close of Aug. 30)

The Newsreel Parade

The running of the Hopeful Stakes at Saratoga, tennis championship matches in Massachusetts and George Eyston's record-breaking run in an automobile on the salt flats at Bonneville, Utah, are uniformly covered in the new issue of the various newsreels. Other material rounding out the makeup includes foreign events, novelties and related material. The reels and their contents follow:

Movietone News—War scare in Europe. German maneuvers on Czech border, Admiral Horthy inspecting Reich fleet at Kiel and Belgian army in maneuvers before King Leopold. Japanese planes bomb Hankow. George Eyston races to new speed mark. Religious pilgrimage to Lourdes, France. Lew Lehr has a leopard for a house pet. Tennis match in Massachusetts for doubles crown. Lela Hall wins trapshooting title in Ohio. Hopeful Stakes at Saratoga. Teddy Berg wins women's western championship in Chicago golf tournament.

News of the Day—Bombing of Hankow. Warren Pershing and his bride return. Mrs. Roosevelt greets Secretary of tbe Treasury Morgenthau. Harry K. Thaw another returning traveler. Charlie McCarthy gets an honorary degree from Northwestern. Ledge suicide thwarted. Eyston breaks speed record. Tennis at Chestnut Hill, Mass. Hopeful Stakes.

Paramount News—Republicans stage a party at Washington, Ind. Col. and Mrs. Lindbergh in Poland. General Pershing visits French battlegrounds. Countess Barbara Haugwitz-Reventlow in Venice. Air raids in China. Eyston breaks speed mark. Foil ledge suicide. Charlie McCarthy gets degree from Northwestern.

RKO Pathe News—Republican party in Indiana. Bombing of Wuchan railway station. Hopeful Stakes. Investigation of Philadelphia prison where prisoners were scalded to death. Belgian army maneuvers. Marathon golf at Larchmont. Col. and Mrs. Lindbergh in Poland. Eyston at Bonneville, Utah.

Universal Newsreel—Charlie McCarthy gets a Northwestern degree. Hankow air raid. Lord Runciman in visit to Czechoslovakia. Philadelphia prison investigation. Ledge suicide foiled. Venice, Cal., girls wear rings on their toes. Eyston breaks speed record. Youngsters indulge in the manly art. War Admiral wins Saratoga Cup classic.

I.A.T.S.E. Committee Looks In at Studios

HOLLYWOOD, Aug. 30.—A special committee of I. A. T. S. E. members from locals throughout the country arrived here today to survey operation and conditions among the west coast studio locals on the suggestion of President George E. Browne at the recent national convention of the union in Cleveland.

The committee, composed of Congressman William T. Schulte, Hammond, Ind.; Frank Olsen, Chicago; Victor Welman, Cleveland; George A. Ward, San Francisco; Joseph Basson, New York; William H. Clendening, Atlantic City, and Fred W. Newcomb, Providence, will file the findings and recommendations with the I. A. T. S. E. general executive board at the next semi-annual meeting.

Lodewick Vroom Resigns

Lodewick Vroom has resigned as president of the Theatrical Managers, Agents and Treasurers Union. Mr. Vroom recently stated that he wished to retire because the position was "too strenuous" and he thought he had "earned a rest." Members of the organization's board have urged Mr. Vroom to remain, but he has refused to reconsider his decision. The union will hold an election in November or December.

Mr. Vroom became president of the union last February, succeeding the late Theodore Mitchell.

Union Meeting Not Held

The meeting expected yesterday between Harry Calkins, union organizer for the American Federation of Actors, seeking to dictate working terms of entertainers on the stage of the Strand, and Frank Phelps of Warners was not held. It is anticipated that the two will meet today for a discussion of the situation.

Union Talks Resuming

The labor negotiations being conducted in Major L. E. Thompson's office between employes and theatres, which were adjourned Monday night after a long session, will be resumed today at 3:30 p. m.

Drive Regional Meet Conducted in Albany

ALBANY, Aug. 30.—The Eastern New York regional committee of Motion Pictures' Greatest Year, Inc., got away to a flying start here today, at the Ten Eyck Hotel, with more than 40 representatives of circuits, independent exhibitors and distributors on hand. With S. H. Fabian presiding, the group quickly agreed on its program to spur better box office.

Principal speaker was Harold B. Franklin, head of the Motion Pictures' Greatest Year, Inc. Mr. Franklin outlined the purposes of the campaign and initiated his listeners into various phases of the drive.

In attendance were: Harold and Earl Sliter, Ward Craig, W. T. McNeily, Peter Vourmakis, Mitchell Connery, John Gardner, Sid Dwore, Saul Ullman, Harold Lewis, Louis Buckin, Frank Shea, Harry Black, Leo Rosen, Jack Swartout, Sid Sommer, Abraham Stone, Eddie Selette, Andrew Roy, Alfred LaFlamme, Robert Rosenthal and Sam Milberg.

Fabian executives on hand were Louis R. Golding, Larry Cowan and Alex Sayles, while Warner's were represented by Charles A. Smakwitz and Jules Curley. Branch managers present included Ralph Pielow, Norman Ayres, Clayton Eastman, M. A. Grassgreen, Philip C. Fox, Gene Vogel and Bernie Kranze.

Initial plans for promotional work in Albany included the bannering of North Pearl Street in the business section, three 15-minute radio programs and decoration of street cars.

New Players Named For Campaign Short

HOLLYWOOD, Aug. 30.—Casting for the short, "The World Is Yours," to be used in the Motion Pictures' Greatest Year drive will have Samuel Hinds, Dorothy Peterson, Anne Shirley, Johnny Walsh and Charles Grapewin. They replace the Hardy Family players originally set. Basil Wrangell will direct in place of George B. Seitz, originally announced. Peter Ballbush of M-G-M and Gordon Jennings of Paramount are handling montage and special effects.

Part Time Houses Get Reduced Rate

(Continued from page 1)

cents per seat, instead of the 10-cent standard contribution rate established for houses operating on a full week schedule. The action was taken after a number of theatres petitioned the committee for a reduced entry rate, setting forth that their limited operating schedules made the 10-cent per seat contribution impractical for them.

With the addition of the pledges of these theatres it became apparent that the $1,000,000 campaign budget would be fully pledged before the official opening of the campaign tomorrow. The total of pledges received up to yesterday was in excess of $975,000, of which more than $225,000 has been pledged by independent exhibitors. The independents' quota of $250,000 may be exceeded by $25,000 to $40,000 during the next few weeks, it was predicted in official quarters.

Ben H. Atwell, veteran industry publicity executive, will serve as publicity director for the Broadway committee for the drive. Mr. Atwell formerly was publicity director for the late Samuel L. ("Roxy") Rothafel in his various Broadway theatre enterprises.

Wilmer Freeman, promotion director for Warners, is contributing his services to the campaign in effecting national tieups and promotional ideas.

Canadians Pledge $30,000

Canadian exhibitors have pledged more than $30,000 to the campaign to date, according to a report from J. J. Fitzgibbons of the national committee for the Dominion. The committee recently completed its work or organizing regional and local committees for the drive throughout Canada, entailing a 10,000-mile tour of the Dominion by Mr. Fitzgibbons, H. M. Masters, John A. Cooper, L. M. Devaney and N. A. Taylor, members of the committee.

The following regional committees were established:

British Columbia: Hugo Ray, chairman; Miss A. E. Scriven, secretary; Alberta: P. Egan, chairman; V. M. Skorey, secretary; Saskatchewan; P. W. Mahon, chairman; Bill Novak, secretary; Manitoba and Northwestern Ontario: J. H. Huber, chairman; Thomas Pacey, secretary; Ontario: N. A. Taylor, chairman; Harold Kay, secretary; Quebec: Arthur Hirsch, chairman; D. A. Burpee, secretary; New Brunswick and Prince Edward Island: W. H. Golding, chairman; Miss A. Fairweather, secretary; Nova Scotia: R. J. Macadam, chairman; T. J. Courtney, secretary; A. J. Mason, national representative.

Launching Drive Tonight

The United Motion Picture Theatre Managers of Brooklyn will hold a midnight supper and get-together tonight in the Don Pedro Room of the Towers Hotel in Brooklyn, as a means of launching the Motion Pictures' Greatest Year campaign.

Open Theatre Tomorrow

KANSAS CITY, Aug. 30.—The Carlton Theatre, newest unit in the Dickinson Circuit, at Manhattan, Kan., will conduct formal opening ceremonies on Thursday.

MOTION PICTURE DAILY'S HANDY BOOKING CHART

[Dates Are Based Upon National Release Schedules and Are Subject to Change. This Chart Is Revised Weekly. Letters in Parentheses After the Titles Denote the Following: (A) Adult, (G) General, (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action]

	COLUMBIA	M-G-M	MONOGRAM	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIVERSAL	WARNERS	G. B.
July 29	South of Arizona (O) *Starrett* *Meredith*	The Chaser (G) (D) *Denis O'Keefe* *Lewis Stone* (842)		Professor Beware (G) (C) *Harold Lloyd* *Phyllis Welch*	Come On, Leathernecks *R. Cromwell* *Marsha Hunt* (7024)	Mother Carey's Chickens (G) (D) *Ruby Keeler* (833)	Little Miss Broadway (G) (D) *Shirley Temple* (856)			Amazing Dr. Clitterhouse (G) (D) *Robinson* (262)	Strange Boarders *Renee Saint-Cyr* *Tom Walls* (Aug. 1)
Aug. 5		Crowd Roars (G) (D) *Taylor* *O'Sullivan* (840)	Barefoot Boy (G) (D) *Jackie Moran* *Claire Windsor*	Bulldog Drummond in Africa (G) (D) *John Howard* *Heather Angel*	Heroes of the Hills (G) (D) *Three Mesquiteers* (7118)	I'm from the City (G) (C) *Joe Penner* (834)	Gateway (G) (D) *Don Ameche* *Arleen Whelan* (901)		Letter of Introduction (G) (D) *Leeds* *Bergen*	Mr. Chump (C) *John Davis* *Lola Lane* (227)	Crime Over London *Margot Grahame* *Paul Cavanaugh* (Aug. 15) (8007)
Aug. 12	The Gladiator (G) (C) *Joe E. Brown* *June Travis*	Rich Man, Poor Girl (G) (D) *Robert Young* (843)		The Texans (G) (O) *Joan Bennett* *Randolph Scott*	Man from Music Mountain (G) (O) *Autry* (7104)	Painted Desert (O) (G) *O'Brien* (883)	Keep Smiling (G) (C) *Jane Withers* *Gloria Stuart* (902)		The Missing Guest (G) (D) *Paul Kelly*	Racket Busters (G)(D) *Brent* *Bogart* (205)	
Aug. 19	Convicted (D) *Quigley* *Hayworth*	Block-Heads (A) (C) *Laurel & Hardy* (844)		Give Me a Sailor (G) (C) *Martha Raye* *Bob Hope* *Betty Grable*	Durango Valley Raiders (O) *Bob Steele* (7128)	Smashing the Rackets (G) (D) *Chester Morris* (832)	Alexander's Ragtime Band (G) (M) *Power* (903)				Man with 100 Faces *Tom Walls* (Sept. 1)
Aug. 26	Phantom Gold (O) *Jack Luden*	Marie Antoinette (A) (D) *Norma Shearer* *Tyrone Power* (845)	Under the Big Top *Marjorie Main* *Anne Nagel*	Spawn of the North (G) (D) *Raft* *Lamour*	Desperate Adventure (G) (D) *Navarro* Tenth Avenue Kid	Breaking the Ice (G) (D) *Bobby Breen* *Dolores Costello* (845)	Speed to Burn (G) (C) *Michael Whalen* *Lynn Bari* (904)		Dark Rapture (O) *Armand Denis* *Leila Roosevelt*	Boy Meets Girl (A) (C) *Cagney* *Pat O'Brien* (303)	The Thirty-Nine Steps (Reissue) (G) (Sept. 15)
Sept. 2	I Am the Law (G) (D) *Robinson*	Boys Town *Spencer Tracy* *Mickey Rooney*		Sing You Sinners (G) (M) *Bing Crosby* (3801)	The Higgins Family *James Gleason* *Lucille Gleason* *Russell Gleason*	Carefree (G) (M) *Astaire* *Rogers*	My Lucky Star *Sonja Henie* *Richard Greene* (905)		Freshman Year (G) (M) *Dixie Dunbar* *Ernest Truex*	Four's A Crowd (G) (C) *Errol Flynn* *deHavilland* (213)	The Lady Vanishes *Margaret Lockwood* *Paul Lukas* (Oct. 1)
Sept. 9	Colorado Trail (O) The Lady Objects *Gloria Stuart* *Lanny Ross*	Stablemates *Wallace Beery* *Mickey Rooney*	Starlight Over Texas (O) *Tex Ritter*	In Old Mexico (O) *William Boyd* (3855)	Billy the Kid Returns (O) *Roy Rogers* *Smiley Burnette*	The Affairs of Annabel (G) (C) *Joe Penner* *Lucille Ball*	Safety in Numbers (G) (D) *Jones Family* (906)		The Comet *William Gargan* *Joy Hodges*	Secrets of An Actress *Kay Francis* *George Brent*	**G. N.**
Sept. 16	Juvenile Court *Paul Kelly* *Frankie Darro*	Too Hot to Handle *Clark Gable* *Myrna Loy*	Mexicali Kid (O) *Jack Randall*	Sons of the Legion *Donald O'Connor* *Billy Lee* *Billy Cook*		The Renegade Ranger (O) *O'Brien* (884)	Hold That Co-Ed *John Barrymore* *George Murphy* *Marjorie Weaver* (907)	There Goes My Heart *Fredric March* *Virginia Bruce* *Nancy Carroll*	Youth Takes a Fling *Joel McCrea* *Andrea Leeds*	Valley of the Giants *Wayne Morris* *Claire Trevor*	Renfrew on White Trail (228) (July 22)
Sept. 23	The Stranger from Arizona (O) *Buck Jones* *Dorothy Fay*	Listen, Darling *Bartholomew* *Judy Garland*	Wanted by Police (D) *Frankie Darro* *Evalyn Knapp*	Campus Confessions *Betty Grable* *Hank Luisetti* *Eleanore Whitney*		Fugitives for a Night *Frank Albertson* *Adrienne Ames*	Time Out for Murder (G) *Gloria Stuart* *Michael Whalen* (908)		Road to Reno *Hope Hampton* *Randolph Scott*	Four Daughters (G) (D) *Lane Sisters* *John Garfield* (359)	Utah Trail (O) *Tex Ritter* (229) (Aug. 12)
Sept.	Girls' School *Ann Shirley* *Nan Grey*	The Great Waltz *Rainer*	Sweetheart of Sigma Chi (reissue)	King of Alcatraz *J. Carroll Naish*		Room Service (C) *Marx Brothers*	Submarine Patrol *Richard Greene*	Drums *Raymond Massey* *Sabu*	That Certain Age *Durbin*	Garden of the Moon (G) (M)	

PTO Asks peedy Moves pon Reforms

(*Continued from page* 1)

concessions for the past three , and expresses the opinion that ailure to act has been one of the reasons why the Government was filed.

ng drawn out litigation is pre- l in the anti-trust case by Mr. endall. The block booking case seven years to settle, he says, he arbitration and standard con- cases were several years in prep- on and litigation.

ne thing is very probable—that ndustry as a whole will receive of bad and damaging publicity the trial of the case," Mr. Kuy- all continues. "We have had y of that in recent months and to be headed for a lot more. e who want to regulate, tax and s motion pictures and the the- through state and Federal legis- will avidly follow the proceed- for ammunition. When we start g our business quarrels and fights cly we give these pressure groups at opportunity.

Wants Solution Now

n the meantime, what is the in- y going to do? Are we going to he abuses, grievances, complaints irritations run wild? What about ong suffering independent exhibi- Should he be forced to sit by wait for the outcome of this liti- on? What we want is a practical, tive solution of our problems now. e is only one way we can get elf-regulation with the coopera- of the distributors.

lake no mistake about it, at best suit is no cure-all for either ex- ors or distributors. The distribu- by their attitude on trade prac- negotiations with exhibitors can easily throw the sympathies of independent exhibitor in the try on the side of the prosecution efusing to proceed with a volun- trade practice program on ac- t of the suit. That will force the itors to look to the courts and legislatures as the only possible to satisfy their grievances. There disaster for the whole business.

tes Distributor Responsibility

n fact, such a spectacular, widely cized anti-trust suit charging opoly, conspiracies and other dire eeds, greatly encourages attacks. ong as the irritations and griev- s that cause lawsuits and demands rigid regulation, as well as for sals, remain, the sore spots will nue to fester and break out. Why we get down to business and do job that should have been done years ago? The responsibility stopping the program that was r way rests entirely upon the dis- itors. Will they have sense gh to resume the job before it is late?"

the early part of the bulletin Mr. kendall discusses the Senate pas- of the Neely bill, the North Da- divorcement law decision, and effects on the industry.

ackers of the Neely bull have reform organizations and professional trouble-makers so active they are completely out of control, Mr. Kuykendall says. He expresses the opinion that independents will forget the Neely bill if they are granted an unconditional option to cancel a reasonable number of films in every pact.

Bit of a Handicap

London, Aug. 30.—Joseph M. Schenck, chairman of the board of 20th Century-Fox, declared here on his arrival from the Continent yesterday that the English accent is the greatest handicap to British product. Otherwise, he declared, England has everything but climate and stars.

He reiterated that his company will make five films at Pinewood, to cost a total of £500,000. They will be all-British, he said, without American players.

"What good are theatre divorce laws?" Mr. Kuykendall asks. He answers his own question by saying that if distributors are forced to get rid of theatres the smaller independents will not thereby get rid of competition, because the houses will be transferred to new hands without the restraints imposed upon distributors who have pictures to sell to independents.

In discussing the anti-trust suit Mr. Kuykendall says it is the result of "years of delay and refusal on the part of distributors (we understand on the advice of counsel) to meet or seriously try to meet the demands of organized exhibitors for reasonable reforms in business practice."

Six "Points" Involved

The Government's charges include six of the 10 points of trade practice reforms that the M.P.T.O.A. has been contending for during the past three years, Mr. Kuykendall asserts. He names them as follows: (1) block booking (selective contracts); (2) forcing shorts with features; (3) designation of playdates; (4) unreasonable clearance (protection); (5) competitive overbuying; (6) separate score charge.

The four M.P.T.O.A. proposals ignored by the Government, Mr. Kuykendall points out, are: unfair non-theatrical competition; a shorter and simpler form of optional standard exhibition contract; unfair cut-rate competition between rival theatres, and the establishment of local conciliation boards.

Kuykendall Due in New York Sept. 10

Ed Kuykendall, M. P. T. O. A. president, is expected in New York Sept. 10, to confer with eastern officers of the organization on trade practice developments and arrangements for the association's projected national convention at Oklahoma City in October.

Mr. Kuykendall, who is now at his home in Columbus, Miss., will attend the annual convention of the Kansas-Missouri Theatre Association, at Kansas City, Sept. 6 and 7, before coming to New York. His term as president of the M. P. T. O. A. will expire with the organization's annual board meeting in October. Indications are that he will be drafted for another term.

Momand Arguments Dated for Sept. 29

Oklahoma City, Aug. 30.—Hearing of arguments by defendants on the motion to strike out the petition of A. B. Momand, Shawnee, Okla., theater operator, from the files of the Federal District Court here against 20th Century-Fox *et al*, and Griffith Amusement Co. *et al*, defendants in the Federal anti-Trust suits, has been continued until Sept. 29 by Judge A. P. Murrah. The hearing was delayed because the depositions of several defendants could not be obtained, they being on vacation. They are Austin C. Keough, secretary, and Neil Agnew, general sales manager, of Paramount Pictures, Inc., and H. S. Bareford, assistant secretary, and Gradwell Sears, general sales manager, of Warner Bros. Pictures, Inc.

Mr. Momand is asking approximately $4,900,000 damages. He charges violation of the Sherman Anti-Trust Act.

Rubens to Be Heard In Anti-Trust Case

Milwaukee, Aug. 30.—Federal Judge Patrick T. Stone is scheduled to hear Edward Ruben's petition for dismissal as defendant in the $1,500,000 damages suit filed in Madison by LaCrosse Theatres, Inc., on Sept. 7. The petition will be heard in the U. S. District Court in Superior.

Mr. Ruben, one of six defendants named in the action, maintains that the court has no jurisdiction since he is a resident of Minnesota.

G.B. Firm Acquires Equipment Company

London, Aug. 30.—British Acoustics, Gaumont British equipment subsidiary, has acquired British Talking Pictures, independent and pioneer equipment company.

The merger of the two adds 300 theatres to the British Acoustics and Gaumont British equipment servicing activity, and brings to more than 1,000 the total number of film houses in direct contact with Gaumont British as potential users of theatre television, in which G. B. is heavily interested.

Quintuplets Dance, Sing

Hollywood, Aug. 30.—The Dionne quintuplets, in "Five of a Kind," their latest starring vehicle for 20th Century-Fox, dance a minuet and join their voices in singing "All Mixed Up." The sequences were vastly enjoyed by the audience at a sneak preview at the California Theatre in Huntington Park the other night.

Sets Appreciation Week

Denver, Aug. 30.—Harry Huffman, city manager for Fox here, has designated the beginning of the fall season as "Motion Picture Appreciation Week," and has placed speakers before a number of clubs to gain the benefit of film appreciation courses given by schools and colleges.

Two Firms Chartered

Albany, Aug. 30.—Two new film firms chartered here are: Syndicate Pictures, Inc., by Madeleine S. White, Cassrell Greenberg and David Burton, and F. R. & K. Amusement Corp., by Ruth Weinberg, Eva Schlosberg and Pauline Piserchia.

Hammons-Jackson Talk British Deal

(*Continued from page* 1)

deserving of further study. The two will meet again today to discuss the proposal further. Mr. Jackson, who denied on his arrival from England, Monday, that his proposal contemplated the acquisition of a financial interest in New Grand National, said that he did not expect to be able to discuss his proposal for publication for another 24 hours.

Mr. Jackson is an emissary of the newly formed Anglo-American Films Co. of London. His mission here is to line up American product for distribution in England. It is also said that he is prepared to supply financing for the production here of specific types of pictures desired by his organization in return for American distribution of some of the product which will be handled in England by Anglo-American.

Mr. Jackson's arrival here was preceded by a report from London that he was prepared to invest up to $1,000,000 in American production.

Alperson Is Coming For G. N. Conference

Edward L. Alperson will arrive from the coast by plane tomorrow to aid E. W. Hammons in completing the formation of New Grand National Films, Inc.

After effecting the physical merger of Grand National and Educational assets for the new company, Mr. Hammons and Mr. Alperson will prepare for the election of directors and officers of New Grand National and will complete plans for the company's 1938-'39 production and release schedule.

Mr. Hammons said yesterday that his own production plans were indefinite still but that he was prepared to make whatever pictures the new company's distribution scheduled required, in addition to those already committed by other producers.

Krueger Quits U.A. Exploitation Post

Carl Krueger, of United Artists exploitation department, resigned that post yesterday, effective Sept. 9.

Mr. Krueger has been associated with United Artists for the past three years and prior to that was with Warners and Fox St. Louis theatres in publicity and advertising capacities.

Discharge Two Pickets

When two pickets of the Motion Picture Laboratory Technicians' Union came up before Magistrate Morris Rothenberg yesterday, the Century Apartments, which had caused their arrest, withdrew charges and the case was dismissed. The two were arrested for picketing the residence of Arthur Gottlieb, head of the striking Du Art Laboratory.

Greene Replaces Ameche

Hollywood, Aug. 30. — Richard Greene today was substituted for Don Ameche as the lead opposite Loretta Young in 20th Century-Fox's "Kentucky," which starts the first week in September. Mr. Ameche is recovering from a tonsilitis operation.

Radio Warns Of Reprisals On Ad Drive

(*Continued from page* 1)

industry feels its contributions to the motion picture business deserve "some economic return, the same way in which the newspapers justly charge for and earn a fair return for the services they render in the visual field."

Apparently recalling Hollywood's fear that radio would take the edge off new pictures, the radio spokesman backed up his ultimatum with the suggestion that the distributors' plan may disturb radio advertisers who spend large amounts for film talent.

"In the light of past cooperation, the statement of your committee is most disappointing and in view of future relations between radio and motion pictures it is most alarming," Mr. Kirby stated.

The prospect that broadcasters will be urged to tighten up on free film exploitation was badly spotlighted with the assertion that the N.A.B. already is reviewing "all practices, relations, and cooperative connections" between motion pictures and radio. The report of Paul Peter, research director, will be the basis for adopting policies to guarantee that the privileges radio has been giving films "will not be abused or ignored," Mr. Kirby declared.

Sign "Lutheran Hour"

The "Lutheran Hour," heard on Mutual for the past few seasons, will return to that network after a summer's absence, beginning Oct. 23. The series will be carried on 59 stations, from 4:30 to 5 P. M. on the majority, and from 1 to 1:30 P. M. on the others. Dr. Walter A. Maier will continue to be the principal feature of the hour. The contract is for 26 weeks, through the Kelley Stuhlman & Zahrndt agency.

Friars Renew Hour

Franciscan Friars of Graymoor, Garrison, N. Y., have renewed their contract with WHN for 52 weeks for broadcasting of the "St. Anthony" Hour. The renewal will start Sept. 11 and was placed by Donald Peterson of New York. Peter Paul, Inc., has entered into a contract with WHN for 14 weeks of daily spot announcements, through a placement by Platt-Forbes, Inc.

Television Tours Ready

NBC's television tours, in preparation all summer, will be instituted tomorrow for the general public, while the press will preview the tour this evening. The television tours will be supplemental to the studio tours, and each will bear a separate admission charge, although there will be a discount for combination tickets.

Mills to Join "Theatre"

Felix Mills has been recalled as musical director of the "Silver Theatre" series, to be resumed over CBS Oct. 2, with William Powell as the initial guest. Rogers International Silver Co. sponsors.

N.A.B. Finds 13% of Radio Commentators Prejudiced

By JACK BANNER

A bombshell that will have political as well as radio repercussions will explode when the National Association of Broadcasters makes known the results of a survey it recently completed of news and commentary broadcasts. The survey, which was conducted in strict secrecy, will show that of the 300 political commentators the N.A.B. listened to, approximately 13 per cent were of a prejudicial nature.

Out-and-out newscasters, i.e., speakers who offered no editorial interpretations of their own, but reported the news only, had a much better average for reportorial honesty. The percentage for prejudice for this group was but 1.4.

Columbia U. in Charge

The survey was conducted for the N.A.B. by a group of Columbia University research workers, which examined the news and commentary scripts turned over to the N.A.B. by stations throughout the country, and by the Crossley Bureau, whose researchers listened in to news and news commentary broadcasts of important stations throughout the country, taking transcripts of the address right off the air.

Among the individual commentators singled out for censure in the report is Boake Carter, who is criticized for his anti-Russian treatment of the Japanese-Russian border fight.

The survey reports the worst city for prejudicial news and commentary broadcasts to be Boston. Not many samples were taken in the south, but in the instances where broadcasts were listened to, or scripts examined, the bias was found to be sharp. As an example, the report cites a broadcaster named Arthur Flowers of a station in Charlotte, N. C., who allegedy boasted on the air that the C. I. O. was on the run, and that was the way to keep it going.

News Deletion Found

From the samples taken from KGB in San Diego, the researchers found the news broadcasters of that station to be deleting news which could be considered unfavorable to the New Deal. WGAR in Cleveland, on the other hand, was found by the researchers to be anti-New Deal. The news stories emanating from WGN in Chicago were found to be contradictory to the same news as it appeared in the wire services. As an example, the report cites a broadcast made over WGN on June 22, wherein the broadcaster allegedly informed the air audience that a rift had developed in the relationship between President Roosevelt and Joseph P. Kennedy, Ambassador to England. WGN is owned by the publishers of the *Chicago Tribune*.

The same station was declared guilty of allegedly distorting the facts of the survey *Fortune* undertook to determine the popularity of President Roosevelt, the station newscaster stating the survey was indicative of a waning popularity for the President, whereas *Fortune* itself made it clear in its publicity on the survey that the President still retained his popularity with the electorate.

Nancy Turner Book Out

WMCA is issuing a promotion piece about its new feature, Nancy Turner, who this week started a new participation series on that station. Miss Turner's radio background is described, and data about her new series is enclosed. Participations are open to not more than six non-competitive sponsors, and each sponsor is guaranteed a minimum of 250 words of commercial copy on each program. The price for full participation, six days a week, is $250, half participation, $150.

Renault Signs Hoffman

Harold G. Hoffman former Governor of New Jersey, has been signed by L. N. Renault, & Sons, wine makers, to deliver 15-minute news commentaries plus reviews of world happenings, on WOR, starting Sept. 4 at 9 P. M. Ex-Governor Hoffman's time will be transferred from Sundays to Tuesdays effective Sept. 27, but the time, 9 to 9:15 P. M., will remain the same. Mr. Hoffman is a former newspaperman.

"Experience" to Return

The "Voice of Experience," who has been absent from the air for the summer, will return to the program sponsored by Lydia Pinkham over the especially constructed network of stations devised by the Mutual network, on Labor Day. Stella Unger, who has been substituting for the "Voice," will leave the show on that day.

Miss Thompson to NBC

Dorothy Thompson, who last year had a program of her own for Pall Mall cigarettes on NBC, has been signed for the General Electric "Hour of Charm" program on NBC, which will return to the air Oct. 3. She will provide political commentary between musical offerings of the Spitalny all-girl band. The Maxon agency, handling the General Electric account, signed Miss Thompson.

Says KTOK Sales Double

Oklahoma City, Aug. 30.—Tom Johnson, commercial manager of KTOK, Oklahoma City, key station of the Oklahoma Network, has declared here that time sales at KTOK were 100 per cent ahead of the first seven months of last year. KTOK was established in Oklahoma City in April, 1937.

Close for WABC Show

The Manhattan Soap Co. has closed a deal with CBS for a series of programs on behalf of Sweetheart Soap, to begin Oct. 6, over WABC only, on Thursdays, from 6:45 to 7 P. M. The Peck Advertising Agency closed the deal.

Bayuk Renews Balter

Renewed for another 13 weeks on Mutual is Sam Balter's "Inside of Sports" broadcasts. Bayuk Cigar Co. sponsors, and the renewal will take effect Sept. 27.

Approve Increase Power of 2 Stat

Washington, Aug. 30.—Th eral Communications Commissi received a number of report its examiners, recommendin granting of applications of Harrisburg, for increase of from 500 watts to 1,000 watts 5,000 watts day; KEEN, Seat change of frequency from 1, 1,420 kilocycles and increase power from 100 to 250 watts; Union Publishing Co., for 1,200-kilocycle station at Atlant with 100 watts night, 250 watt and F. W. Meyer, for a new kilocycle station at Denver, w watts night, 250 watts day.

In other reports, denial was mended of the applications Mountain Top Trans-Radio Co a 1,310-kilocycle station at I and Inland Empire Broadcasti for a 1,310-kilocycle station at Wash.

Vacates Radio Suit

N. Y. Supreme Court Judge Church has granted an app of the Automatic Radio Mf to vacate a writ of attachment its property issued to Bruno garten Aug. 18. Weingarten i the Automatic Radio Mfg. Co. signee of Televox Radio Corp. seeking to recover $9,113 on leged breach of a contract v Televox was made exclusive agent of the defendant for a of eastern states.

Martini Is Due Sep

Nino Martini will return country from Italy on Sept. 7. embark immediately upon a se concert and radio appearances will keep him on tour until the ning of December when he rejo Metropolitan.

Ford Back at Capi

Washington, Aug. 30.—Gen who has been with WHN in York for the past year, has re here to become supervising pr for stage shows at Loew's here and Loew's Century, Bal

Percy Faith Is Vis

Percy Faith, musical director Canadian Broadcasting Corp., i ing New York, and will remai for at least a week. His pr "Bands Across the Sea," is on Mutual.

Tate Quits NBC for

Chicago, Aug. 30. — Hal "Radio Tattler," will leave W NBC for WBBM-CBS on S Mr. Tate is a local comm whose program is sponsored Evans Fur Co.

Goodman to "Hit Par

Al Goodman will return as tor of the Lucky Strike "Hit F Sept. 10. He will remain on tl gram the customary seven Lord & Thomas negotiated.

Flamm Names Lee G

Lee Grant has been appointe cal director of WMCA by Flamm, president of the stati

rt.
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the Motion
ture
ustry

MOTION PICTURE DAILY

First in
Film and
Radio News
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lm Men Say adio's Stand hort-Sighted

ve Heads Refuse to be Quoted, However

radio industry is taking a sighted view in implying that l take steps to retaliate against 1 pictures because time on the not being bought for the film ry's Motion Pictures' Greatest campaign, according to opinions

dditional developments in adio yesterday on page 16.

ssed yesterday by film executives ampaign officials.

ile refusing to be quoted on reactions to the statement issued ay by Ed Kirby, director of relations for the National Ason of Broadcasters, the film exes interviewed were unanimous opinion that "radio needs the

(*Continued on page* 16)

n Praag Heading railer-Made Sales

ton Van Praag, former sales ive of Universal and National 1 Service, has joined Trailer- Inc., trailer company recently d, as general sales manager and nt to E. Schwartz, president, Schwartz said yesterday. Mr. Praag started in the business 20 ago, and worked successively

(*Continued on page* 13)

ays Drive Talk On CBS Sept. 12

Hollywood, Aug. 31.—Will Hays, president of the P.P.D.A., on Sept. 12 will liver a radio address on e Motion Pictures' Greatest ear campaign. The talk, ich will be three minutes duration, will form a part Cecil B. DeMille's Lux ogram on CBS. It is beved that Mr. Hays will stpone his return to New rk in order that he may eak from Hollywood.

The Hays address will be corded and in that form ill be repeated on other ograms which are as underrmined.

"U" Planning Move to Meet All Releases

Schedule to Be Laid Out 6 Months in Advance

Universal is rapidly completing an advance production schedule for the next seven months which will be designed to make it possible for the company to meet every release date, Matthew J. Fox, vice-president, said yesterday before his departure for the studio following a brief home office visit.

Mr. Fox conferred with Nate J. Blumberg, Universal president, and J. Cheever Cowdin, chairman of the board, while here on arrangements which will make possible the maintenance of the long range production schedule. He estimated that it would require another six months to complete all of the necessary preparations before the fixed production and re-

(*Continued on page* 13)

Drive Fund Rises To Million Total

With an estimated 8,500 theatres entered in the "Motion Pictures' Greatest Year" drive up to yesterday, pledges at the rate of 10 cents per seat were on hand at campaign headquarters on the eve of the opening of the drive to complete the $250,000 quota set for independent theatre sources.

The pledges completed the campaign budget of $1,000,000.

Indications are that theatre subscriptions may run the budget as much as $50,000 over the top in the next

(*Continued on page* 13)

INDUSTRY AT NEW PATH—PETTIJOHN

Government Control or Self-Regulation the Choice, He Says

Milwaukee, Aug. 31.—The film industry is at a fork in the road where it must choose the path to self regulation or to Government control, declared C. C. Pettijohn today at the second day's gathering of the Wisconsin Motion Picture Industry Reunion and testimonial.

"We haven't long to make up our minds," he said, "and by 'we' I mean all of us—exhibitors, distributors and producers. We can't just stand still and do nothing. The forces, in and out of the industry, which would put us under thumb are on the march. And we need a united front."

Mr. Pettijohn deplored the legislative attacks made on the industry. His remarks were particularly interesting because most of those present were members of the I.T.P.A. of Wisconsin and Upper Michigan, an Allied unit,

(*Continued on page* 3)

G.N. Will Have $1,500,000, Says Hammons

New Grand National Films will have approximately $1,500,000 cash available for production financing at the outset, Earle W. Hammons, president of the new company, said yesterday.

Discussing the plans of the new company up to this point, Mr. Hammons said that New Grand National's production schedule would be mapped out this weekend, following the arrival in New York of Edward L. Alperson, who is due here from the coast today. While admitting the late announcement of the company's product would present a problem to the sales force, Mr. Hammons said that this

(*Continued on page* 3)

Politics Charged In Venice Awards

By JOSEPH D. RAVOTTO

Rome, Aug. 31. — Charging that politics dictated the presenting of awards at the Venice Film Festival, Harold Smith, representative in Europe for Will Hays, and Neville Kerney, British delegate to the festival, have jointly protested the award of the Mussolini Cup to the "German Olympia" on the grounds

(*Continued on page* 13)

Palace Celebrates Its 25th Birthday

Broadway's famous institution, the RKO Palace, celebrates its 25th anniversary on the Keith circuit today. The regular change of bill brings "Little Tough Guy" and "Meet the Girls."

Optimistic vaudevillians are still hoping for the time when changing entertainment tastes may recall them

(*Continued on page* 13)

Broadway Stage Turning to Musical Shows in a Big Way

By IRENE KUHN

The New York theatre shows signs of going woo-woo over musicals. Nine are scheduled for production before the first of the year. Most of them, it is reported, have definite film possibilities.

Stage productions shaping up for early fall presentation promise the playgoer a miscellaneous choice with experiment cuddling with novelty, Shakespeare streamlined and orthodox, and the old reliable plots and formulas dolled up with 1939 trimmings. Revivals and reopenings of old and newer successes are on the list, too. Out of the present setup in casting and rehearsal, the films should garner much that will make interesting celluloid.

The current hits will probably continue for some time, and M-G-M's property, "I Married an Angel," is not likely to be transferred to the

(*Continued on page* 4)

Seals for Brooklyn

Brooklyn, where seals have been known to be seen waiting for streetcars in the early hours of the morning to the amazement of the gendarmerie and late homecoming citizens, will shortly be the recipient of a new pair of the aquatic animals. Paramount has donated "Dorothy Lamour" and "George Raft" to the Prospect Park Zoo.

The pair now en route by express were standins for "Slicker," the barking, smooth-skinned featured player in "Spawn of the North." The animals will be presented by a committee of city officials, Gladys Swarthout, Eddie Duchin and Lynne Overman.

Van Dyke Testifies At NLRB Hearing

Hollywood, Aug. 31.—W. S. Van Dyke, who directed some of the industry's outstanding box-office successes, receives approximately $3,250 weekly bonus on successful pictures in addition to his salary of $750 a week, he declared today at the National Labor Relations Board hearing of the Screen Directors Guild petition to be declared the collective bargaining agency for directors, assistants and unit managers.

Called to the stand during the third day's hearing before Trial Examiner William R. Ringer, Mr. Van Dyke disclosed that in March of this year he, after having worked 22 years in the industry, signed a contract calling for $750 weekly for the first year to $1,750 weekly for the fifth year, and that the contract had provisions for bonuses.

Recounts Assistants' Duties

Mr. Van Dyke continued his testimony by telling the duties of assistant directors and unit managers, declaring that they sometimes were in complete charge of some phases of shooting films, such as backgrounds, atmosphere and action shots. He declared he worked for 12 years as an assistant director. He testified at length concerning the duties of assistants and unit managers in an effort to dispute the producer contention that the guild as now constituted is not the proper unit to represent these two classifications as well as directors.

J. P. MacGowan, veteran film director and now executive secretary of the Screen Directors Guild, followed Mr. Van Dyke on the stand and told of the complexity of the assistants' and unit managers' jobs.

The final witness of today's session was Fred Boswell, first assistant director, who testified of his assuming responsibility for guiding certain phases of pictures on which he worked without immediate supervision of a director.

It is estimated that the hearing will last at least a week longer.

Warners Sending Out Sequoia Tree Slabs

Warners Brothers cut down "The Patriarch," which, they say, was the second largest sequoia tree in the world, during the filming of "Valley of the Giants," and slabs of the wood, made into souvenir plaques are being distributed all over the country to exhibitors and branch managers to publicize the picture.

The Technicolor feature with Wayne Morris and Claire Trevor will open at the Strand Sept. 9, and the sequoia slabs carry the message to theatre men "May your box-office be as big as this tree was."

Included also in the promotion is the distribution of new four-color Technicolor pencils, so called because four crayons — red, black, blue and green—are mixed in one and by a simple twist of the wrist one can do some rainbow four-color writing.

An eight-page booklet, containing on its front page, the open letter from Jack Warner, "I Have Seen Four Daughters," is being sent to all persons who write in to Warner Brothers about "Four Daughters." The rest of the booklet contains material pertaining to the picture.

◂ Purely Personal ▸

John B. Nathan, managing director of Paramount in Argentina, Uruguay and Paraguay, is due here on the *Eastern Prince* Sept. 14. Mr. Nathan will be accompanied by his wife and child. It is his first visit in two-and-a-half years.

•

Ralph Whitehead, executive secretary of the American Federation of Actors, will return to his desk tomorrow, after his attendance at the A. F. of L. meetings in Atlantic City.

•

William B. Marvin, March of Time assignment editor, was married this week to **Gertrude Killian** of New Brunswick. They are honeymooning in Bermuda.

•

Freddie Bartholomew's personal appearance engagement at Loew's State has been postponed until Oct. 13. He will make his debut in Providence the week of Oct. 6.

•

Doris Phelps, daughter of **Frank Phelps** of Warners, is resting comfortably at Lenox Hill Hospital after an operation.

•

Jules E. Brulatour and **Hope Hampton** will arrive from the coast today.

•

Raymond Massey, star of "Drums," will arrive on the *Queen Mary* Monday.

•

Carl Laemmle, Sr., plans to leave New York for the coast today.

Bob Smeltzer, Warner central district manager, with headquarters in Washington, was in town yesterday for conferences with **Roy Haines**. He left later for Philadelphia.

•

Anthony A. Pabian, animated cartoonist, will drive from the coast to Miami, where he expects to start work at the Max Fleischer studio there on Sept. 12. He had been with Harman-Ising.

•

Morris Goodman, vice-president of Republic, will return today from Europe on the *Manhattan*. **George M. Cohan** is another returning passenger on that ship.

•

June Lang sailed yesterday on the *Normandie*. She will have a leading role in 20th Century-Fox British production, "So This Is London."

•

Mr. and Mrs. Lewis E. Gensler are staying at the Sherry-Netherland following their return from Europe.

•

Sylvia Sidney and her husband, **Luther Adler**, will return today on the *Champlain*.

•

Sid Holland, city manager of Elco Theatres, Elkhart, Ind., is in town on a visit.

•

Joe Pollack is back from California.

•

Mr. and Mrs. P. J. Wolfson are staying at the Sherry-Netherland.

Epic Wins Plea for Questioning in Suit

Federal Judge Francis G. Caffey yesterday granted the application of Epic Producing Corp. and Thomas Dixon to take the interrogatories of David M. Sohmer, both individually and as vice-president of Major Film Exchange, of Marion T. Stone and J. W. White, as treasurer of Skouras Theatres Corp. Interrogatories were ordered in an attempt by Epic Producing Corp. and Dixon to substantiate their charge made in a suit filed against Stone Film Library, Inc., Marion T. Stone, Treo Film Exchange of N. Y., Esquire Amusement Corp., Max A. Cohen, Major Film Exchange, Inc., David M. Sohmer and Skouras Theatres Corp. that the defendants were unlawfully distributing the picture "Birth of a Nation."

An injunction, $250 damages for each showing of the picture, an accounting of profits and a judgment for damages are sought.

Union Talks Continue

Another meeting in the series of conferences between circuit managers and representatives of Stagehands' Local No. 1 was held yesterday in Major L. E. Thompson's office in RKO. Discussion of certain items in the contract up for renewal continued and the meeting was adjourned until this afternoon.

Donat To Be Brummel

Hollywood, Aug. 31.—M-G-M will produce "Beau Brummel" in England with Robert Donat in the title role.

Sovereign Withdraws From Malcolm Brown

Hollywood, Aug. 31. — Sovereign Pictures, originally set to make 12 pictures for Malcolm Brown distribution, has withdrawn from the setup, it was revealed here today. George H. Callaghan and Jack Vance, Sovereign heads, are seeking new releasing arrangements. Mr. Callaghan is in New York at present arranging a new deal.

Mr. Vance has lined up two western series, one to have Eddie Dean, Tim Spencer and Zeke Clements, singing cowboy trio. Clara Mortenson, woman wrestler, is lined up for the other series, which will be westerns with women featured.

Acquire Trucking Firm

Des Moines, Aug. 31.—Charles F. Iles and H. E. McKinney, owners of the Iowa Film Delivery Co., have purchased the Meadows Transfer Co. The sale includes the real estate, operating franchise and equipment consisting of 16 trucks and five trailers used in interstate contract hauling. Iles and McKinney will operate the film delivery and transfer company as two separate concerns.

Goldwyn Loans Jon Hall

Hollywood, Aug. 31.—Samuel Goldwyn today agreed to loan Jon Hall to Alexander Korda for the latter's remake of "The Thief of Bagdad," in which Mr. Hall will play the original Douglas Fairbanks role. Sabu will be co-starred. The film will be in Technicolor.

Mrs. Fox Offers N Compromise to Co

Atlantic City, Aug. 31.—The and two daughters of William have made a new offer to remove All-Continent Corp. from the over his $9,535,261 bankruptcy.

They are now ready to delive books and records of All-Con and its subsidiary corporations at to Hiram Steelman, trustee o bankrupt's estate, for audit and e ination. This was revealed tod Allen B. Endicott, Jr., Federal r in bankruptcy.

Referee Endicott authorized Steelman to begin such an insp and make a written report of his ings. This is to be shown t creditors of William Fox at a he set for Oct. 10, when a $500,000 promise to settle a suit against Continent will again be consider

Assets Suit Pending

Mr. Fox has testified he create Continent as a family trust fo wife, Eva, and their daughters, and Belle, while he was fully so

Trustee Steelman and Willia mer Brown, Jr., his counsel, h suit pending to recapture Fox from All-Continent. Last Jul offer of $500,000 was made if thi would be withdrawn, stipulating if Mr. Steelman accepted this ment he could see the books.

The latest proposal to let Mr. man see the books first, is consid stronger peace effort than ever b

Pathe Declares Divid

The board of directors of Film Corp. has declared a qua dividend of $1.75 per share on convertible preferred stock, p Oct. 1, 1938, to stockholders of Sept. 23.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office

MARTIN QUIGLEY, Editor-in-Chief an lisher; J. M. JERAULD, Managing JAMES A. CRON, Advertising Manager. TORIAL STAFF. Charles S. Aaronson, Ja ner, Al Finestone, Thomas Fitzsimmons, A. Kane, Irene Kuhn, Joseph Priore.

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wo Industry hoices Seen By Pettijohn

(*Continued from page* 1)

.V. A. Steffes, Allied leader, was g on the platform at the Hotel beder as one of the scheduled ers. Other speakers were W. Johnston and Edward Golden. es W. Trampe was chairman.

elaborating upon his subject Mr. ohn said the first necessity of regulation was the principle of and help live." All that is re- d is good faith, integrity and non sense, he continued. "If the ture of this industry ever falls," Pettijohn declared, "it will not om assault from without, but by uction from within. Exhibitors, butors and producers must live ood neighbors, for they are living e same house, and a house divided st itself cannot stand.

quitable agreements are never im- ble unless they are made impos- by the attitude of the persons erned. Just as no two countries can o war today without involving ons of innocent persons, so no elements in the motion picture stry can quarrel without public est being involved.

Cites Lack of Cooperation

here has been too little effort to along with the other fellow, and much haste to tell the teacher on too little desire to go to reason, too much to go to law.

have little patience with those say 'yes, something should be but . . . but,' and raise objec- , specious and otherwise, that too often as a smoke screen to the lack of will or the willing- to do.

or can I in frankness conceal disappointment that certain things not moved faster in the direction lf-regulation. I shall not try to the blame. One difficulty is that spent too much time throwing s instead of laying them.

is so easy to say that the other v is at fault. But let's not delude elves. We aren't going to get here unless we all approach the em of trade practices with a de- not to gain selfish advantage but omote the success of the industry whole. We must see the forest ust our own tree.

we reject self-regulation, we'll ome form of outside control that ot help, but will only wreck our ness. Good intentions are not gh. We need good faith. We have an earnest determination work out our own problems ng ourselves."

Steffes in Rebuttal

r. Steffes, whose speech followed of Mr. Pettijohn, declared "Pet- n gave the right speech but to wrong audience. It should have made to Will Hays and the ibutors: We wanted self-regula- but we couldn't get the major panies to cooperate. We were n to the courts for regulation to ct ourselves and anyone who says isn't so is nuts."

r. Steffes told how at Northwest Allied's silver jubilee last January the gauntlet was thrown down to major companies. He said at that time major company representatives present promised cooperation to work out industry ills. "We're still waiting to hear from them," he said, adding, "It's been nine months and nothing has happened."

Criticizes Will Hays

Mr. Steffes also cited statements by major distributors that conferences be delayed on account of the Government action now current. "Now is the time to get-together," he said, "the responsibility for any wrecking of the film business can be placed directly on the heads of the major companies. What the business needs is a czar, one who will be for the entire industry and not a Will Hays who is just for the big companies. We need a 'supreme arbitrator' and I for one pledge my support if the right person is found."

Mr. Steffes said he had no objection to block booking, provided all product was sold on percentage and not just big pictures.

Following Mr. Steffes, Mr. Golden spoke and in dramatic fashion critisized the major companies and their executives, who, he said, were intellectually incapable of self-regulating the film business. Mr. Golden stated that the salvation of the business from its present troubles was for exhibitors to support smaller production companies. "The more wholesalers you have," said Mr. Golden, "the better it will be for business."

Max Roth Is Heard

Max Roth, Republic Pictures sales executive, in a speech blamed Hollywood radio and news commentators for a great portion of the industry's ills, saying they disclosed too much to the public which, as a result, lost interest in films.

Mr. Trampe opened the meeting and outlined the national advertising drive. He introduced guests, including Jake Disch, Frank Trautman and other old timers. He reported this territory would reach $6,000 in the drive. It was stated that Minneapolis has collected $6,000 and already is 40 per cent over its quota.

At the banquet tonight plaques were presented to 121 persons who have been in the industry 25 years or more. William Ainsworth acted as toastmaster and Mr. Trampe was guest of honor. Among those attending were Benny Berger, George Granstrom, William Watemaugh, William Donnely, Ben Ash and Charles Weiner, from Minneapolis, and Irving Mandel and Henri Elman from Chicago.

Nugent Snubbed

Frank Nugent, *N. Y. Times* film editor, returned this week from a vacation tour of the south and relates this one on himself. Attired in decidedly informal fashion, he says, he stopped at Doylestown, Pa., to spend the night and approached a traffic officer to get the low-down on local hostelries.

"They're all filled up," said the officer curtly.

"But there must be some place nearby where I can change for dinner, at least," Nugent insisted.

The officer gave him a second glance.

"Oh, excuse me," he relented. "I thought you was a vagrant." And proceeded to direct the film critic to Doylestown's best.

"Daughters" Grosses $85,000 Second Week

The Music Hall grossed a strong $85,000 in the second and final week of "Four Daughters," which ended yesterday. The first week take was $90,000. "You Can't Take It with You" will open at the house today. The Capitol took $31,000 in the week ending yesterday, with "I Am the Law." "Three Loves Has Nancy" will open today.

Paramount reports that "Sing You Sinners" finished its first week at the Paramount in Newark with a take of $10,000, 25 per cent better than average. The film was held over. "Spawn of the North," playing the Paramount in Los Angeles, grossed $3,300 opening day, with $26,000 anticipated for the week. The film is reported by the home office to be running ahead of "Buccaneer" and "Souls at Sea' in Omaha, where it did $4,000 in three days; Little Rock, Oklahoma and Detroit.

Tom Mead Recovers From Auto Injuries

Tom Mead, Universal Newsreel editor, was reported yesterday to be resting easily at the Hospital for Ruptured and Crippled where he was taken Tuesday after being struck by an automobile near his residence in Tudor City. Mr. Mead suffered a multiple fracture of the left leg and severe cuts and bruises. It was said that he will be confined to the hospital for at least six weeks.

The newsreel office reported that Mr. Mead will continue to handle the bulk of his work from the hospital. A telephone trunk line was installed yesterday connecting the office with his room and arrangements were made for secretarial assistance for Mr. Mead at the hospital.

Complete Fashion Short

Shooting has been completed on the first of four Fashion Forecasts in Technicolor for 20th Century-Fox, and the film is now being processed in Hollywood for September release.

The reel, which will run for 10 minutes, was filmed at the 10th Ave. Movietonenews studios under the supervision of Producer Truman Talley and was directed by Vyvyan Donner, fashion editor of the newsreel.

A special Technicolor camera was brought from the Coast for the picture, which was a week in the making.

To Set Air Race Tieups

CLEVELAND, Aug. 31. — Edward Churchill, Paramount publicity executive, arrived here today to arrange tieups between "Men with Wings" and the National Air Races which will take place over the weekend.

Teddy Hart Is Signed

Pathe News has signed Teddy Hart to play opposite Sheila Barrett in the first of a series of four Sheila Barrett comedies which are planned.

G.N. Will Have $1,500,000, Says Hammons

(*Continued from page* 1)

would be offset to some extent by retarded film buying which has been noted in many sections of the country. He pointed out, also, that advance notice of New Grand National's plans have induced some circuits to hold time open for the company's product, even where the bulk of such circuits' new season deals have been closed. Mr. Hammons cited one instance of a circuit having committed itself already for the new company's output.

Mr. Hammons indicated that he would produce "four or five" features and short subjects at Eastern Service studio, Astoria, and might make several additional features at the west coast studio. The production plans, however, will not be definite until after his weekend conferences with Mr. Alperson and Jack Skirball, general manager of Educational.

To Enlarge N. Y. Offices

Executive and sales headquarters of the new company will be in New York, but new and larger office quarters than those now occupied here will be chosen, he said.

Mr. Hammons said it would take a week or 10 days to complete the new corporate setup and that directors and officers, other than Mr. Alperson and himself, would not be nominated until then. The underwriting of the new company's securities has been arranged with two brokerage houses which Mr. Hammons said he could not identify until final financial arrangements are approved by the Securities and Exchange Commission.

Educational's $50,000 check to cover the cash payment to Grand National provided for in the merger agreement was mailed yesterday to Loyd Wright, Grand National co-trustee.

Hammons Again Has Talk with Jackson

Earle W. Hammons, president of New Grand National and Educational, conferred at his home last night with Louis Jackson, British financier, on a proposal of the latter involving reciprocal distribution between New Grand National and Anglo-American Films of London.

Details of the proposal were not divulged yesterday, but either financing of New Grand National producers or an investment in the company itself by Anglo-American is understood to be involved. Mr. Hammons expressed "interest" in the proposal in advance of last night's meeting, but professed to be unaware of the details himself, despite previous conferences with Mr. Jackson.

Meanwhile, reports from London yesterday linked Anglo-American with distribution there of Gainsborough product.

MGM Takes an Original

HOLLYWOOD, Aug. 31.—"When Men Are Twelve," an original, unpublished story by Budd Wilson Schulberg and William Burnside, has been purchased for production by M-G-M.

Short Subject

March of Time, No. 1

(*RKO*)

This issue of the March of Time appears to be uncommonly good exploitation material, as regards both of its two episodes. The first, explaining how Czechoslovakia has come to be the powder keg of Europe today, is keyed to the headlines the world over as a result of the European crisis. The second, on Father Divine's new "Heaven" opposite President Roosevelt's estate on the Hudson, gives something of an insight into a strange phenomenon, which is of wide interest.

The Czech sequence pictures the prosperity and natural wealth of the country, fortified by its mountain boundaries, and, as such, almost invaluable to Hitler's plan of conquest. The Sudeten German minority in Czechoslovakia is the springboard for his plan, and the reel highlights logically the sequence of events leading to the present crisis of which the nation made from the World War is the focal point.

The hold which a small and unprepossessing man, Father Divine, maintains on a mass of colored people, is pictured in competent and often highly amusing fashion. The basis of the sequence is the action of the anti-New Dealer who has turned over his estate at Krum Elbow, opposite the President's, to the Negro "Father" and his "Angels," where he has built a new "Promised Land." Free food and circuitous speeches appear to be the essence of the Father's power. An excellent subject.

Running time, 20 mins. "G."

Time Reel Now in India

The March of Time is now being distributed in India according to Louis de Rochemont, producer, making a total of 38 foreign countries where the reel is shown. RKO is distributing, from headquarters in Bombay.

Flax-Republic Renew

Sam and Jake Flax of Washington, D. C., renewed their Republic distribution agreement yesterday, signing a five-year contract, retroactive from July 1.

James R. Grainger and Jack Bellman were in Detroit yesterday conferring with Ray Moon of Cooperative Theatres of Michigan on Republic's 1938-39 program.

Dickinson Opens House

KANSAS CITY, Aug. 31.—Glen W. Dickinson, head of the Glen W. Dickinson Theatres, Inc., will open his new type Carlton, Manhattan, Kan., tomorrow night. A number of out-of-town film men are expected to attend.

Plan Subway Film

March of Time producers are keeping their eye on developments in the unification of New York's subway system and will bring out a release on the subject when the situation warrants. A collection of background films on the subject has already been made.

Broadway Stage Turning to Musical Shows in a Big Way

(*Continued from page 1*)

screen for another year. Meanwhile, Samuel Goldwyn has a personal contract with its star, Zorina. Helen Hayes will reopen in "Victoria Regina" at the Martin Beck, under Gilbert Miller's direction, Oct. 3.

The far flung straw hat circuit has about five survivals strong enough for early Broadway showing. More may come in later.

The musicals include "Knickerbocker Holiday," Maxwell Anderson's show of old New York when it was a Dutch settlement, with music by Kurt Weill, and with Walter Huston in the cast. "Clear All Wires," the Sam and Belle Spewack success of some seasons ago, which was filmed, will reappear as a musical. "You Never Know," an intimate musical play by Siegfried Geyer and Karl Fakas, with music by Cole Porter and Robert Katscher, is due to open Sept. 21 under the Shuberts' banner. This had a touring company through the spring. In the cast were: Clifton Webb, Lupe Velez, Rex O'Malley, Libby Holman and Toby Wing. It's a Rowland Leigh adaptation of the amorous adventures of a baron and his valet which might make a vehicle for Fernand Gravet.

Gordon Offering Due

Another intimate revue, "Sing Out the News," with music and lyrics by Harold Rome of "Pins and Needles" fame, will be an early fall Max Gordon offering. George S. Kaufman and Moss Hart will be co-producers.

George Abbott is producing "The Boys from Syracuse" with music by Rodgers and Hart. Jimmy Savo is in the cast. This is Shakespeare's "Comedy of Errors" with modern dialogue by Mr. Abbott.

Two Dwight Wiman musical shows are said to be real film bets. They are "Great Lady," which will open in late October, and is being cast now, and "Swing to the Left," by J. P. McEvoy and Arthur Schwartz, with lyrics by Dorothy Field. This is a kidding piece about Hollywood built around a story which reveals what happens when scenarists try to write a picture with a "leftist" plot. It is scheduled for November. Mr. McEvoy is in Hollywood now, writing dialogue for the new Shirley Temple picture and in his spare time is collecting new material and gags for the satire.

"Blackbirds" Ready

Lew Leslie's "Blackbirds," 1939 version of the perennially popular all-colored revue, is on the books, too.

Eddie Dowling has three new plays set, "Madame Capet," with Eva Le Gallienne. This is hardly likely to be a film buy because it is a French Revolution piece which has been preceded by M-G-M's spectacle, with Norma Shearer, "Marie Antoinette." Mr. Dowling's other plays which Hollywood scouts are watching are "Here Come the Clowns," by Philip Barry, which has a vaudeville background, always sure fire picture material, and "The White Steed." The latter is by Paul Vincent Carroll, author of the current Dowling success, "Shadow and Substance," a boy and girl love story having an Irish locale.

Jed Harris is planning five shows between November and January, inclusive.

Sam Harris has the Moss Hart-George Kaufman play, "The Fabulous Invalid," a story about the theatre with a cast of 84 persons, and a narrator.

Guthrie McClintic and Max Gordon will do "Split the Wind," which has also been known as "Legend," at the Empire, probably in September. This is an offering built around the character of Jesse James. This producing team is also scheduling a Katharine Cornell show.

Schwab Has Three

Laurence Schwab has three productions in work. "Once Upon a Night," a farce about Hollywood by Milton Lazarus, is in rehearsal and scheduled to open the week of Sept. 12. This will be followed by "Knights of Song," a musical play about Gilbert and Sullivan by Glendon Allvine. The third production will be a drama, "Over on the Jersey Side," by Joel Sayre and Edward McNamara.

Orson Welles' Mercury Theatre Group will do "Danton's Death," a French Revolution play which Max Reinhardt produced in Germany and which had a run in German at the Century theatre here in 1927.

One of the five straw hat survivals which comes within this group's wing is William Gillette's farce, "Too Much Johnson," last produced in 1894. A five-minute film, of the Keystone comedy type, will serve as a prologue to the production.

The other summer theatre tryouts which are on the Broadway list are "Dame Nature," "7-11," "The Best Dressed Woman in the World," "A Woman's a Fool to Be Clever," "Death Is My Lover" and "Friday at 4."

Guild Production Listed

"Dame Nature" was adapted from the French by Patricia Collinge and tried out at Westport and Mt. Kisco. This is a delicate theme which will have to undergo considerable rewriting if it is to be picture material, according to reports. It will be the first Theatre Guild production of the season.

"The Best Dressed Woman in the World," tried out at Stockbridge, is in the Dwight Wiman office now. "7-11" is by James M. Cain and has the "21 Club" for its locale. Richard Aldridge is producing this and Peter Arno owns a piece of it.

"A Woman's a Fool to Be Clever" is John Wildberg's first independent production, although he has been associated with 58 productions heretofore. This showed at Great Neck and Stony Creek during the summer.

"Death Is My Lover" was seen at Locust Valley and will go on under the auspices of Montgomery Ford.

Theron Bamberger directed "Friday at 4" when it was shown at Abingdon, Va. It's showing at Provincetown this week and has Dorothy Stone and her husband, Fred Collins, in the cast. It was written by Ralph Holmes, drama critic of the *De*
News.

Abraham Lincoln will reappea
the New York stage in a coupl
versions, one by Robert Sherw
"Abe Lincoln in Illinois," which
star Raymond Massey, and "Fo
Me Ever," by Paul Horgan.

"Lightin'" Again

John Golden is going to do a
vival of "Lightnin'" with Fred S
in the role created by Frank B
in 1918; Producer Lawrence Sch
has "Once Upon a Night," which
volves around the plight of a H
wood scanarist who, while tight,
a story idea to a producer, but co
out of his hangover with no sligh
notion of what he sold. Clare B
has written "Kiss the Boys Good
in rehearsal now. Brock Pembe
will bring it into New York Sept
This is the first lampooning of
Scarlett O'Hara search.

Also in Mr. Pemberton's plans
"My Dear Children," by Catha
Turney and Jerry Horwin, both
Hollywood, in which John and El
Barrymore will appear, and Mar
Sharpe's dramatization of her n
"The Nutmeg Tree," for w
M-G-M has bought screen rights.

Two of Shaw Coming

Two Shaw plays are coming in,
"On the Rocks," a return engager
—it played for 15 performances ea
in the season—and "Androcles and
Lion," with a negro cast, whic
due in late September.

Maurice Evans will produce
star in "Hamlet," and Orson W
is interested in "Five Kings,"
Shakespearean record.

Besides "Victoria Regina" reo
ing, Gilbert Miller has plans for "
and Peace." He has an option c
dramatization of the famous To
novel which may be shown in Lo
before it comes here.

There are dozens of other ventu
some nebulous, some closer to rea

Open Contract Tal With Chicago Uni

CHICAGO, Aug. 31.—The local A
unit and Balaban & Katz met t
with officials of the operators' u
regarding a new contract for the c
ing year.

The theatre owners are unders
to have refused the union's den
for an increase in wages and
indications are that the discuss
may continue for several weeks.

Canadian Mission

**London, Aug. 31.—Harr
Weedon, who was the archi
tect for many of the theatre
in the Odeon Circuit heade
by Oscar Deutsch, is en rout
to Canada on a specia
mission for Mr. Deutsch.**

**Particular significance i
attached to the trip in man
quarters in view of the re
cent reports that Mr
Deutsch was planning to ex
tend his circuit holdings int
Canada. Last week N. L. Na
thanson, president of Famou
Players Canadian Corp., de
clared on his return fron
England that he knew of n
plans by Mr. Deutsch to un
dertake circuit operation i
the Dominion.**

Completely NEW..

Paramount covers America and your town like a tent with

"Time-Flo"

advertising

Entirely DIFFERENT!

"TIME-FLO" advertisin

at least 30,000,000 readers a week pre-sold on your Paramount product no matter where your theatre is located!

SEPTEMBER

Big space in certain September ads will be given to—"SPAWN OF THE NORTH" and small space will be given to—"SING YOU SINNERS," "IF I WERE KING."

* * *

In other September ads, big space will be given to—"SING YOU SINNERS" and small space will be given to 3 future releases—"ARKANSAS TRAVELER," "MEN WITH WINGS," "IF I WERE KING."

OCTOBER

In October, we move—"MEN WITH WINGS" up into large space, and continue to advertise — in small space—"SING YOU SINNERS", "ARKANSAS TRAVELER." At the same time, we advertise 2 future releases—"IF I WERE KING," "ESCAPE FROM LEAVENWORTH."

ST

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eans

AND—
THROUGH
OUT
1939

DECEMBER

In the December magazines the big pictures of the month will be given large space. Some of the November releases will get small space—keeping their names before your patrons—and January releases will also be featured, etc.

OVEMBER

ovember, we move—"IF I WERE KING" into
ge space, and continue to give small space
—"MEN WITH WINGS," "ESCAPE FROM
EAVENWORTH," "ARKANSAS TRAVELER."

In the past, most motion picture advertising in the national magazines has simply featured current releases. On the pages that follow you will see how Paramount has created and developed its new "TIME-FLO" INTERMESHING Advertising Technique.

Special "Tailor-Made" copy is written to fit each magazine. Each "TIME-FLO" advertisement plays up one big current release in large space. (For example, the September 3rd Saturday Evening Post advertisement gives most of its space to "Spawn of the North.") Then, by means of "COLUMNS," each advertisement tells — in newsy manner—something about the Paramount Pictures which have just been released and those which are to be released in the near future. (In the case of the September 3rd Saturday Evening Post advertisement, the other pictures featured are "Sing You Sinners," "If I Were King," and "Men With Wings.") As each picture approaches its national release date, it moves up into the "No. 1 Spot," while the newer (and slightly older) product moves into the "Columns." Thus—

Month after month, in intermeshing manner, Paramount sells today's show for you, whether yours is a first or a subsequent run theatre—while you are playing the pictures. At the same time, Paramount advertising will get your patrons ready for the pictures which are to come.

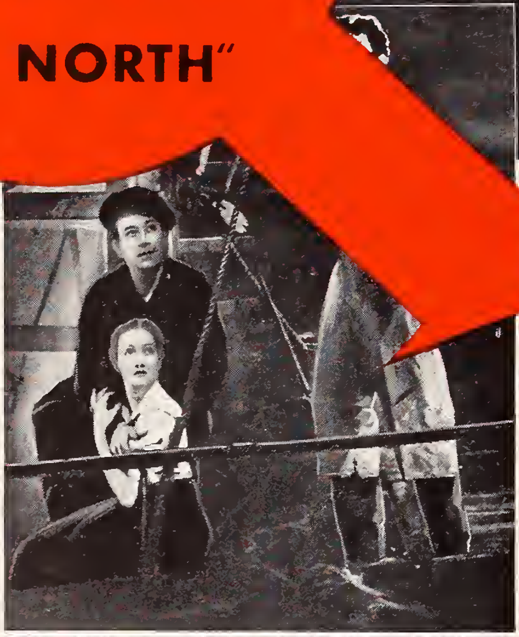
This is Completely NEW . . . It is an Entirely DIFFERENT kind of moving picture advertising. And — IT WILL HELP YOU SELL MORE TICKETS WHEN YOU PLAY PARAMOUNT PICTURES!

SEE NEXT PAGES FOR EXAMPLES OF *"Time-Flo"* ADS

This double-page spread in the Se
is an example of Paramount's ne

Note
how we feature
1 picture
"SPAWN OF
THE NORTH"

Above you glimpse a part of one of the thrilling action scenes, the battle of the salmon traps, when a whole fleet goes into action against the salmon pirates. At left, the three stars pose for us on the set.

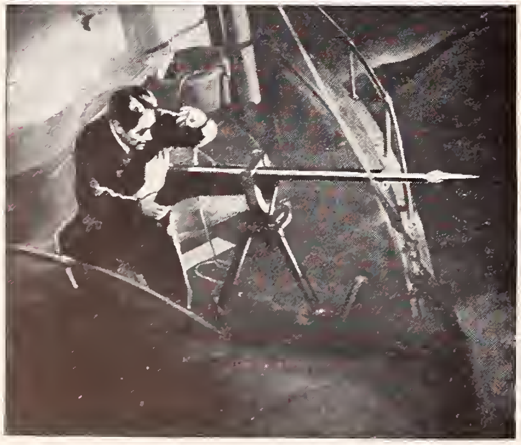


THE CANDID CAMERA PREVIEW
SPAWN OF THE NORT

Paramount's Roaring Drama of America's Last Frontier . . .

IT'S a busy day on the big Paramount lot in Hollywood. Director Henry Hathaw famous for his ability to bring the drama of primitive emotional conflict, of thunde action, to the screen, is guiding Paramount's "Spawn of the North" through the stages of production. On the set are such famous players as George Raft, Henry Fo Dorothy Lamour, Akim Tamiroff, John Barrymore, Louise Platt and Lynne Overr Beautiful Dorothy Lamour has forsaken her famous tropic sarong for the rough dress laced boots of a daughter of the northern wilds. Raft and Fonda are wearing oils For "Spawn of the North" is set in Alaska of 1908, when feud law ruled as bro fought brother, friend fought friend for the priceless rights to the silver horde...King Sal

We ask permission to take a few candid camera shots to show our Post frie Permission is granted and we snap away. The results speak for themselves. You can Henry Hathaway has a picture to rank with his "Trail of the Lonesome Pine," his " Lives of a Bengal Lancer." But Paramount Producer Albert Lewin insists we visit a



Courageously manning a deadly harpoon gun on the forward deck of his seal boat, George Raft prepares to resist the smashing attack of the embattled fisher fleet.

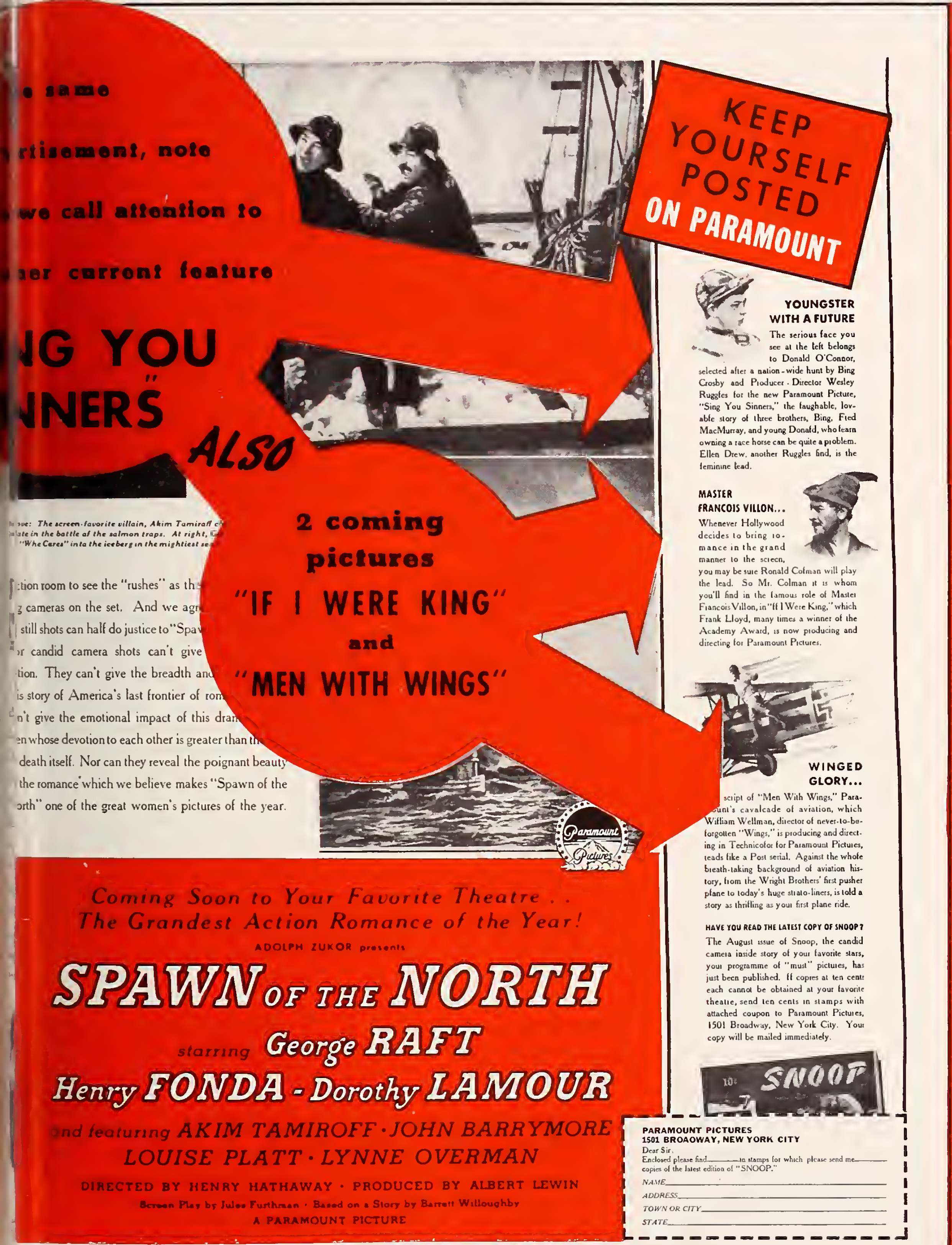
This shot of Alaskan Indians drumming and chanting the ancient hymn to King Salmon was taken on location in the far North.

George Raft and Dorothy Lamour caugh the candid camera in a romantic mood

39,810,279 PEOPLE WILL SEE "SPAW

mber 3rd Saturday Evening Post

'TIME-FLO" advertising technique



e same
rtisement, note
we call attention to
ner current feature

NG YOU
NNERS"

ALSO

2 coming pictures

"IF I WERE KING"

and

"MEN WITH WINGS"

ve: The screen-favorite villain, Akim Tamiroff c
late in the battle of the salmon traps. At right, G
"Whe Cares" into the iceberg in the mightiest se

tion room to see the "rushes" as th
g cameras on the set. And we agr
still shots can half do justice to "Spa
r candid camera shots can't give
tion. They can't give the breadth and
is story of America's last frontier of rom
n't give the emotional impact of this dran
en whose devotion to each other is greater than th
death itself. Nor can they reveal the poignant beauty
the romance which we believe makes "Spawn of the
orth" one of the great women's pictures of the year.

Coming Soon to Your Favorite Theatre . .
The Grandest Action Romance of the Year!

ADOLPH ZUKOR presents

SPAWN OF THE NORTH

starring **George RAFT**

Henry FONDA - Dorothy LAMOUR

nd featuring AKIM TAMIROFF · JOHN BARRYMORE
LOUISE PLATT · LYNNE OVERMAN

DIRECTED BY HENRY HATHAWAY · PRODUCED BY ALBERT LEWIN
Screen Play by Jules Furthman · Based on a Story by Barrett Willoughby
A PARAMOUNT PICTURE

KEEP YOURSELF POSTED ON PARAMOUNT

YOUNGSTER WITH A FUTURE

The serious face you see at the left belongs to Donald O'Connor, selected after a nation-wide hunt by Bing Crosby and Producer-Director Wesley Ruggles for the new Paramount Picture, "Sing You Sinners," the laughable, lovable story of three brothers, Bing, Fred MacMurray, and young Donald, who learn owning a race horse can be quite a problem. Ellen Drew, another Ruggles find, is the feminine lead.

MASTER FRANCOIS VILLON...

Whenever Hollywood decides to bring romance in the grand manner to the screen, you may be sure Ronald Colman will play the lead. So Mr. Colman it is whom you'll find in the famous role of Master Francois Villon, in "If I Were King," which Frank Lloyd, many times a winner of the Academy Award, is now producing and directing for Paramount Pictures.

WINGED GLORY...

script of "Men With Wings," Para-ount's cavalcade of aviation, which William Wellman, director of never-to-be-forgotten "Wings," is producing and directing in Technicolor for Paramount Pictures, reads like a Post serial. Against the whole breath-taking background of aviation history, from the Wright Brothers' first pusher plane to today's huge strato-liners, is told a story as thrilling as your first plane ride.

HAVE YOU READ THE LATEST COPY OF SNOOP?

The August issue of Snoop, the candid camera inside story of your favorite stars, your programme of "must" pictures, has just been published. If copies at ten cents each cannot be obtained at your favorite theatre, send ten cents in stamps with attached coupon to Paramount Pictures, 1501 Broadway, New York City. Your copy will be mailed immediately.

PARAMOUNT PICTURES
1501 BROADWAY, NEW YORK CITY
Dear Sir,
Enclosed please find _____ in stamps for which please send me _____ copies of the latest edition of "SNOOP."
NAME_____
ADDRESS_____
TOWN OR CITY_____
STATE_____

9,662,765
in the September 3
SATURDAY
EVENING POST

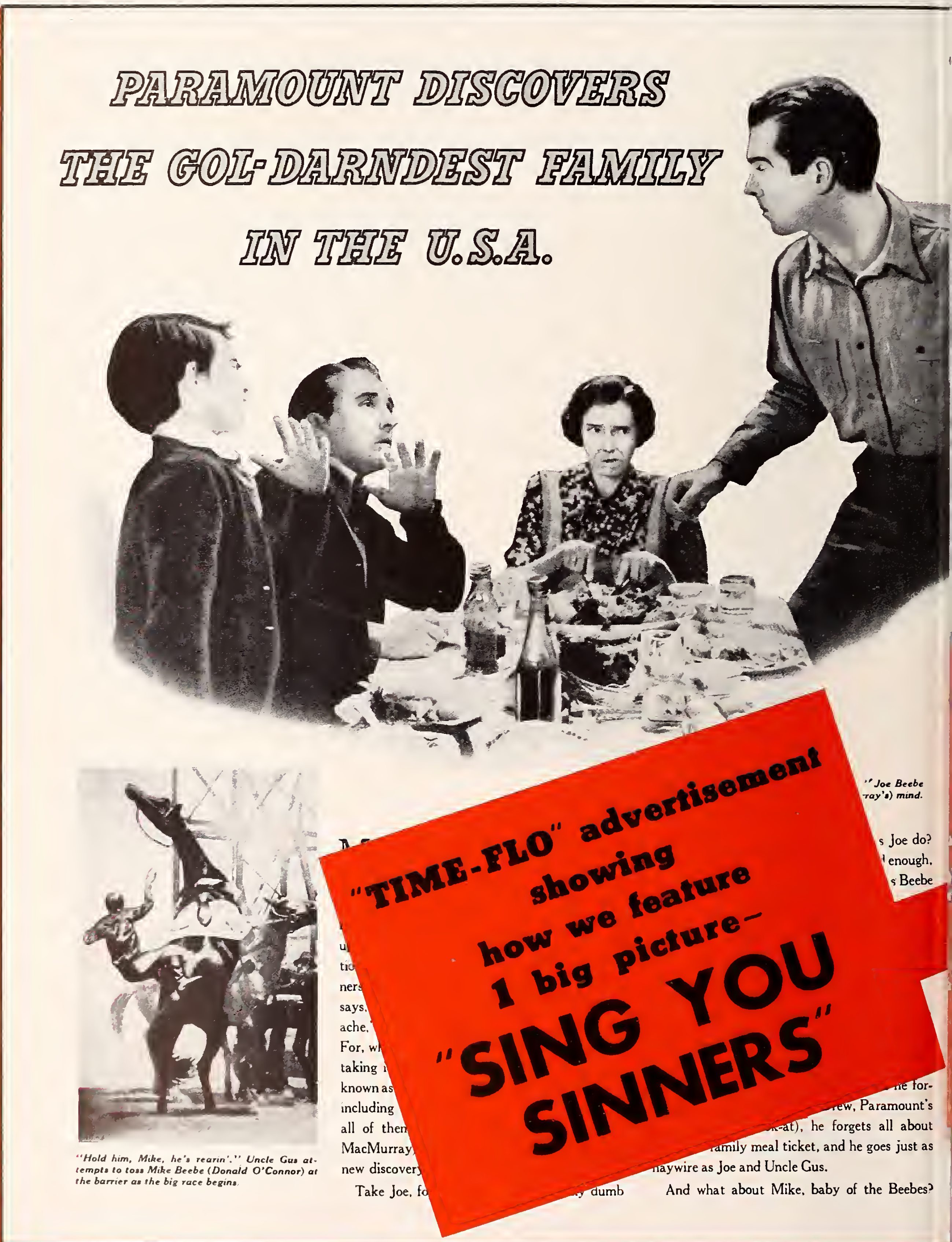
1,952,685
in the September
MODERN
SCREEN

3,867,423
in the September

MOVIE STORY MAGAZINE
HOLLYWOOD
MOTION PICTURE
SCREEN BOOK

F THE NORTH" ADVERTISEMENTS!

This double-page spread in the Sep
another example of Paramount's ne



PARAMOUNT DISCOVERS
THE GOL-DARNDEST FAMILY
IN THE U.S.A.

"Hold him, Mike, he's rearin'." Uncle Gus attempts to toss Mike Beebe (Donald O'Connor) at the barrier as the big race begins.

" Joe Beebe
ray's) mind.

u
tio
ners
says,
ache,
For, wh
taking
known as
including
all of them
MacMurray
new discovery

Take Joe, fo
dumb

s Joe do?
enough,
s Beebe

e for-
rew, Paramount's
k-at), he forgets all about
amily meal ticket, and he goes just as
haywire as Joe and Uncle Gus.

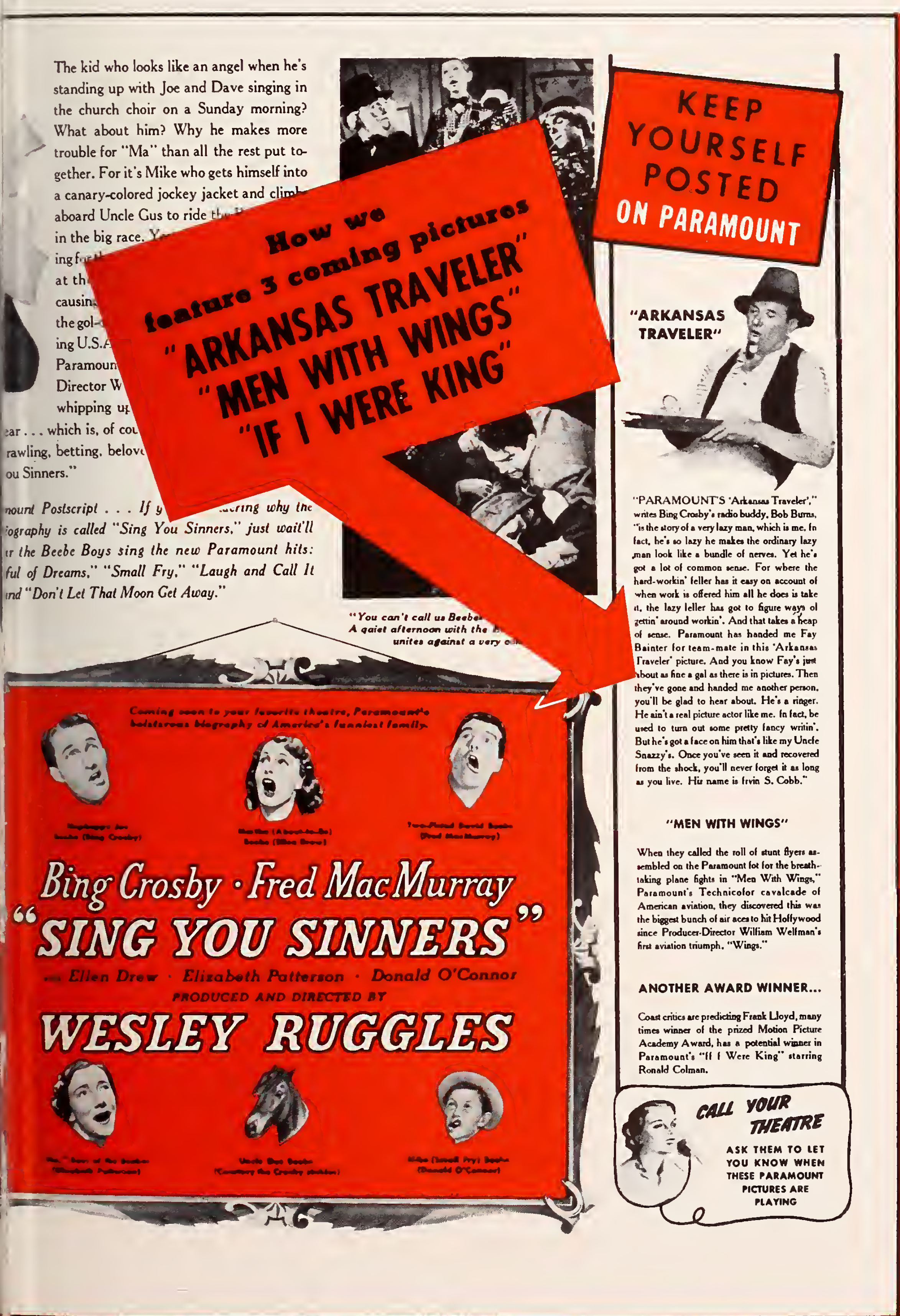
And what about Mike, baby of the Beebes?

"TIME-FLO" advertisement showing how we feature 1 big picture—

"SING YOU SINNERS"

29,131,934 PEOPLE WILL SEE "SIN

ber 10th Saturday Evening Post is
TIME-FLO" advertising technique



The kid who looks like an angel when he's standing up with Joe and Dave singing in the church choir on a Sunday morning? What about him? Why he makes more trouble for "Ma" than all the rest put together. For it's Mike who gets himself into a canary-colored jockey jacket and climb aboard Uncle Gus to ride th in the big race. Y ing f at th causin the gol- ing U.S.A Paramoun Director W whipping up ear . . . which is, of cou rawling, betting, belove ou Sinners."

nount Postscript . . . If y ering why the iography is called "Sing You Sinners," just wait'll r the Beebe Boys sing the new Paramount hits: ful of Dreams," "Small Fry," "Laugh and Call It ind "Don't Let That Moon Get Away."

"You can't call us Beebe A qaiet afternoon with the unites against a very o

Coming soon to your favorite theatre, Paramount's boisterous biography of America's funniest family.

Bing Crosby · Fred MacMurray

"SING YOU SINNERS"

with Ellen Drew · Elizabeth Patterson · Donald O'Connor

PRODUCED AND DIRECTED BY

WESLEY RUGGLES

KEEP YOURSELF POSTED ON PARAMOUNT

"ARKANSAS TRAVELER"

"PARAMOUNT'S 'Arkansas Traveler'," writes Bing Crosby's radio buddy, Bob Burns, "is the story of a very lazy man, which is me. In fact, he's so lazy he makes the ordinary lazy man look like a bundle of nerves. Yet he's got a lot of common sense. For where the hard-workin' feller has it easy on account of when work is offered him all he does is take it, the lazy feller has got to figure ways of gettin' around workin'. And that takes a heap of sense. Paramount has handed me Fay Bainter for team-mate in this 'Arkansas Traveler' picture. And you know Fay's just about as fine a gal as there is in pictures. Then they've gone and handed me another person, you'll be glad to hear about. He's a ringer. He ain't a real picture actor like me. In fact, he used to turn out some pretty fancy writin'. But he's got a face on him that's like my Uncle Snazzy's. Once you've seen it and recovered from the shock, you'll never forget it as long as you live. His name is Irvin S. Cobb."

"MEN WITH WINGS"

When they called the roll of stunt flyers assembled on the Paramount lot for the breath-taking plane fights in "Men With Wings," Paramount's Technicolor cavalcade of American aviation, they discovered this was the biggest bunch of air aces to hit Hollywood since Producer-Director William Wellman's first aviation triumph, "Wings."

ANOTHER AWARD WINNER...

Coast critics are predicting Frank Lloyd, many times winner of the prized Motion Picture Academy Award, has a potential winner in Paramount's "If I Were King" starring Ronald Colman.

CALL YOUR THEATRE

ASK THEM TO LET YOU KNOW WHEN THESE PARAMOUNT PICTURES ARE PLAYING

1,445,466 in the October
PHOTOPLAY

1,296,366 in the October
MOVIE MIRROR

9,662,765 in the September 10
SATURDAY EVENING POST

1,888,239 in the October
SCREENLAND and SILVER SCREEN

OU SINNERS" ADVERTISEMENTS!

PARAMOUNT
BEST SHOW IN TOWN

Make plans now to tie in your theatre with Paramount's greatest promotion program!

INSERTION DATES NOW AVAILABLE

As other advertisements are scheduled, you will receive advance reprints and insertion dates

NAMES OF PICTURES FEATURED IN EACH ADVERTISEMENT	NAME OF MAGAZINE	SIZE OF ADVERTISEMENT	DATE OF ISSUE	DATE ON NEWSSTANDS	NUMBER OF READERS EACH ADVERTISEM
"SPAWN OF THE NORTH"	SCREENBOOK	2 pages	Sept.	July 29	868,527
"SPAWN OF THE NORTH"	MOVIE STORY	2 pages	Sept.	Aug. 1	769,572
"SPAWN OF THE NORTH"	MODERN SCREEN	2 pages	Sept.	Aug. 1	1,952,685
"SPAWN OF THE NORTH"	HOLLYWOOD	2 pages	Sept.	Aug. 10	1,283,319
"SPAWN OF THE NORTH"	MOTION PICTURE	2 pages	Sept.	Aug. 25	946,005
"SING YOU SINNERS" "Arkansas Traveler," "Men With Wings," "If I Were King"	SCREEN GUIDE	Full page	Oct.	Aug. 25	1,074,279
"SING YOU SINNERS" "Arkansas Traveler," "Men With Wings," "If I Were King"	MOVIE MIRROR	2 pages	Oct.	Aug. 25	1,296,366
"SPAWN OF THE NORTH" "Sing You Sinners," "If I Were King," "Men With Wings"	SATURDAY EVENING POST	2 pages (2 colors)	Sept. 3	Aug. 30	9,662,765
"SPAWN OF THE NORTH" "Sing You Sinners," "If I Were King," "Men With Wings"	LOOK	Bleed page	Sept. 13	Aug. 30	6,201,303
"SPAWN OF THE NORTH" "Sing You Sinners," "If I Were King," "Men With Wings"	COLLIER'S	Full page	Sept. 10	Sept. 2	8,048,637
"SING YOU SINNERS"	LIFE	Full page	Sept. 5	Sept. 2	5,716,182
"SING YOU SINNERS" "Arkansas Traveler," "Men With Wings," "If I Were King"	SCREENLAND	2 pages	Oct.	Sept. 3	748,464
"SING YOU SINNERS" "Arkansas Traveler," "Men With Wings," "If I Were King"	SATURDAY EVENING POST	2 pages (2 colars)	Sept. 10	Sept. 6	9,662,765
"SPAWN OF THE NORTH" "Men With Wings," "Sing You Sinners," "If I Were King"	TIME	Full page	Sept. 12	Sept. 9	2,074,203
"SING YOU SINNERS" "Arkansas Traveler," "Men With Wings," "If I Were King"	PHOTOPLAY	2 pages	Oct.	Sept. 10	1,445,466
"SING YOU SINNERS" "Arkansas Traveler," "Men With Wings," "If I Were King"	SILVER SCREEN	2 pages	Oct.	Sept. 12	1,139,775
"SPAWN OF THE NORTH"	LIBERTY	Full page	Sept. 24	Sept. 14	8,003,256
"SING YOU SINNERS" "Arkansas Traveler," "Spawn Of The North," "Men With Wings"	COLLIER'S	Full page	Sept. 24	Sept. 16	8,048,637

MAKE THIS ADVERTISING HELP YOU!

In advance of each magazine's appearance, go to the local distributor and arrange to put special tie-in ads on the sides of his trucks...go to all newsstands and put up special tie-in cards...arrange with newsdealers and boy salesmen to insert special heralds in magazines...blow up proofs of the ads for your lobby.

U" Planning Iove to Meet All Releases

(*Continued from page* 1)

e schedule would be established. s fact, he said, necessitates protion planning at this time as far ad as the 1939-'40 program.

'he specific objectives of the protion planning are to put the studio an operating basis which will per- the company to meet every release without deviation and to have adtising and merchandising campaigns every picture completed at the per time in advance of release es. Mr. Fox pointed out that merndising campaigns must, of neces-, remain on a "hit or miss" basis long as release schedules are not ntained.

Lauds New Product

The advertising, publicity and extation departments are seriously dicapped whenever they are forced create a merchandising campaign pictures which are not completed schedule and which do not meet rese dates."

Ir. Fox was enthusiastic about company's new product and pres- studio operations, singling out for cial praise Joe Pasternak, Henry ster, John M. Stahl and the studio cutive staff headed by Cliff Work.

'he Universal vice-president reted that the company had reached oral agreement with Bing Crosby the one outside picture permitted latter under his Paramount conct. Attorneys for the principals now drawing up the papers and y are expected to be signed in about days, Mr. Fox said.

Vew Reel Spot to Open

The new Penn Newsreel Theatre, 34th St. opposite Pennsylvania ation, will be opened on Sept. 8 owing a premiere which will be ended by invited guests. The house l feature a newsreel program supmented by short subjects.

Wall Street

Kodak Heads Board Rise

	Open	High	Low	Close	Net Change
....	15¼	15½	15	15	.....
s.	1¼	1¼	1¼	1¼	— ⅛
K.	170½	171¼	170½	171¼	+2¼
T. E...	15¼	15⅜	15¼	15⅜	+ ⅛
w	49⅜	50⅜	49⅜	50⅜	+1½
a.	11	11¼	11	11	+ ⅛
a. 1.....	87½	88⅛	87½	88	+ ½
a. 2.....	11	11⅛	11	11⅛	+ ⅜
he	10⅛	10⅛	9¾	9¾	— ½
O	2½	2½	2½	2½	.....
Fox ..	25¾	26⅛	25½	26½	+ ½
v. pfd. .	42	42	42	42	+1
B.	6⅝	6⅝	6½	6⅝	+ ⅛

Curb Has Small Increase

	Open	High	Low	Close	Net Change
N.	⅜	⅜	⅜	⅜	— ⅛
nogram	2½	2½	2½	2½	+ ⅛
otone ..	1½	1½	1½	1½	.....
h.	21¾	22¼	21¾	22⅛	+ ⅜
iv. Corp.	3½	3½	3½	3½	+ ⅛

Keith Bonds In Advance

	High	Low	Close	Net Change
th 6s '46......	90½	90½	90½	+1½
w 3½s '46.....	100⅜	100⅜	100⅜	— ⅝
a. B'way 3s '55	62	62	62	— ½
B. 6s '39......	77½	77⅛	77⅛	— ⅜

(Quotations at close of Aug. 31)

Politics Charged In Venice Awards

(*Continued from page* 1)

that the film is not a feature but documentary in nature.

Mr. Smith's protest also stated that "Snow White and the Seven Dwarfs" received a "camouflaged Horsconcour Medal."

American films, Mr. Smith stated, drew the greatest applause from the audiences present.

Palace Celebrates Its 25th Birthday

(*Continued from page* 1)

to the Palace boards. In the old days every manager of any standing either made his appearance or had a representative at the Monday premiere. If a performer passed, he was made.

It has been five years since the Palace policy changed first to a two-a-day film house with Eddie Cantor's "The Kid from Spain." Soon afterwards a program of pictures and vaudeville was introduced. This combination breathed its last in 1935 after which a straight picture policy went into effect.

Van Praag Heading Trailer-Made Sales

(*Continued from page* 1)

for General Film, Pathe, Universal, Advance Trailer Service Corp. and National Screen Service. He will begin his new duties next week.

Mr. Schwartz also said yesterday that O. Henry Briggs, president of Pathe Film Corp., has been elected to the board of directors of Trailer-Made, Inc.

Wins Bank Night Ruling

BOSTON, Aug. 31.—Abe Garbose today won a point in his suit against the Athol Board of Selectmen to compel them to issue a theatre license to him without a restriction banning Bank Night.

A special master sitting in the case ruled there was "nothing offensive to public morals" in Bank Night. George S. Ryan, Bank Night attorney, is sitting in on the case.

Dismiss Bank Night Jury

KENOSHA, WIS., Aug. 31.—Unable to arrive at a decision following a four and one-half hour deliberation, a six-man jury hearing evidence in the Bank Night case in Municipal Court against William Exton, manager of the Kenosha, was dismissed by Judge E. J. Ruetz.

It was a test action of Leo Vaudreuil, deputy attorney general.

Sign Akron Union Pact

AKRON, Aug. 31.—A new contract for three years has been signed between first run theatres and the operators and stagehands union, effective Sept. 1. The new contract stipulates a $2 reduction in salary during the first year, restoration of the cut the second year and a boost of $2 the third year. New agreement does not affect subsequent run houses and neighborhoods. Loew's, the Palace and Colonial, three of the four major houses affected by the new contract, play occasional stage attractions in addition to films.

Turberg Surprised

Hamilton, O., Aug. 31.—Nat Turberg, manager of the Paramount, Southio unit, offered free ducats for "Love Finds Andy Hardy" to the family with the largest number of boys. The following day he repeated the offer to the family with five girls.

The winner cashed in on both counts. There were five boys and five girls in the family circle.

Minnesota Governor Issues Proclamation

ST. PAUL, Aug. 31.—Governor Elmer A. Benson issued a proclamation today setting aside Sept. 12 for special observance by Minnesota and its citizens in celebration of Motion Pictures' Greatest Year.

The Governor, in his proclamation, urges all citizens of the state "to participate in fullest measure in this fall celebration and presentation of the splendid pictures which have been prepared in the avowed purpose of demonstrating that motion pictures are your best entertainment."

The proclamation was issued in recognition of "the important position of the motion picture and theatre in the state and its amusement life" and in appreciation for its stimulating effect on local trade. The proclamation also makes note of the official approval of the aims of the industry campaign and the part being played in it by Minnesota exhibitors.

Plug Stage Shows in Kansas City Parade

KANSAS CITY, Aug. 31.—Felix Snow, district manager for the I.A.T.S.E., has arranged for a $500 float in the Labor Day parade to plug stage shows.

The Fox Tower line, the Adorables, will ride the float in costume. Banners on the float announce that "The twelve Tower Adorables on this float, through the courtesy of the Fox Tower Thetre where continuous stage shows have been presented for four years, making employment for almost 60 persons." On a "billboard" carried by the float it is urged that "Stage shows help make Kansas City a metropolitan center."

California Starts Well

LOS ANGELES, Aug. 31. — With Jimmy Fidler and George McCall, radio broadcasters, heartily endorsing the Motion Pictures' Greatest Year campaign, all southern California and Arizona theatres are joining in the drive. The first institutional advertisements broke in the dailies today. They followed proclamations in favor of the campaign by Gov. Frank Merriam and Frank L. Shaw, mayor of Los Angeles. A parade is scheduled for Hollywood some time between Labor Day and the opening of the American Legion convention Sept. 19.

Chicago Pushes "Quiz"

CHICAGO, Aug. 31.—Chicago exhibitors are using more than 1,000,000 "Movie Quiz" booklets in the Motion Pictures' Greatest Year drive. Approximately 95 per cent of Chicago's theatres are cooperating.

Drive Fund Rises To Million Total

(*Continued from page* 1)

few weeks and bring the total of participating theatres in this country and Canada to 9,000, the goal expected. Pledges in excess of the quota are desired by campaign directors in order to offset the usual small percentage of delinquents which, for one reason or another, may be unable to fulfill the pledges made.

George J. Schaefer, executive chairman of the drive, estimated that more than 20,000,000 "Movie Quiz" booklets have been sold and distributed prior to the official opening of the campaign and "Movie Quiz" prize contest today, and that 6,000,000 more will be distributed over the holiday weekend. He expressed great enthusiasm over the work accomplished in launching the drive according to schedule and predicted beneficial results for the entire industry.

"Has Restored Spirit"

"It has restored the spirit of showmanship to the industry," Mr. Schaefer declared. "It has aroused a too-long latent enthusiasm, and a spirit of cooperation that fully justifies the labor and energy and untiring devotion of the hundreds of my co-workers whose devotion to their duties I deeply appreciate.

"For my own part, witnessing the tremendous enthusiasm behind the drive, and feeling deeply convinced of its success, I am amply repaid for such time and labor as I have given to the common cause.

"The campaign has just begun. Between now and Dec. 31 we will continue to drive ahead, and to reap all possible fruits from this all-industry effort."

Lee May Call Second Talk on Drive Plans

Arthur A. Lee, vice-president and general manager of G.B., may call a second meeting of American representatives of British producers early next week to discuss a promotional plan for British product to be staged during the fall and early winter. The plan was discussed about 10 days ago as a means of gaining public attention for British films which are not included in the Motion Pictures' Greatest Year campaign and "Movie Quiz" prize contest.

Mr. Lee indicated yesterday, however, that there was no certainty of the plan being advanced and the decision on discussing it further would not be made until next week.

Blade Firm Aids Quiz

TOLEDO, Aug. 31. — The Toledo Blade Co. is running a series of eight two-column ads here publicizing the $250,000 "Movie Quiz" contest which is part of the Motion Pictures' Greatest Year drive. The razor blade company and the local Loew's theatre have also arranged a contest to select 12 Toledo girls as "Movie Queens."

World Books "Courier"

"The Courier of Lyons," French film being handled in this country by Pax Films, will follow "Mayerling" into the World. The picture was shown locally last season.

“Band” Given Third Week in Boston’s Met

Boston, Aug. 31. — “Alexander’s Ragtime Band” continued to lead the town with lengths to spare last week, drawing $24,000 for its second week at the Metropolitan. The first week average is $11,000. The picture was held again, the first triple-week in the theatre’s history.

“The Crowd Roars” and “City Streets” draw $9,000 and $6,000 in their second week at Loew’s Orpheum and State.

Total first run business was $55,500. Average is $59,500.

Estimated takings for the week ending Aug. 27:

“THE TEXANS” (Para.)
“PENROD’S DOUBLE TROUBLE” (W.B.)
FENWAY—(1,382), 30c-50c, 7 days. **Gross:** $3,000. (Average, $4,500)

“THE CROWD ROARS” (M-G-M)
“CITY STREETS” (Col.)
LOEW’S ORPHEUM—(2,970), 25c-30c-40c-55c, 7 days. **Gross:** $9,000. (Average, $12,000)

“THE CROWD ROARS” (M-G-M)
“CITY STREETS” (Col.)
LOEW’S STATE—(3,537), 25c-30c-40c-55c, 7 days. **Gross:** $6,000. (Average, $11,000)

“ALEXANDER’S RAGTIME BAND” (20th-Fox)
“KEEP SMILING” (20th-Fox)
METROPOLITAN—(4,332), 25c-35c-55c, 7 days. 2nd week. **Gross:** $24,000. (Average, $11,000)

“THE TEXANS” (Para.)
“PENROD’S DOUBLE TROUBLE” (W.B.)
PARAMOUNT—(1,793), 30c-40c-55c, 7 days. **Gross:** $4,500. (Average, $7,000)

“GATEWAY” (20th-Fox)
“ARMY GIRL” (Republic)
RKO MEMORIAL—(2,907), 30c-50c-55c, 7 days. **Gross:** $9,000. (Average, $12,000)

“Alexander” Hits Montreal Heights

Montreal, Aug. 31.—“Alexander’s Ragtime Band,” sole attraction at the Palace, blasted the summer recession with a gross of $14,000. With attendance building up day after day, it was only natural that the feature was held for a second week.

Second in the week’s standing was “Cowboy from Brooklyn” on a dual at the Prince’s with $6,500.

Total first run business was $29,500. Average is $32,500.

Estimated takings for the week ending Aug. 27:

“I’LL GIVE A MILLION” (20th-Fox)
“PASSPORT HUSBAND” (20th-Fox)
CAPITOL—(2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $6,500. (Average, $9,500)

“ALGIERS” (U.A.)
ORPHEUM—(919), 25c-35c-50c, 7 days, 3rd week. **Gross:** $2,500. (Average, $5,000)

“ALEXANDER’S RAGTIME BAND” (20th-Fox)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days. **Gross:** $14,000. (Average, $11,000). Held over.

“COWBOY FROM BROOKLYN” (W.B.)
“MY BILL” (F.N.)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. **Gross:** $6,500. (Average, $7,000)

Loew Joining Mardi Gras

Loew’s Theatres will participate in the Coney Island Mardi Gras, from Sept. 12 to 18, for the seventh consecutive year. Eddie Dowden of Oscar Doob’s staff at Loew’s will be in charge of the Mardi Gras division of the circuit. The chief float will refer to the national industry drive.

Hollywood Previews

“The Road to Reno”

(Universal)

Hollywood, Aug. 31.—“The Road to Reno” heralds the return to the screen of Hope Hampton and, in addition to serving as a vehicle to show the wide range of talents of the blonde actress-singer, offers plenty of other exploitable assets. Of a frothy comedy type, based on situation and dialogue, the story adapted from I. A. R. Wylie’s novel of the same name is a satirical treatment of the widely publicized Reno divorce mill, the desire to go through which, on the part of several of the characters, motivates the plot. Life on a dude ranch near the Nevada city also is shown.

With Miss Hampton in the cast are Randolph Scott, Helen Broderick, Glenda Farrell, Alan Marshall, David Oliver, Samuel S. Hinds, Spencer Charters, Charles Murphy and Ted Osborne. S. Sylvan Simon directed from the screenplay by Roy Chanslor and Adele Comandini, who adapted the story of Charles Kenyon and F. Hugh Herbert based on the Wylie novel. Edmund Grainger was associate producer.

Miss Hampton, an opera singer, goes to Reno to obtain a divorce from Scott, a Nevada rancher. She accidentally meets him and, meeting his objection to the action, decides to bother him at his ranch. Then Marshall, the man she is to marry after her divorce, turns up, and complications arise in which the opera singer finally decides to stay wed.

Running time, 68 minutes. “G.” Vance King

“Always in Trouble”

(20th Century-Fox)

Hollywood, Aug. 31.—“Always in Trouble” is only mild entertainment. Jane Withers works hard and, on occasions, the supporting cast checks in with some amusing characterizations.

Riches, the result of a lucky oil strike, don’t make much of an impression on Jane’s father, Andrew Tombes, or on her. The other members of the family, Mother Nana Bryant, Sister Jean Rogers and Uncle Eddie Collins, however, immediately go “high society.” Jane, to give her dad time to sober up as well as to give the rest of the family a chance to come down to earth, tricks Robert Kellard, her father’s clerk, into taking the family on a yachting trip. The boat is wrecked and the castaways land on a supposedly deserted island. There’s a mansion there, nevertheless, and as the family takes it over, a gang of smugglers enters. Upon learning the family’s identity they plot to hold it for ransom. As Jane outwits them there’s a wild and woolly melee in which Miss Bryant does a lot of effective and amusing work with a swinging frying pan As the family learns its lesson, Jane is very much the heroine.

After a slow start, Director Joseph Santley quickened the pace noticeably, yet, despite the fun and excitement worked in, it is still mild entertainment.

Running time, 70 minutes. “G.” G. McC.

New York Preview

“Tenth Avenue Kid”

(Republic)

Another talented youngster in a film era of talented youngsters is featured in this action-laden melodrama, and he acquits himself in an eminently satisfactory fashion. Tommy Ryan by name, the boy offers an appealing performance, despite a slight tendency to overact at times, as the crooks’ dupe who learns the meaning of honesty and the pleasures of a home.

It is fast-moving stuff, recounting the pursuit of a holdup gang by a detective, who attempts to extract from the youngster information of the gang. In the attempt the detective temporarily adopts the boy from the reform school to which he has been sentenced, but the youngster becomes in a short time more than merely a stool pigeon for the officer. A woman reporter in love with him forces him through publicity to relinquish the boy, but the youngster escapes, is caught by the gang, and a fast, gun-popping climax brings about the rescue of the child, capture of the gang and the completion of a romance.

Bruce Cabot is his usual capable self as the detective, with Beverly Roberts as the reporter, Horace MacMahon as Cabots’ ex-fighter companion, and Ben Welden as gangster-in-chief. Bernard Vorhaus directed the screenplay by Gordon Kahn from the original story by Mr. Kahn and Adele Buffington.

Running time, 65 minutes. “G.” Charles S. Aaronson

“Spawn” Goe Out Front i Seattle Wee

Seattle, Aug. 31.—“Spawn of North” was outstanding as a re of the premiere festivities and the sonal appearances of John Barryn and Lynne Overman. The take $10,100, over par by $4,100.

“Alexander’s Ragtime Band” pu $9,600 at the Fifth Avenue, up $2,600. “Penrod’s Double Trou and “Go Chase Yourself” were g for $4,850 at the Palomar.

Total first run business was $41, Average is $36,500.

Estimated takings for the week ing Aug. 26:

“THE CROWD ROARS” (M-G-M
“MY BILL” (W.B.)
BLUE MOUSE—(950), 30c-40c-55c, 7 3rd week, extended run from Fifth Av **Gross:** $3,650. (Average, $4,000)

“ALEXANDER’S RAGTIME BAN (20th-Fox)
FIFTH AVENUE—(2,500), 30c-40c-5 days. **Gross:** $9,600. (Average, $7,000)

“THE GLADIATOR” (Col.)
“THE ADVENTURES OF CHIC (Woodard)
LIBERTY—(1,800), 20c-30c-40c-55c, 7 **Gross:** $4,300. (Average, $5,000)

“LOVE FINDS ANDY HARDY” (M-
“RICH MAN, POOR GIRL” (20th-
MUSIC BOX—(950), 30c-40c-55c, 7 2nd week, extended run from Fifth Av **Gross:** $4,100. (Average, $4,000)

“RACKET BUSTERS” (F.N.)
“WE’RE GOING TO BE RICH” (20th-
ORPHEUM—(2,450), 30c-40c, 7 **Gross:** $5,300. (Average, $6,000)

“PENROD’S DOUBLE TROUBLE (W.B.)
“GO CHASE YOURSELF” (RKO
PALOMAR—(1,500), 15c-25c-35c, 7 Stage: Vaudeville. **Gross:** $4,850. (Aver $4,500)

“SPAWN OF THE NORTH” (Para
PARAMOUNT—(3,050), 30c-40c, 7 Premiere with John Barrymore and L Overman in person. **Gross:** $10,100. (A age, $6,000)

“Ragtime Band” I Indianapolis Smas

Indianapolis, Aug. 31.—“Ale der’s Ragtime Band” did record b ness of $14,000 at the Circle, normal by the tremendous stretch $9,500. It was held.

Elsewhere among the first r things were quiet. The annual s convention of the American Leg diverted considerable attention f the films.

Total first run business was $29, Average is $22,500.

Estimated takings for the week e ing Aug. 26:

“LETTER OF INTRODUCTION” (U
“THE DEVIL’S PARTY” (Univ.)
APOLLO—(1,100), 25c-40c, 7 days, week. **Gross:** $2,800. (Average, $3,000)

“ALEXANDER’S RAGTIME BAND (20th-Fox)
CIRCLE—(2,800), 25c-40c, 7 days. Gr $14,000. (Average, 4,500)

“RICH MAN, POOR GIRL” (M-G-
“THE CHASER” (M-G-M)
LOEW’S—(2,800), 25c-40c, 7 days. Gr $4,500. (Average, $7,000)

“KEEP SMILING” (20th-Fox)
LYRIC—(2,000), 25c-40c, 7 days: St Vaudeville. **Gross:** $8,500. (Average, $8,

Bondi in Robson Rol

Hollywood, Aug. 31. — Be Bondi has been signed by Warner replace May Robson in “They M Me a Criminal.” Miss Robson’s juries suffered recently prevent from continuing in the role.

CrowdRoars" s Strong In Coast Spots

os Angeles, Aug. 31.—"The owd Roars," on a dual with "Keep iling" at the Chinese and Loew's te, stepped out front during the k. The $13,034 take at the former ; $534 to the good and at the latter vas $2,329 over normal.

Algiers" held up to $4,338 in its enth week at the 4-Star. "Letter of roduction," with "The Gladiator," k $7,000 at the Hillstreet and the ie amount at the Pantages.

Total first run business was $93,101. erage is $100,950.

Estimated takings for the week end- Aug. 31:

'MARIE ANTOINETTE" (M-G-M)
ARTHAY CIRCLE—(1,518), 50c-$1.50, 7 s, 8th week. **Gross:** $6,300. (Average, 000)

'THE CROWD ROARS" (M-G-M)
"KEEP SMILING" (20th-Fox)
HINESE—(2,500), 30c-75c, 7 days. **Gross:** 034. (Average, $12,500)

OONLIGHT SONATA" (Pall Mall-UA)
SQUIRE—(900), 40c-55c, 7 days, 10th k. **Gross:** $950. (Average, $2,500)

"ALGIERS" (U. A.)
STAR—(900), 40c-55c, 7 days, 7th week. ss: $4,338. (Average, $3,250)

"PUGACHEV" (Amkino)
RAND—(750), 35c-40c, 5 days. **Gross:**). (Average, $1,200)

ETTER OF INTRODUCTION" (Univ.)
"THE GLADIATOR" (Univ.)
ILLSTREET—(2,700), 30c-65c, 7 days, week. **Gross:** $7,000. (Average, $6,500)

"THE CROWD ROARS" (M-G-M)
"KEEP SMILING" (20th-Fox)
OEW'S STATE—(2,500), 30c-75c, 7 days. ss: $16,329. (Average, $14,000)

ETTER OF INTRODUCTION" (Univ.)
"THE GLADIATOR" (Univ.)
ANTAGES—(3,000), 30c-65c, 7 days, 2nd ek. **Gross:** $7,000. (Average, $7,000)

"GIVE ME A SAILOR" (Para.)
ARAMOUNT—(3,595), 30c-65c, 5 days, week. Stage: F. & M. revue, Rube lf and his orchestra, Al Jarvis. **Gross:** 500. (Average, $18,000)

"SHOPWORN ANGEL" (M-G-M)
TENTH AVENUE KID" (Republic)
VARNER BROS. (Hollywood)—(3,000), -65c, 7 days. **Gross:** $14,000. (Average, ,000)

"SHOPWORN ANGEL" (M-G-M)
TENTH AVENUE KID" (Republic)
VARNER BROS, (Downtown)—(3,400), -65c, 7 days. **Gross:** $13,900. (Average, ,000)

estrain Florida Sheriff

Sarasota, Fla., Aug. 31.—Sheriff B. Pearson was restrained yestery in Circuit Court from interfering th Bank Night at the Florida Thee, operated by Central Theatres, c. Petition for the restraining inction had been filed by Central eatres and W. R. Hart, manager of Florida. Two cases are now bee the Supreme Court.

ubilee Luncheon Sept. 6

The Showmen's Variety Jubilee ncheon has been scheduled for the otel Traymore at Atlantic City on pt. 6. At the luncheon the girls ho are competing for the title of Miss America of 1938" will be inoduced. The Variety Jubilee will n from Sept. 6 through Sept. 10.

Myron Blank a Father

Des Moines, Aug. 31.—Myron lank of the Central States Theatre orp. and Mrs. Blank are the parents a son born Aug. 29. The baby is e second grandchild of A. H. Blank, resident of Tri-States Theatre Corp.

Hollywood Previews

"Road Demon"

(20th Century-Fox)

Hollywood, Aug. 31.—Packed with thrills and laughs, "Road Demon" is the second of the Sports Adventure series planned by 20th Century-Fox. The background of this is automobile racing, a subject peculiarly fitted for exploitation. The "Gambini family," consisting of Henry Armetta, Inez Palange, Johnny Pironne, Jr, Eleanor Virzie and Betty Grecco, continues its adventures, this time backing a racing car entered in the annual speed classic.

Others in the cast are Henry Arthur, Joan Valerie, Tom Beck, Bill Robinson, Jonathan Hale, Murray Alper, Edward Marr and Lon Cheney, Jr. Otto Brower directed from the original screenplay of Robert Ellis and Helen Logan. Jerry Hoffman was the associate producer.

Arthur, a fast-talking, youthful race driver, talks Armetta into financing a racing car. Tom Beck, whose father had been killed in a race by crooked drivers the year before, is to drive. Complications arise when Armetta refuses to continue pouring money into the machine, but finally he and his wife sell shares of the car to friends and relatives. Arthur drives the car when Beck is "framed," but Beck finishes the race, is vindicated and avenges his father's death.

Humor is successfully interpolated with suspense to eliminate what might have been heavy melodrama.

Running time, 65 minutes. "G." Vance King

"Mis Dos Amores"

(My Two Loves)
(Cobian-Paramount)

Hollywood, Aug. 31.—Aimed at the Mexican-Spanish patronage theatres in this country and the South American market, "Mis Dos Amores," first of an all-Spanish series starring Tito Guizar, is a combination of music and drama blended to make the most of the situations in which a youth is condemned to death for a murder of which he is innocent. Hanging heavily on the melodramatic side, despite the frequent interpolations of Guizar's singing, the picture is frankly not of modern style, as far as the recent trend of films made for American consumption is concerned, but nevertheless has much human interest.

Guizar is supported by Blanca de Castejon, Emilia Leovalli, Romualdo Tirado, Juan Torena, Carolina Segrera, Evelyn Del Rio, Paul Ellis, Martin Garralaga, Jose Pena Pepet and Carlos Villarias. Nick Grinde directed. Miguel de Zarraga made the Spanish adaptation of the screenplay by Milton Raison. Jose A. Miranda did the original story. Ramos Cobian headed his own production company.

Seven songs are included, chief among which are "Vuelvme a Besar" (Return to Me a Kiss), and "Rosas y Mujeres" (Roses and Women).

Running time, 71 minutes. "G." Vance King

New York Preview

"Come On, Leathernecks"

(Republic)

Lively and active, although unpretentious, "Come On, Leathernecks" is good fare for the general patronage, in the dual bill spots, particularly. James Cruze, who directed, held the yarn to a speedy pace through most of the footage.

The cast is headed by Richard Cromwell and Marsha Hunt, supported by Leon Ames, Edward Brophy, Bruce MacFarlane and Robert Warwick. Sidney Salkow and Dorell and Stuart McGowan prepared the screenplay from an original story by Salkow.

Cromwell is the egotistical star football player at the Naval Academy who would throw over a career in the Marines, the dearest wish of his father, who is a colonel in the corps, for professional football. MacFarlane, his father's aide, tricks him into going to San Diego and reporting for duty, which forces Cromwell to remain on duty for a week. Then MacFarlane again tricks him into departing for Manila. On board, he meets Miss Hunt, and they are mutually attracted. In the Philippines young Cromwell tells his father he wants to resign, but remains until the resignation is accepted. In the interim he joins in an attempt to catch a group of gun runners. His mistake almost costs MacFarlane his life, but a battle in the hills results in victory for the Marines, a hero's role for Cromwell and the completion of the romance when Cromwell decides to stay with the Marines.

Running time, 65 minutes. "G." Charles S. Aaronson

Production Gains; 42 Before Cameras

Hollywood, Aug. 31.—Production increased to 42 pictures before the cameras this week, as 14 started and nine finished. Fourteen are being prepared and 61 are being edited.

Started were: "Call of the Trail" and "South of the Rio," Columbia; "The Shining Hour," M-G-M; "Mr. Wong, Detective," Monogram; "Say It in French" and "Frontiersman," Paramount; "Peck's Bad Boy at the Circus," RKO; "Miracle Racket," RKO; "Prairie Moon," Republic; "Topper Takes a Trip," Roach; "Prairie Justice" and "The Storm," Universal, and "Trade Winds," Wanger, and "Made for Each Other," Selznick.

In addition to these, shooting are: "The Lady and the Cowboy," Goldwyn; "Sweethearts," "Listen Darling," "Stablemates," "Vacation from Love" and "The Great Waltz," M-G-M; "Zaza," "Disbarred," "Escape from Yesterday," "Illegal Traffic," "St. Louis Blues" and "Scotland Yard vs. Bulldog Drummond," Paramount; "Gunga Din," "Annabel Takes a Tour," RKO; "Down in Arkansas" and "The Nighthawk," Republic; "A Very Practical Joke," "Jesse James" and "Down on the Farm," 20th Century-Fox; "That Certain Age," "Swing That Cheer," "Fast Express," "Service de Luxe," Universal.

Nine Features Finished

Finished were: "Thoroughbred" and "In Early Arizona," Columbia; "The Arkansas Traveler" and "Thanks for the Memory," Paramount; "A Man to Remember," RKO; "Submarine Patrol," "By the Dawn's Early Light," 20th Century-Fox; "Youth Takes a Fling" and "Guilty Trail," Universal.

M-G-M started two and Columbia one short subject, all of which are still shooting. M-G-M is preparing three. It finished one. Fourteen are being edited.

Protest New Orleans Exchange Tax Boost

New Orleans, Aug. 31.—An increase in tax valuation of films handled at exchanges here of more than $45,000 for each of six local exchanges was protested by attorneys for the exchanges at a meeting of the Orleans Parish Board of Tax Equalization.

Valuation for taxation purposes previously has been placed at approximately $2,500 for each of the exchanges and in assessments for 1938 each exchange was assessed $50,000 for each.

James Comiskey, assessor, who raised the valuation, charged film exchanges in the past had made returns on films at "ridiculously low values." He asserted some of these films earned as much as $2,500 a week for an entire year.

Charles Rosen, attorney representing the exchanges, said the assessor was attempting to collect personal property taxes on the rental value. He asserted the films handled were prints, not originals and that the cost was only 1½ cents per foot. He said the assessor was also under a misapprehension in assuming the exchanges owned all films they handled.

The protest was referred to the Louisiana Tax Commission.

Film Men Say Radio's Stand Short-Sighted

(*Continued from page* 1)

film industry as much as we need radio."

Campaign officials made it clear that there was little likelihood of any official statement being issued in reply to Mr. Kirby's intimations that film "plugs" would be curtailed on the air in the future as a result of the failure to buy time to publicize the drive. Asserting that they had no wish to be drawn into a controversy with the radio industry, they insisted that their views were personal, not official.

Several pointed to the fact that both major networks have found Hollywood to be so important a talent source for radio that they found it advisable to erect elaborate broadcasting studios there. Others contended that most of the "plugs" on the air for films are given in connection with the broadcasters' use of new films for which the music was originated and without which, they said, radio programs would be far behind in the popular music field.

"Alexander" Show a Model

Many cited the recent "Alexander's Ragtime Band" broadcast as an example of excellent advertising for the motion picture over the air, but held to the view that it was equally beneficial to the network because of the quality of the program.

"Few industries or even commercial sponsors could assemble the equivalent of that talent for a radio program," was the comment made. "No one denies that radio publicity is valuable to films in many instances, but it should not be forgotten that films contribute their share to making many a radio program a popular program."

"It is as reasonable for radio to imply retaliation in this instance as it would be for any other advertising or publicity medium which we have not seen fit to use in the drive," it was said. "No other has. On the contrary, fan magazines, which are not included in the campaign advertising appropriation, are cooperating with the industry in making the business drive a success."

Plug Thorgerson Show

WABC, Columbia's key station here, is offering a promotional piece on Ed Thorgersen's "Highlights in the World of Sports" broadcasts, which are heard over that station. The copy recounts Mr. Thorgersen's Fox Movietone News background, and offers three of his broadcast periods at the WABC's "transition" rate, which is lower than the evening rates.

Candidates Using CBS

Political candidates in Massachusetts are building their campaigns around special programs on CBS stations covering that state. Paul A. Dever, seeking reelection as attorney general, and Joseph White, Democratic candidate for lieutenant governor, are utilizing WEEI, Boston; WBRK, Pittsfield; WMAS, Springfield; and WORC,Worcester.

New Programs Start On WMCA This Week

Several new programs, together with some returning after a summer's absence, will take their places in the WMCA schedule this week.

Included among the new programs is one sponsored by the Majestic Radio Corp., which will be heard three times each day, 10 minutes to each program. It is titled "How To Win a Radio" and is a tieup with the Rivoli Theatre. The program consists of a contest, with participants competing for a Charlie McCarthy radio. "Letter of Introduction," the picture which features Edgar Bergen and Charlie McCarthy, is currently playing the Rivoli. Another new program is "Psychology Behind the News," while still another is "Your Fishing Reporter," broadcasts by Stan Coe. The "Zion Variety Show" and "Mirrors of Manhattan" are the returning shows.

Ames Joins O'Keefe Agency as Executive

Ronnie Ames has dropped the management of the Hal Kemp orchestra to join the Rockwell-O'Keefe agency, where he will have charge of advertising, sales promotion and publicity.

Mr. Ames will retain, however, his public relations duties for the city of Key West, Fla., and for the avocado and lime growers of the state of Florida.

WOV Signs 2 Accounts

WOV has signed two more accounts for its fall schedule. The Rex Jewelry Co. will start a half-hour musical Sept. 11, and the Planters Edible Oil Co. will sponsor starting Sept. 12, a 15-minute musical Monday through Saturday. This program is to be fed to WPEN, Philadelphia. Both firms have signed up for 26 weeks.

Sign for NBC Program

The George W. Luft Co., makers of cosmetics, have signed with NBC for a weekly, half-hour audience participation show over WEAF, KYW, WTAM, WMAQ and WMAL. The series will feature Emily Post and Ned Weaver, and will be heard on Mondays from 7:30 to 8 P.M. beginning Oct. 3. Cecil, Warwick & Legler is the agency. The contract is for one year.

Transmitter Is Finished

Wilmington, Aug. 31.—The new 237-foot transmitter tower for WDEL, NBC Red outlet, nearly doubling the coverage of the station, has been completed. The work of installing equipment will be completed soon. The new antenna is expected to be placed in service about Sept. 15.

BBC to Relay Concert

London, Aug. 31.—The British Broadcasting Company will relay to the United States the Albert Hall charity concert scheduled for Oct. 28. Gracie Fields will be one of the featured performers on the program.

William Lewis Is Father

Mrs. William B. Lewis, wife of the CBS vice-president, gave birth to a baby girl yesterday. Mother and child are reported doing nicely.

Wake Stops Work

New Orleans, Aug. 31.—A negro funeral caused disruption of construction work on WWL's new 50,000-watt transmitter at Kenner, 10 miles above New Orleans.

Twenty-six negroes refused to go to work. Their foreman explained that a "brethern" had died and that unless they attended the wake and funeral they would be fined $3 in addition to being placed in poor standing. Work was resumed the day after the ceremony.

Tours Begin Today On RCA Television

Regularly conducted television tours available to the public will begin at Radio City today. The exhibit includes a complete television studio, an explanation of the fundamentals of television provided by the guides, television reception shown on the RCA experimental receivers, and a display of miniature settings, backgrounds and special visual effects used in television.

The tour begins in a television museum, where are displayed early television devices. There is also a visual demonstration of scanning. The next stop on the tour is the receiving room where four receiver receiver-monitors are placed; then the control room, where four receiver-monitors are placed. The tour continues to a room fitted with miniature sets used in television studios, and finally to the television studio itself.

The price for the television tour is 45 cents. Tour parties will be conducted daily from 9 to 10 P.M.

World Transcription To Be Started Soon

Plans for the new World Transcription System, to be launched soon by World Broadcasting System, are progressing, according to Percy L. Deutsch, president of World. According to Mr. Deutsch, more than 20 leading broadcasters in the larger markets have already signed with World in this latest move to develop more national transcription advertising for radio stations. He states member stations will be announced early.

Sept. 15 has been set tentatively as the starting date of operations.

Find Show Boosts Sales

In connection with their five times weekly program over WOV, New York outlet of the International Broadcasting Corp., in the interest of Wheaties, General Mills' special Italian field representative has just completed two weeks of contact of Italian retail grocery-food stores in the New York area, with the report showing greatly increased sales of the product, sales directly traceable to the Wheaties Italian broadcasts on WOV.

Close 2 WOL Contracts

Washington, Aug. 31.—WOL, Mutual station, has signed two new contracts for the fall schedule. Both are for one year. Clients are the Raleigh Haberdashery of Washington and the American Pop Corn Co. of Sioux City. The latter was placed by the Coolidge Advertising Co.

Web Outloo
Is Bright fo
Rest of Ye

With many major contracts fo
work time in hand, the busines
look for network radio for th
and winter months is excee
bright.

CBS recently reported the s
of nine new and an equal n
of renewal shows, and this bu
is estimated to aggregate $8,6
in time sales. In the seven n
ended July 30 last, time sales on
amounted to $16,948,652.

NBC's time sales for the con
Blue and Red networks for the
month period this year amount
$23,982,384, and every month thi
has shown an increase over th
month a year ago.

Mutual's time sales for the
months of 1938 are well ahead o
year in dollar and percentage vo
the time sales amounting to $1
287 for the period, an increase o
per cent over the 1937 seven-
mark.

CBC to Air Concer To World on Oct

Montreal, Aug. 31.—Details
fifth world concert to be broadcas
year by the Canadian Broadc
Corp. at the invitation of the
national Broadcast Union were
closed here today by the compa

The broadcast will be presente
23 from 2:30 to 3 P. M., E. S. T
invitation is the first recogniti
its kind given to Canada's na
radio system. The union, with
quarters at Geneva, has studie
entertainment supplied to Cana
and the improvements of the ne
during the past year. The bro
will be a picture of Canada in
and song, featuring an orchestra
Percy Faith, and will be availal
all 55 countries which are me
of the union. It is estimated
approximately 100,000,000 person
hear the program. It will be pro
by John Macdonnell of the CBC
onto program department.

Fair Music Release S

San Francisco, Aug. 31.—Arr
ments for release of musical nun
in production staged at next
world's fair on Treasure Island,
been completed by Gene Buck,
dent of Ascap, and Harris Co
exposition director.

Radie Harris Series

Back from Hollywood, Radie H
wil begin a new season of radio b
casts of film chatter over WOR
Mutual, Sept. 15, from 7:15 to
P. M.

Bob Trout in New Se

Bob Trout, CBS special events
is doing a new series of news b
casts over CBS, Mondays thr
Fridays, from 6:30 to 6:45 P. M

Knight to Do Recordi

Felix Knight has been engage
RCA-Victor for Red Seal record
the work to begin Sept. 6.

ert.
telligent
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dispensal
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cture
dustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

MR. MAURICE McKENZIE,
% MOTION PICTURE PROD. &
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28 WEST 44TH ST.,
NEW YORK, N. Y.

. 44. NO. 45 NEW YORK, FRIDAY, SEPTEMBER 2, 1938 TEN CENTS

AD CAMPAIGN START BOOSTS NATION'S THEATRE GROSSES

Reports from All U. S. and Canada Show First Display Space Bringing Response; Press Reactions Also Favorable

Early reports received in New York last night from many sections of the country on the opening of the "Motion Pictures' Greatest Year" campaign and its effect on local business indicated that the efficiently organized drive was off to a smooth and effective start throughout the United States and Canada, bringing with it immediate box-office benefits to all participating theatres.

The bulk of the campaign's initial advertising barrage appeared yesterday in daily newspapers across the country. Some few papers, however, will carry their first drive lineage today, completing the first schedule of insertions in more than 2,000 newspapers. A new series of advertisements will appear next week, as the prepared schedules do not call for any Saturday, Sunday or holiday insertions.

Local campaigns in the United States and Canada supplemented the national campaign. Local and regional promotional activities organized by local exhibitors were staged in numerous cities yesterday, making municipal occasions of the opening drive.

Reaction Immediate

Scattered and incomplete reports received in New York at a late hour last night reflected an immediate improvement in box-office grosses resulting from the campaign's opening activities. Local predictions were that with any favorable "break" in weather during the next few days, theatres participating in the drive will do the heaviest business over the long holiday weekend that has been recorded in a long time.

Boston's regional campaign opened with a proclamation by Mayor Maurice Tobin dedicating the next seven days to a celebration "of the

(*Continued on page 9*)

Warner Emphasizes Film Responsibility

Hollywood, Sept. 1.—Ideals of public service demand that producers recognize the educating possibilities of certain types of picture subjects, Harry M. Warner today declared in a message read to 1,000 educators attending a showing of Warner historical shorts at the Warner Hollywood Theatre this morning. Unable to attend, Mr. Warner had John Litel read the letter which said in full:

"A medium with the widespread range of the motion picture screen has an obligation over and beyond ex-

(*Continued on page 8*)

The Opening Gun—

Highlights of the start of the Motion Pictures' Greatest Year drive yesterday gleaned from nationwide reports:

An immediate improvement in theatre attendance at participating theatres throughout this country and Canada.

Predictions that the Labor Day holiday weekend, coupled with the national newspaper advertising barrage and the start of the $250,000 "Movie Quiz" contest, will boost box-office grosses to levels untouched for months.

Unanimous and liberal cooperation in the editorial and news columns of the nation's press.

An effective start for the campaign in all key cities and sub-territories with official and civic aid for all promotional campaigns of local exhibitors.

MGM Luncheon for Rev. E. J. Flanagan

Hollywood, Sept. 1.—Rev. E. J. Flanagan, founder of Boys Town, Nebraska, subject of the picture of that title, was guest of honor at an exclusive luncheon tendered by L. B. Mayer in the private dining room of the new Irving Thalberg Building at the M-G-M studio today.

Leaders of Catholic, Protestant and Jewish clergy, together with representatives of the Motion Picture Producers Association, trade and newspaper publishers, M-G-M executives and

(*Continued on page 2*)

evenson Is amed as New Head of Erpi

Kennedy Stevenson, comptroller anufacture for Western Electric Co., was elected president and a director of Erpi, at a special meeting of the board of the latter company held yesterday. He succeeds the late Whitford Drake, who died Aug. 24.

. Stevenson

Mr. Stevenson has been associated with Western Electric for the past 24 years, the last 10 of which have been as comptroller of manufacture. He also comptroller of Nassau ting & Refining Co., another ern Electric subsidiary. For five he was in the employ of the rican Locomotive Co., and for years was connected with Duplex ls Co. as assistant treasurer, for- representative in Europe and

(*Continued on page 5*)

aring Upon RKO lan Is Postponed

e U. S. District court hearing luled for next Thursday on the on to confirm Special Master ge W. Alger's report approving amended plan of reorganization RKO will be postponed for a period, it was learned yester-

deral Judge William Bondy, who jurisdiction over the company's ganization proceedings, in a com- cation to counsel for the princi- RKO creditors yesterday, in- ed them that he would extend his ent vacation in the south a few

(*Continued on page 5*)

Radio News—P. 10

British Firm To Put Money Into New G.N.

The newly formed Anglo-American Films of London will make a substantial investment in New Grand National in return for reciprocal distribution arrangements under the terms of a proposal made to Earle W. Hammons by Louis Jackson, London financier and head of the new British distributing organization, it was learned yesterday.

Both Mr. Hammons and Mr. Jackson were reluctant to discuss the proposal in detail yesterday because of the inconclusive state of the deal at this time. The two principals conferred

(*Continued on page 5*)

"Band" Roxy Gross Rises to $285,372

"Alexander's Ragtime Band" started its fifth record-breaking week at the Roxy after a fourth week's gross of $57,000 and a cumulative gross, thus far, of $285,372. It had played to 635,127 persons at the end of the fourth week, and, with the Labor Day holiday occurring in the fifth, about 111,000 more will see it before it bows

(*Continued on page 8*)

◂ Purely Personal ▸

W. RAY JOHNSTON, Monogram president, returned to the company's studio from Milwaukee. He will complete production conferences with Scott Dunlap before returning to the home office.

●

Mrs. Florence Marston, eastern director of the Screen Actors Guild will arrive in New York this weekend after a six-weeks trip to the west coast and return. She conferred with guild officials in Hollywood.

●

John Joseph, Universal advertising and publicity director, will leave New York tomorrow, returning to his headquarters at the studio after a two weeks visit at the home office.

●

Sid Dannenberg, publicity director for Warners in the Cleveland zone, has entered a local hospital to recuperate from a cold he contracted on a train.

●

Arthur Jarrett, head of Gaumont British theatres will arrive in New York this weekend from a western tour.

●

Ann Masink of the *Motion Picture Almanac* staff will march down the middle aisle with Al Loy Sunday.

●

Morris Goodman, Republic Pictures' foreign chief, arrived on the *Manhattan* yesterday from Europe.

●

Joseph M. Schenck will arrive in New York Monday on the *Queen Mary* after a European vacation.

●

A. W. Smith, Jr., United Artists sales manager, is back at his desk following a trip to Chicago.

●

Edward Golden, vice-president of Monogram, will arrive in New York today from Milwaukee.

●

George M. Cohan was an incoming passenger on the *Manhattan* yesterday from Europe.

●

Douglas Fairbanks will return to New York on the *Queen Mary* Monday.

●

C. C. Pettijohn will arrive in New York today from Milwaukee.

●

Sylvia Sidney arrived last night aboard the *Champlain.*

20th-Fox Sets Dividends

The board of directors of 20th Century-Fox, meeting yesterday, declared a third quarterly dividend of 37½ cents a share on outstanding preferred stock payable Sept. 30 to holders of record Sept. 20. A dividend of 50 cents a share was declared on outstanding common stock payable during the same time.

Laemmle Goes to Coast

Carl Laemmle, who returned from a vacation trip to Switzerland this week, leaves for Hollywood today. He will stop in Chicago for a day.

Mr. Laemmle concluded no business deals in New York, during his stay, according to his secretary, Jack Ross.

New York Preview

"Boys Town"

(M-G-M)

Based on a true situation, the Boys Town which Father Flanagan founded and has developed in Nebraska, M-G-M has wrought a powerful piece of screen merchandise, taken from a purely commercial standpoint, and at the same time has made a great human screen document.

The picture has a tremendous popular appeal inherent in its theme alone, and the manner in which that theme has been developed makes that appeal still more powerful. In brief, it is the story of a priest, with a magnificent ideal for the regeneration, the guardianship and the molding of homeless boys in a "boys' town." There are no women in this cast, there is no romance, there are no commonplaces of screen complications. It is a simple story of a man's faith in, and his fight for an ideal, surrounded and aided by the boys whose "father" he is.

One boy alone bids fair to make a lie of his basic principle that "no boy is really bad." The boy threatens to bring ruin upon his whole plan, but he is made to see the right way of things, the honest way among others, and thus he learns humility and eventually earns the admiration and respect of his fellows. Let there be no idea that this is a "taffy" picture. It is hard-hitting, straight story telling.

Two splendid actors aid to their laurels. Spencer Tracy carves another memorable performance into the list he has built, as Father Flanagan. Mickey Rooney, given a test of artistry as a gangster's young, tough brother, forced into Boys Town, who sneers and is obnoxious, but learns better, gives a brilliant performance. Leslie Fenton, in a bit; Henry Hull, as Tracy's financial benefactor in the early days, who acts throughout as his business agent, and several of the boys, Frankie Thomas, Bobs Watson, Gene Reynolds, Sidney Miller, are notable as leaders of Boys Town.

The exhibitor should find here an exploitation picture which civic groups should rush to support, and it is at the same time a film which the whole family should (or *must*) see. Norman Taurog wins laurels for his direction of the screenplay by John Meehan and Dore Schary from an original by Dore Schary and Eleanore Griffin. It is sometimes heavy with sentiment, it will draw tears more than once, there are not too many light moments, but it comes close to rating the designation of "great" exhibition material.

Running time, 96 minutes. "G." CHARLES S. AARONSON

Demetrios Skouras Is Dead at Athens

Word was received in New York yesterday of the death at Athens, Greece, of Demetrios Skouras, 60, oldest brother of Spyros, George and Charles Skouras. Death took place yesterday morning after a three-week illness.

Mr. Skouras came to this country a number of years ago and was associated with his brothers in their St. Louis operations for a long time. Later he returned to Greece and controlled a circuit of houses in Athens and other parts of Greece.

He is survived by Mrs. Skouras and three children, the eldest of whom is Panos Skouras, who operates a film exchange in Athens.

Ellis to Resume Probe

Immediately after Labor Day, Emil K. Ellis, attorney for stockholders in the suit against Loew's and various company executives, will resume the taking of depositions in New York. Nicholas Schenck, J. Robert Rubin and other New York company executives will be examined shortly.

Defer "U" Board Meet

The monthly meeting of the Universal board of directors, scheduled for yesterday, was postponed to next week because of the absence from the city for the holiday weekend of several board members.

Coast Film Men Get Anti-Trust Summons

Returns were filed in the Federal Court yesterday by a number of marshals of the Federal Court in California which revealed that James P. Normanly, Louis B. Mayer, Edgar J. Mannix, Harry Rapf, Mary Pickford, Screen Gems, Inc., Columbia Pictures Corp. of Calif., Ltd., Adolph Zukor, Henry Herzbrun, Theodore J. Elias, Charles B. Mintz, George Winkler, William Goetz, Mendel Silberberg, William F. Holman, Charles Rogers, Adolph Ramisch, S. Charles Einfeld, Jack Warner and Charles Chaplin have been served with subpoenas in the Government anti-trust suit against the eight major companies.

Additional returns indicated that unsuccessful attempts were made to serve Douglas Fairbanks, Darryl Zanuck and Joseph M. Schenck. Mr. Schenck is aboard the *Queen Mary.*

Northwest Allied to Fete Edward Golden

Milwaukee, Sept. 1.—Northwest Allied plans a testimonial dinner for Edward Golden at Minneapolis Oct. 19, Al Steffes told 600 diners at the Silver Jubilee banquet last night at the Hotel Schroeder.

Charles W. Trampe, Monogram franchise holder here, who was the guest of honor, reported 151 playdates had been offered by friends during the celebration.

MGM Luncheon
Rev. E. J. Flanag

(*Continued from page* 1)

stars of the film were shown the
reel subject, "City of Little
produced by M-G-M as a reco
Father Flanagan's two-year dev
ment of Boys Town.

Following the luncheon Mr. M
Will Hays, Bishop James Hugh
of Omaha and Rabbi Edgar M
of Hollywood paid tribute to F
Flanagan, emphasizing the impor
of his work among boys as a
guard against the underminin
Democracy, to which the found
the non-sectarian institution
has graduated 4,000 young men
cued from underprivileged boy
responded modestly.

Among members of the clergy
ent were: Bishop Robert Go
Episcopalian diocese of Los Ang
Rev. Charles A. McQuillan, pres
of Loyola University; Monsigno
seph Keating, Rev. Stewart P.
Lennan, pastor of Immanuel Pr
terian Church of Los Angeles, an
Rev. Fathers John J. Devlin, J
Donovan, Michael Mullins and
O'Donnell.

Sutherland Joins Ro

Hollywood, Sept. 1.—Milton
Bren, executive producer at the
Roach studio, today signed A.
ward Sutherland as associate pro
for a straight four-year term.
Sutherland's first assignment wi
on "Zenobia's Infidelity."

Odeon Profit £368,17

London, Sept. 1.—The Odeon
cuit today reported profit of £36
and a dividend of 10 per cent. A
of £22,402 was carried forward.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)
MARTIN QUIGLEY, Editor-in-Chief and
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JAMES A. CRON, Advertising Manager.
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Winther, representative. HELSINKI: Fred
gatan 19C; Charlotte Laszlo, represent
LONDON: 4 Golden Square, W. 1: cable ad
Quigpubco, London; Hope Williams, man
MELBOURNE: Regent Theatre Buildings,
Collins St.; Cliff Holt, representative. ME
CITY: Apartado 269, James Lockhart, repres
tive. MONTEVIDEO: P. O. Box 664; Paul
representative. MOSCOW: Petrovski Pe
Beatrice Stern, representative. PARIS: 21,
de Berri; Pierre Autre, representative. PRA
Uhelny trh 2, Prague 1; Harry Knopf, repres
tive. RIO DE JANEIRO: Caixa Postal
L. S. Marinho, representative. ROME: 54
Della Mercede; Joseph D. Ravotto, representa
SANTIAGO de CHILE: Casilla 13300; A. W
mann, representative. SHANGHAI: Rooms
Capital Theatre Building, 142 Museum Road;
Koehler, representative. STOCKHOLM: Ku
gatan 36; Ragnar Allberg, representative. TO
880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. T
naga, representative.
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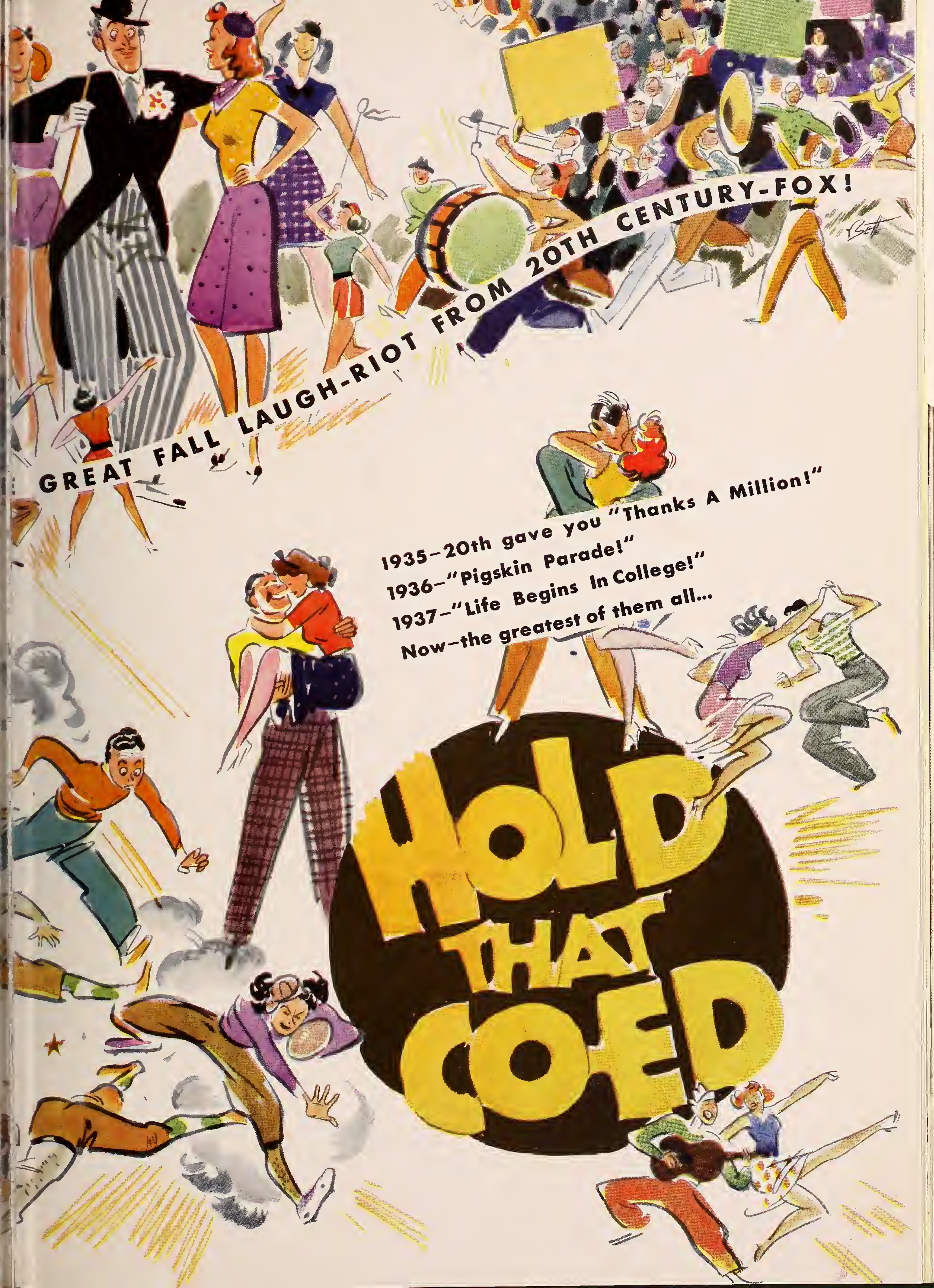
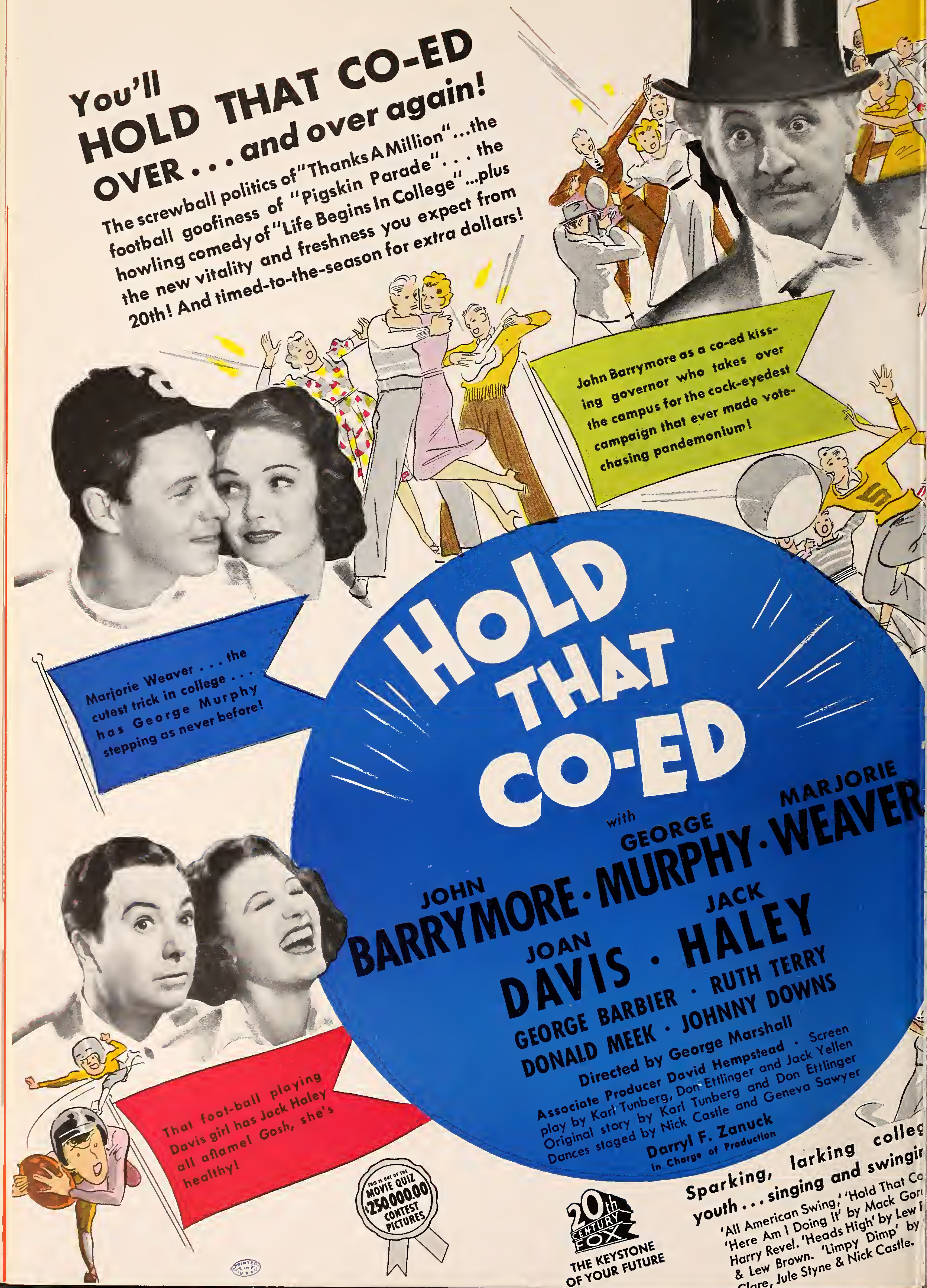

GREAT FALL LAUGH-RIOT FROM 20TH CENTURY-FOX!
1935–20th gave you "Thanks A Million!"
1936–"Pigskin Parade!"
1937–"Life Begins In College!"
Now–the greatest of them all...
HOLD THAT COED



You'll
HOLD THAT CO-ED
OVER . . . and over again!

The screwball politics of "Thanks A Million" ...the football goofiness of "Pigskin Parade" . . . the howling comedy of "Life Begins In College" ...plus the new vitality and freshness you expect from 20th! And timed-to-the-season for extra dollars!

John Barrymore as a co-ed kissing governor who takes over the campus for the cock-eyedest campaign that ever made vote-chasing pandemonium!

Marjorie Weaver . . . the cutest trick in college . . . has George Murphy stepping as never before!

That foot-ball playing Davis girl has Jack Haley all aflame! Gosh, she's healthy!

HOLD THAT CO-ED

with
JOHN
BARRYMORE · GEORGE **MURPHY** · MARJORIE **WEAVER**
JOAN **DAVIS** · JACK **HALEY**
GEORGE BARBIER · RUTH TERRY
DONALD MEEK · JOHNNY DOWNS
Directed by George Marshall
Associate Producer David Hempstead · Screen play by Karl Tunberg, Don Ettlinger and Jack Yellen
Original story by Karl Tunberg and Don Ettlinger
Dances staged by Nick Castle and Geneva Sawyer
Darryl F. Zanuck
In Charge of Production

THIS IS ONE OF THE MOVIE QUIZ $250,000.00 CONTEST PICTURES

20th CENTURY FOX
THE KEYSTONE OF YOUR FUTURE

Sparking, larking colleg
youth . . . singing and swingir
'All American Swing,' 'Hold That Co
'Here Am I Doing It' by Mack Gor
Harry Revel. 'Heads High' by Lew
& Lew Brown. 'Limpy Dimp' by
Clare, Jule Styne & Nick Castle.

ritish Firm To Put Money Into New G.N.

(*Continued from page* 1)

length on the proposal at Mr. mmons' home, Wednesday night.

t was learned that the proposal ntemplates British distribution of w Grand National product by glo-American and American dis- bution of a portion of the latter npany's product by New Grand tional. Anglo-American would ke a substantial investment in New and National as part of the sug- sted deal and, at the same time, the nerican company's British quota re- rements would be automatically ovided for through the tieup with . Jackson's company.

t is understood that the proposal ll be discussed further this week- l with Edward L. Alperson, New and National vice-president, who s delayed in his scheduled arrival New York from the coast yester- y, but is expected here today. A cision may be made by the Ameri- n principals this weekend.

Jackson Sails Wednesday

Mr. Jackson plans to leave for Eng- d on the *Queen Mary* next Wed- sday.

Meanwhile, Mr. Hammons, Mr. Al- rson and Jack Skirball, general nager of Educational, will begin nferences today which are expected result in the announcement early xt week of New Grand National's mplete production schedule for the w season. The company already has mmitments for 30 features and eight sterns. Mr. Hammons may con- bute eight to 10 additionally, de- ndent upon the amount of product ed up from other producers. A al schedule of 44 to 52 features is garded as likely, making provision the inclusion of several British tures in the event the deal with glo-American is consummated.

layhouse Reopening Set

The 55th Street Playhouse will re- en after alterations on Sept. 10, ith "The Edge of the World."

Wall Street

Small Changes on Board

	Open	High	Low	Close	Net Change
l.	14¾	14¾	14¾	14¾	+ ⅛
ns.	1¼	1¼	1¼	1¼	.....
K.	169⅞	169⅞	169	169½	— ¼
T. E.....	15	15	15	15	— ⅜
ew	50⅜	50⅜	49¼	49⅞	— ½
ra.	11	11	10⅝	10⅞	— ⅛
ra. 1.....	88	88	86¾	87½	— ½
ra. 2.....	10⅞	11⅛	10¾	11⅛	.....
the	9⅝	9¾	9¼	9¾	.....
O	2½	2½	2½	2½	.....
h Fox ..	26⅜	26½	25⅞	26½	+ ⅜
. B.	6⅝	6⅝	6⅜	6⅝	.....

Curb Decreases Fractionally

	Open	High	Low	Close	Net Change
N.	½	½	⅜	⅜	.....
nogram	2⅜	2⅜	2⅜	2⅜	— ⅛
ch.	22¾	22¾	22	22	— ⅛

Bonds Have Small Increase

	High	Low	Close	Net Change
ew 3½s '46.....	100¾	100¾	100¾	+ ⅜
. B. 6s '39.......	77⅜	77¼	77⅜	+ ¼

(Quotations at close of Sept. 1)

Wants New Name

Earle W. Hammons, president of New Grand National, is still in the market for some other name for the new company.

During a recent press interview, Mr. Hammons told reporters that a better name would be worth $500 to $1,000 to the originator.

Court Approves New Loew's K. C. Setup

Kansas City, Sept. 1.—After seven months, reorganization of the Midland Investment Co. (Loew's theatre and building) has been approved by Judge Albert L. Reeves in U. S. District Court. Under the plan bondholders get three-fifths of the value of their original holdings in bonds yielding 3 (instead of the former 6) per cent, two-fifths in preferred stock. Judge Reeves named two directors as the court's representatives on the board: George B. Reinhardt, *amicus curiae* in the reorganization, and W. K. Archer, investment broker of Kansas City.

Judge Reeves sliced the applications for allowances from $115,000 to $46,500. Only $75,000 was available for reorganization expense. Claims of a bondholders' committee headed by Thornton Cooke were disallowed on grounds it did not contribute materially to the plan, and a claim by Max Skeer, realtor, also was disallowed by the court.

Securities Service Corp., Chicago, was the reorganization manager. It was allowed $10,000

Morris in Europe Deals

Edward H. (Buddy) Morris, head of the Music Publishers Holding Corp., announced on his return this week from a business trip to Europe that he had renewed contracts and made a new deal abroad.

The contracts renewed for three years were with Chappell & Co. and B. Feldman & Co. He signed a new long contract with Franchi & Co. in Italy.

Predict $10,250,000 Year's Net for Loew

Loew's, Inc., may report a net profit for the fiscal year ended Aug. 31 of approximately $10,250,000, equal to between $5.75 and $6 per share on the common stock, according to an estimate made yesterday by the *Wall Street Journal.*

The estimate compares with Loew's earnings for the preceding year which amounted to $14,426,062, equal to $8.47 per share on the common. The estimate is based on the company's earnings report for the 40 weeks ended June 9, last, which showed a net profit of $8,352,675, or $4.80 a share for the period.

Thus, the financial paper's estimate is that Loew's experienced final quarter earnings of approximately $2,000,000. The publication notes that, "Although business this summer has been dull, Loew's income held up well. The company charges the year's overhead ahead to operations during the first 40 weeks, leaving the dull summer quarter clear of running expense."

The paper also notes that the estimate for the fiscal year "will be after allowing for reserves expected to amount to around $2,000,000 set aside to take care of various excess studio costs." It regards a large share of the company's forthcoming early releases as on a par with its standard of product.

Col. Hosts Hines Jury

Columbia was host to the 14 jurors who will decide the fate of James J. Hines, Tammany leader now on trial before N. Y. Supreme Court Justice Ferdinand Pecora, in the company's projection room at the home office, Wednesday night. The jurors were given a preview of "You Can't Take It with You."

Majors Sue in Alabama

Montgomery, Ala., Sept. 1.—Charged with showing films for longer periods than contracted for, People's Theatres of Alabama, Inc., and Walter J. Brackin, operating a house at Elba, Ala., have been named in a petition for an injunction filed in U. S. District Court here by the major companies.

The Newsreel Parade

Aviation exemplified by the flight of Major de Seversky, the arrival of The French flying boat Lieutenant de Vaisseau Paris and other aerial clips are current in the midweek issues of the various newsreels. The Hines trial, football practice, the Harvest Moon Ball and other assorted events round out the filler material.

The reels and their contents follow:

Movietone News—Light cruiser *Helena* launched at Brooklyn Navy Yard. Twins convention in Chicago. Seversky flight. Air crash in Rio de Janeiro. French trans-Atlantic flying boat arrives at Port Washington. Miami girls go after raw cocoanuts for beauty aids. Navy honors *Panay* hero. August Heckscher celebrates 90th birthday. Barbara Hutton at Lido. Fordham prepares for football season. Connie Mack receives plaque in Philadelphia. Youngsters in boxing matches. Harvest Moon Ball.

News of the Day—*Panay* hero honored by Navy. Harvest Moon Ball. Hines trial. Oregon cat "putter-outer" contest. Twin convention in Chicago. French flying boat arrives. Safety plane demonstration in New Jersey. Police sponsor juvenile boxing. Fordham prepares for football season.

Paramount News—Rudolph Valentino's horse, Anna, celebrates 30th birthday. Fordham prepares for footbal season. Connie Mack honored in Philadelphia. Seversky coast-to-coast flight. European stunt flyer at Hasbrouck Heights, N. J. German Condor plane returns to Tempelhof. French flying boat arrives. Hines trial. Harvest Moon Ball.

RKO Pathe News—Film industry begins nation-wide drive. Seversky flight. West Park, N. Y., camp for refugee Germans and Austrians. Mercury lamp demonstration. John Cobb, English racing driver, in trial run at Bonneville, Utah. Floods in China. N. Y. A. C. retains water polo title.

Universal Newsreel—Twin convention in Chicago. U.S.S. *Helena* launched. Funeral of P. Andrej Blinka in Czechoslovakia. French flying boat arrives. Models prepare for the fall fashion season. Fordham football practice. San Francisco girls indulge in water sports. Cobb trial run in Utah.

Stevenson Is Named as New Head of Erpi

(*Continued from page* 1)

South America and finally as chief engineer.

Mr. Stevenson entered the distributing department of Western Electric here in 1914, later going to the company's St. Louis sales office. In 1919 he returned to the New York office on statistical work and two years later became assistant comptroller. He was made assistant general auditor of Erpi, in addition, when the company was formed in 1927. The same year he was appointed personnel director of Western Electric and the following year became comptroller of manufacture.

Hearing Upon RKO Plan Is Postponed

(*Continued from page* 1)

additional days, necessitating a postponement of the hearing. Judge Bondy indicated that he would return to New York during the week beginning Sept. 12 and, presumably, the date of the adjourned hearing will be set either during the same week or the one following.

Strike Looms in 10 Mexico City Houses

By JAMES LOCKHART

Mexico City, Sept. 1.—A strike at 10 or more film theatres here, including four first runs, seems inevitable as a result of the exhibitors' refusal to grant demands for salary increases which they say they are unable to pay because of the existing depression. Some of the theatres have increased salaries as much as 50 per cent during the past five years.

Representatives of the labor unions maintain that the theatres are enjoying the best business in years and that the workers are entitled to share in the profits.

The Government is making an effort to avert a strike.

W. B.-Journal in Tieup

Warners' "Boy Meets Girl," for the full duration of its engagement at the Strand, will have the benefit of a tieup arranged with the New York *Journal-American* whereby the paper will conduct a quest for couples typifying the theme of the picture.

The paper's photographer snaps couples in well known meeting places and presents each member with a World's Fair silver spoon, after which the photo is reproduced in the paper with due credit to "Boy Meets Girl."

Shea Takes Warner List

Roy Haines, eastern and Canadian sales manager for Warners, and Dick Kearney, acting for the M. A. Shea circuit, have closed a deal for the playing of the entire Warner 1938-'39 list in the Shea houses, it was stated yesterday by Gradwell L. Sears, Warners' general sales manager.

"Andy Hardy" Washington's 2nd Week Hit

WASHINGTON, Sept. 1. — "Love Finds Andy Hardy" took a snappy $7,700 in its second week at Loew's Columbia. This was $3,500 over normal and was the best comparative showing downtown.

"Give Me a Sailor," with Ozzie Nelson and Harriet Hilliard, turned in $18,200, over par by $2,200, at the Earle. "Farewell to Arms" demonstrated strength at the Metropolitan on a take of $5,800.

Total first run business was $62,300. Average is $62,000.

Estimated takings, exclusive of tax, for the week ending Aug. 25:

"WOMAN AGAINST WOMAN (——)
LOEW'S CAPITOL—(3,434), 25c-66c, 7 days. Stage: Local talent revue, "Going Native." **Gross:** $17,000. (Average, $16,500)

"THE CROWD ROARS" (M-G-M)
LOEW'S PALACE—(2,370), 25c-55c, 7 days, 2nd week. **Gross:** $6,800. (Average, $11,500)

"GIVE ME A SAILOR" (Para.)
EARLE—(2,218), 25c-66c, 7 days. Stage. Ozzie Nelson and Harriet Hilliard. **Gross:** $18,200. (Average, $16,000)

"LETTER OF INTRODUCTION" (Univ.)
RKO-Keith's—(1,836), 25c-40c, 5 days, 3rd week. **Gross:** $6,800. (Average, $10,000)

"LOVE FINDS ANDY HARDY" (M-G-M)
LOEW'S COLUMBIA—(1,243), 25c-40c, 7 days, 2nd week. **Gross:** $7,700. (Average, $4,200)

"FAREWELL TO ARMS" (Para.)
METROPOLITAN—(1,591), 25c-40c, 7 days. **Gross:** $5,800. (Average, $2,850)

"Ragtime" $16,800 Milwaukee Leader

MILWAUKEE, Sept. 1.—Top-notcher during Wisconsin State Fair week was "Alexander's Ragtime Band" and "Army Girl" at Fox's Wisconsin with a $16,800 take, just $8,800 to the good. The combination was held for a second week.

The circuit's Palace, directly across the street, picked up considerable of the overflow from the Wisconsin crowds and grossed $9,800 with "Love Finds Andy Hardy" and "Rich Man, Poor Girl." This was $4,800 above average and the bill was held.

The only other house to break par was the Warner, where "Boy Meets Girl" and "Penrod's Double Trouble" collected $5,500, just $500 to the good.

Total first run business was $40,600. Average is $26,500.

Estimated takings for the week ending Aug. 25:

"LOVE FINDS ANDY HARDY" (M-G-M)
"RICH MAN, POOR GIRL" (M-G-M)
PALACE—(2,400), 35c-50c, 7 days. **Gross:** $9,800. (Average, $5,000)

"THE MAIN EVENT" (Col.)
RIVERSIDE — (2,300), 25c-30c, 7 days. Stage: "Knick Knacks of 1938." **Gross:** $4,400. (Average, $5,000)

"THE CROWD ROARS" (M-G-M)
"LORD JEFF" (M-G-M)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $4,100. (Average, $4,500)

"BOY MEETS GIRL" (W.B.)
"PENROD'S DOUBLE TROUBLE" (F.N.)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $5,500. (Average, $5,000)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
"ARMY GIRL" (Republic)
WISCONSIN — (3,200), 35c-50c, 7 days. **Gross:** $16,800. (Average, $8,000)

Out Hollywood Way

HOLLYWOOD, Sept. 1. — WILLIAM GARGAN has been signed by Warners to play the lead opposite KAY FRANCIS in "Women in the Wind," from the novel by FRANCIS WALTON.

COL. JACK MAJOR, IRVIN S. COBB'S "protege," is one of the busiest persons in town. He's headlining the current show at the Orpheum, being master of ceremonies at the Trocadero Sunday nights, arranging a series of pictures featuring himself, and selling some of his songs and material to various studios . . . GEORGE BANCROFT has been signed by Monogram to play the role of JACKIE COOPER'S father in "Gangster's Boy." . . . NORMAN KRASNA, M-G-M producer, has left for a three months' vacation . . . MADELEINE CARROLL, FRED MACMURRAY and SHIRLEY ROSS will head the cast of Paramount's "Cafe Society," which EDWARD H. GRIFFITH will direct . . . FREDDIE BARTHOLOMEW will leave shortly for a six-week personal appearance tour throughout the East . . . ANN SOTHERN draws a featured role in WANGER'S "Trade Winds."

✚

Casting—ALAN BAXTER in WANGER'S "Trade Winds" . . . DOUGLAS DUMBRILLE in "Unfit to Print," and HARVEY STEVENS and HENRY TRAVERS in "Crime Is a Racket," Warners . . . ALBERT MORIN and LUIS ALBERNI in "Vacation from Love," M-G-M . . . DONALD O'CONNOR, BILLY COOK and BILLY LEE in "Tom Sawyer, Detective," Paramount . . . GRANT WITHERS and MAXINE JENNINGS will play leading roles in the BORIS KARLOFF vehicle, "Mr. Wong, Detective," at Monogram . . . JANET DEMPSEY, six-year-old singer-dancer, has been signed for RKO's "Miracle Racket" . . . LANA TURNER and ANN RUTHERFORD in "Dramatic School," M-G-M.

NANA BRYANT, GRANT MITCHELL, EDGAR KENNEDY, WILLIAM DEMAREST, BENITA HUME, SPANKY MACFARLAND and WADE BOTELER in Peck's Bad Boy with the Circus," Lesser-RKO . . . JOHN LITEL in "Password to Larkspur Lane," first of the Nancy Drew pictures at Warners.

✚

Directors—JAMES FLOOD will direct Warners' "Unfit to Print," starring PAT O'BRIEN, JOAN BLONDELL and BOBBY JORDAN . . . BEN HOLMES will guide "Little Orphan Annie," to be produced by JOHN SPEAKS for Paramount release . . . WILLIAM MCGANN will direct the second of the Secret Service series at Warners.

✚

Contracts—JOHN TWIST, writer, has been given a new term deal at RKO . . . M-G-M has taken up its option on GILBERT RUSSELL, English singer, and has placed him in the lead of the short, "The Passing Parade."

"Ragtime" $23,000 Smash at Buffalo

BUFFALO, N. Y., Sept. 1.—"Alexander's Ragtime Band" literally had the good folks hereabouts dancing in the streets. They paid out $23,000 at the Buffalo wicket to see it in its first week, $11,000 over average and the summer's biggest take.

"Little Tough Guy" did another admirable job at the Lafayette where it grossed $12,100. Average is $6,300. Both films were held.

About 30,000 A. F. of L. conventioneers, who spent three days in town, probably contributed their share to these figures. It was also County Fair Week, a suburban event that annually attracts thousands out into the country.

Total first run business was $48,800. Average is $38,600.

Estimated takings for the week ending Aug. 27:

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
BUFFALO—(3,000), 30c-55c, 7 days. **Gross:** $23,000. (Average, $12,000)

"GIVE ME A SAILOR" (Para.)
GREAT LAKES—(3,000), 30c-50c, 7 days. **Gross:** $4,200. (Average, $7,500)

"GATEWAY" (20th-Fox)
"MR. CHUMP" (W. B.)
HIPPODROME—(2,500), 25c-40c, 7 days. **Gross:** $4,400. (Average, $6,800)

"RACKET BUSTERS" (W. B.)
"SPEED TO BURN" (20th-Fox)
CENTURY—(3,000), 25c, 7 days. **Gross:** $5,100. (Average, $6,000)

"LITTLE TOUGH GUY" (Univ.)
LAFAYETTE—(3,300), 25c, 7 days. **Gross:** $12,100. (Average, $6,300)

"U" Gets Anatole Litvak

HOLLYWOOD, Sept. 1. — Universal has signed Anatole Litvak to direct "Rio," Danielle Darrieux starring vehicle, which Joe Pasternak will produce.

"Ragtime Band" Is $15,000 N. H. Top

NEW HAVEN, Sept. 1.—"Alexander's Ragtime Band," with "Making the Headlines" at the Loew-Poli, marched away with the business of a torrid week, and went directly into the College for a second week or more. The gross was $15,000, almost double the usual $8,000.

"Mother Carey's Chickens" and "Danger Patrol" at the College took $2,000, under by $800.

Total first run business was $23,400. Average is $19,900.

Estimated takings for the week ending Aug. 26:

"MOTHER CAREY'S CHICKENS" (RKO)
"DANGER PATROL" (RKO)
COLLEGE—(1,499), 25c-35c, 7 days. **Gross:** $2,000. (Average, $2,800)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
"MAKING THE HEADLINES" (Col.)
LOEW-POLI—(3,040), 35c-50c, 7 days. **Gross:** $15,000. (Average, $8,000)

"THE TEXANS" (Para.)
"BULLDOG DRUMMOND IN AFRICA" (Para.)
PARAMOUNT—(2,348), 35c-50c, 9 days. **Gross:** $3,900. (Average, $4,400)

"SKY GIANT" (RKO)
"MR. CHUMP" (W. B.)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. **Gross:** 2,500. (Average, $4,700)

Plan Three in Indiana

INDIANAPOLIS, Sept. 1.—Three new houses are planned for construction soon in Indiana cities. Bayliss & Shekels of Hammond plan a 500-seat house in Knox; Theodore Charles, operator of the Moon in Vincennes, plans a 1,500-seat spot in that city, and Ross Garver, operator of the Orpheum, Virginia and Swan in Terre Haute, will build a 600-seat house there.

"Ragtime" Is Sensation in Twin Citie

MINNEAPOLIS, Sept. 1.—"Alexar der's Ragtime Band" was a sensati at the State here and the Paramou St. Paul. The take at the former wa $15,500, over par by $11,100, and the latter the $8,500 gross was $4,1 into the profit column.

"Love Finds Andy Hardy" at t Century took $6,000, up by $2,000, a was moved to the State. "The Ama ing Dr. Clitterhouse" was strong the Orpheum with $6,500. Par $4,800.

Total first run business in Minn apolis was $29,500. Average is $14 800. Total first run business in Paul was $19,300. Average is $13,20

Estimated takings for the week en ing Aug. 26:

Minneapolis:

"LOVE FINDS ANDY HARDY" (M-G-
CENTURY—(1,600), 25c-40c, 7 days, 2 week. **Gross:** $6,000. (Average, $4,000)

"AMAZING DR. CLITHERHOUSE" (F.N.)
ORPHEUM — (2,900), 25c-40c, 7 da **Gross:** $6,500. (Average, $4,800)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
STATE—(2,300), 25c-40c, 7 days. **Gro** $15,500. (Average, $4,400)

"LETTER OF INTRODUCTION" (Uni
WORLD—(400), 25c-55c, 7 days, 2nd we **Gross:** $1,500. (Average, $1,600)

St. Paul:
Week Ending Aug. 26:

"LOVE FINDS ANDY HARDY" (M-G-
ORPHEUM — (2,000), 25c-40c, 8 da **Gross:** $5,500. (Average, $3,200)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
PARAMOUNT—(2,500), 25c-40c, 8 da **Gross:** $8,500. (Average, $4,400)

"COWBOY FROM BROOKLKYN" (W.
RIVIERA—(1,000), 25c, 7 days. **Gro** $2,700. (Average, $2,400)

"GANGS OF NEW YORK" (Republ
"GOLD MINE IN THE SKY" (Republ
TOWER—(1,000), 25c, 7 days. **Gro** $2,000. (Average, $1,600)

"THE RAGE OF PARIS" (Univ.)
WORLD—(400), 25c-35c, 7 days, 2nd wee **Gross:** $600. (Average, $1,600)

Lust Widens Activitie

WASHINGTON, Sept. 1.—Sidney Lust is going in for neighborhood a tivities in a big way. As a contributi to the safety campaign he has thro open a large lot adjacent to the Bo Theatre as a playground. He also h organized a football league in are where there are Lust houses and h signed Bill Jobs, local sports lumina as director.

Cinecolor Signs Kruse

HOLLYWOOD, Sept. 1.—J. Hen Kruse has been signed by Cinecol Inc., as sales manager in charge the studio division. Howard C. Brow vice-president, has taken over t firm's expanding industrial film partment. Mr. Kruse for four yea was with Technicolor. He is a veter cinematographer, and heads his o camera rental business.

Second Aluminum Filn

A second commercial film on t processing of aluminum has been leased by the Aluminum Company America. It is called "Aluminu Fabricating Processes." It was ma by the Jam Handy organization.

Errol Flynn

FOR A CROWD

(like Springfield, Worcester, Hartford and all New England now!)

in

Four's a Crowd

WARNER BROS.,
Producers

with

Olivia DeHavilland • Rosalind Russell

Walter Connolly • Hugh Herbert • Patric Knowles • Melville Cooper • Directed by MICHAEL CURTIZ

Screen Play by Casey Robinson and Sig Herzig • From a Story by Wallace Sullivan

Six Directors Tell NLRB Their Duties

Hollywood, Sept. 1.—Directors and assistants today continued their testimony in the hearing of the Screen Directors Guild petition to be declared the collective bargaining agency for these classifications and unit managers before William R. Ringer, National Labor Relations Board trial examiner.

After hearing Phil Rosen, Paul Wing, J. P. MacGowan, Frank Tuttle, Hal Walker and Walter S. Mayo, Ringer adjourned the hearing until Tuesday to enable the board attorney, William J. Walsh, Guild Attorney Barry Brannen and producers' counsel to make a stipulation agreement concerning the testimony which other directors too busy at present to testify would have given.

Introduced into evidence was the contract of W. S. Van Dyke, who testified yesterday. The reason for the introduction of the pact was the inclusion of a clause which defined Van Dyke as an employee of M-G-M.

Name Oklahoma City For MPTOA Session

Oklahoma City, Sept. 1.—Ed Kuykendall, president of the M.P.T.O.A., has informed Morris Loewenstein, M.P.T.O.A. secretary, that the national convention of the association has been definitely set in Oklahoma City for the month of October, with the latter part of the month now in favor for the meeting.

The Oklahoma Theatre Owners, Inc., of which Mr. Loewenstein is president, will meet at the same time the national convention is held in Oklahoma City. Fred Wehrenberg, president of the M.P.T.O. of St. Louis, Eastern Missouri and Southern Illinois, has written Mr. Loewenstein that the annual meeting of his association has already been held and it cannot participate in a southwestern get-together of exhibitor associations.

"Band" Roxy Gross Rises to $285,372

(*Continued from page* 1)

out due to congestion of pictures. "My Lucky Star" will open Sept. 9.

Twentieth Century-Fox wants the picture for the circuit houses which are clamoring for it and the Roxy is waiving its further playing rights.

"Alexander's Ragtime Band" is the first picture which ever played the Roxy five weeks.

The Strand gross for the week ending Thursday was $44,000. The theatre played "Boy Meets Girl" and inaugurated a new stage show policy with Ben Bernie and "all the lads and lassies." The picture starts its second week this morning and will be followed next week by "Valley of the Giants."

Sets Magazine Hearing

The application of William L. Gross, as assignee of Theatre Magazine Co., for approval of a proposed settlement for $1,000 of a Federal Court suit against 20th Century-Fox Film Corp. for alleged infringement of the August, 1929, cover design of *Theatre Magazine* in 20th-Fox's picture "George White's 1935 Scandals" was referred yesterday to Owen F. Reilly for hearing and determination by N. Y. Supreme Court Justice Lloyd Church.

Warner Emphasizes Film Responsibility

(*Continued from page* 1)

clusive consideration of profit and loss. Ideals of public service demand that producers of films recognize the educative possibilities of certain types of picture subjects. Educators have come to realize that certain historical episodes around which America has built its democratic progress can be made more impressive to the younger mind and more illuminating to the adult mind by the motion picture.

"These educators have encouraged us in our efforts to bring these notable historical moments to life. Their help has inspired us to put more time, effort and money into them. The result is a series of which we, of Warner Bros., are proud, not merely because they are interesting to audiences but because they represent part of our contribution to a better understanding of the ideals and achievements of those patriots who laid the foundation of our United States of America."

The shorts screened were: "Romance of Robert Burns," "Song of the Nation," "Man Without a Country," "Romance of Louisiana" and "Give Me Liberty."

Court Approves Deal

Federal Judge Francis G. Caffey yesterday approved a contract of the French Motion Picture Corp., now in reorganization, with Joseph A. Menendez, wherein exclusive exhibition rights in Cuba of a Spanish dialogue version of "La Maternelle" were granted to Mr. Menendez for three years upon payment by him of $750.

India Passes 'Time' Reel

"Inside Nazi Germany—1938," March of Time release, has been passed by the censorship board in India, the March of Time offices were informed by cable yesterday. It will be not only the first issue of the reel to be shown in India but also the first political film ever to be shown there.

Bissell Joins Monogram

Cleveland, Sept. 1.—Holbrook C. Bissell, former Columbia branch manager here, and later in independent distribution, has returned here as Monogram exchange manager.

Tries Dual Solution

Kansas City, Sept. 1.—John Wolfberg of the Strand has a new experimental solution of the dual bill problem. It's in the following adertisement:

"For Your Convenience! Those of you who dislike double bills or have seen one of the two features may come for the one feature you prefer and on leaving receive a free pass to return at any later date."

Columbia Asks Coast Questioning in Suit

Application will be made to the N. Y. Supreme Court today by Columbia Pictures Corp. for an order directing testimony in Los Angeles by Ralph S. Willard and Bruce Vernee in behalf of Columbia, defendant in a suit for $250,000 damages brought by Ferdinand Voteur, who charges that Columbia's picture, "The Man Who Lived Twice," infringed upon his drama, "Resurrection Morning."

Columbia yesterday filed interrogatories in the N. Y. Supreme Court of Tom VanDyck, Arthur Strawn, Fred Niblo, Jr., W. M. Griffith, Henry Altimus, Harry Lachman, Thelma Stein and Frances Manson, taken in Los Angeles in the same suit.

U. S. Captures Three Venice Fair Awards

By JOSEPH D. RAVOTTO

Rome, Sept. 1.—The United States took two other prizes besides the special award to "Snow White and the Seven Dwarfs" which drew the protests of American representatives, at the Biennial Film Festival in Venice, which has concluded after three weeks.

Norma Shearer, for her work in "Marie Antoinette," shared the Volpi Cup with Leslie Howard, designated for his work in G. B. Shaw's "Pygmalion." "The Adventures of Tom Sawyer" shared the National Fascist Party Cup with "Giuseppe Verdi," an Italian film. The British took the City of Venice Cup with "Drums," Alexander Korda film.

'Letter of Introduction' Is Diverting to N. Y. Critics

The New York daily newspaper critics found "Letter of Introduction" amusing and diverting fare, and Edgar Bergen's new dummy, Mortimer, worth special mention. Review excerpts follow:

Herald Tribune— . . . Mr. Bergen, Charlie and a new dummy, Mortimer, are definitely welcome. . . . The players make the most of the material.

Journal American—There is lively humor in "Letter of Introduction.". . . Well acted and handled . . . excellent performances.

Mirror—A stimulating, amusing and touching picture. . . . The drama is a substantial, well-balanced one. It has vitality, humor, pathos and an irresistible charm.

News— . . . Received with hearty appreciation by the audience. . . . The production is of the best that Hollywood has to offer. . . . First class screen entertainment.

Post— . . . The Menjou and Leeds characterizations are fine.

Sun— . . . "Letter of Introduction" is an amusing film. Mr. Bergen sees to that.

Times— . . . It is a surprisingly fresh, uncommonly diverting, remarkably well done film.

World Telegram— . . . A dexterous blend of sentiment, comedy and drama which results in first rate entertainment.

Local Committees Campaign Appoint

Local committees in the var
areas of the country have been
pointed to promote the Motion
tures' Greatest Year campaign,
the cooperation of civic bodies. Am
local committees are the followi
San Francisco, A. M. Bov
George Nasser, Rofus Harvey;
Angeles, C. N. Peacock; Bridgep
Al Schuman; Hartford, Mu
Schuman; New Haven, J. B. F
man; Miami Beach, Sonny Sheph
Chicago, William Hollander, L
Stein; Des Moines, G. Ralph B
ton; New Orleans, C. J. Briant;
ton, Max Levenson; Providence,
Fay; Minneapolis, Charles Winc
Clifford Gill, Maury Abrams,
Blotcky, George Granstrom.

Also, Portland, J. H. Steven;
troit, H. M. Ritchie; St. Louis, C
Hill, B. B. Reingold, Harry Art
Clarence Kahmann, Harold Evans
E. Garrison; Kansas City, Senn L
ler; Buffalo, Sydney Samson; S
cuse, Gus Lampe, Frank Murphy,
Marcus; Rochester, W. H. Cad
Lester Pollock, W. C. Howell; B
hampton, T. J. Walsh; Cincinnati
V. Dinnerman; Zanesville, Cald
Brown; Portland, Ted Gam
Pittsburgh, Joe Feldman, Ken H
Philadelphia, Everett Callow; Da
R. E. Griffith, R. J. O'Donnell, W
Underwood, Hugh Owen; Memp
M. A. Lightman; Nashville, Cha
H. Amos; Seattle, Frank Newn
John Danz, Le Roy Johnson; B
more, Carter Barron; Maryland, S
ney Lust; Richmond, Robert Smelt

Canadians Listed

In Canada are: Alberta-Calg
Pete Egan, Gelen Peacock, Ha
Friedman, Alt Shockleford, M
Healu; Manitoba-Winnipeg, Joe
ber, P. W. Mahon; Toronto, De
Bloom, James Nairn, M. H. Wil
Mrs. S. H. Falk, J. L. Smith; M
treal, Arthur Hirsch; New Brunsw
W. H. Golding, A. J. Mason; V
couver, Hugo Ray.

The regional chairmen are:
Fabian, Albany; W. K. Jenkins,
lanta; Max Levenson, Boston; A.
Schuman, Bridgeport; Vincent
Faul, Buffalo; H. F. Kincey, Atlar
Edwin Silverman, Chicago; Mau
White, Cincinnati; Moe Horw
Cleveland; J. Real Neth, Columb
R. E. Griffith, Dallas; Rick Ric
son, Denver; Ralph Branton,
Moines; H. M. Richey, Detroit; E
er Rhoden, Kansas City; Charles
Skouras, Los Angeles; B. B. Gar
Lakeland; S. J. Switow, Louisvi
M. A. Lightman, Memphis; H.
Fitzgerald, Milwaukee; W. A. Stef
Minneapolis; Tony Sudekum, Na
ville; Jack Fishman, New Haven;
L. Carter, New Orleans; Joseph
Seider, New York; C. W. Tram
Milwaukee; R. E. Griffith, Dall
John Ruegar, Park City; Le
Pizor, Philadelphia; John Har
Pittsburgh; Ted Gamble, Portla
Fred Wehrenberg, St. Louis; Ha
David, Salt Lake City; R. A. McN
San Francisco; Morgan Walsh,
Francisco; John Danz, Seattle; N
S. Goldstein, Springfield; R. Smelt
Washington, D. C.; James Na
Toronto.

Dick Stahl Now Salesm

Omaha, Sept. 1.—Dick Stahl, U
versal booker, has been moved
salesman out of the Des Moi
branch.

Local Efforts Backing Up National Drive

d Campaign's tart Boosts heatre Takes

(*Continued from page* 1)

rican motion picture as the d's best entertainment."

wish to commend the theatres of on and the entire motion picture stry for their contribution to the al and educational welfare of this munity," Mayor Tobin said in ing his proclamation. "These thes are community centers which the common meeting ground of citizens, young and old."

usiness at theatres in the Boston itory participating in the "Movie z" prize contest was reported to well ahead of expectations last t.

Proclamation in K. C.

ansas City's 175 circuit and 75 inendent houses which are entered he drive reported business to be d of average for the day up to first evening shows. Participating ses represent a majority of those the territory. Mayor Bryce B. th, cooperating with local exhibi-, had issued a proclamation setting e the day as "Greater Movie Day" ne city.

he Minneapolis campaign was reed off to a spirited start with all icipating houses joining in local notional activities. George E. ch, mayor, joined in the proclamaissued earlier by Minnesota's ernor, Elmer A. Benson, setting e Sept. 12 as a special "Motion ure Appreciation Day" for the e and city. St. Paul exhibitors illeled the Minneapolis theatres' vities.

New York, Broadway and neighood key houses evidenced an imiate upturn in attendance during day and early evening.

Loew's Feels Spurt

The drive got away to a fine start Loew's theatres around the city," C. Moskowitz, in charge of the v York circuit, said last night. one calls to the home office from es of our theatres indicate a heavy and for the 'Movie Quiz' book-. If all those who asked for bookbecome contestants, it appears at least 150,000 movie goers ed up at our houses alone today. city should supply at least 1,000,- contestants during the first week, ording to my guess.

One of the things the managers ret," Mr. Moskowitz said, "is that find very few of the booklets disded in the lobbies or sidewalks near theatres. Apparently those who for booklets are eager to enter the test. That's a good sign."

Entrants in the contest are equivato repeat business for participattheatres throughout the four nths of the drive.

statement on the RKO city cir's experience on the first day of drive could not be obtained because of the absence of John J. O'Connor, head of the circuit, who will arrive in Kansas City today in the course of a business trip through the Middle West. He is scheduled to bring back first hand reports of boxoffice results from the drive in RKO houses in the cities being visited.

The Broadway committee is proceeding as rapidly as possible with its plans for decorating the street in honor of the drive and enlisting the aid of city officials and civic organizations in conducting its promotional program. A Greater New York committee will extend the celebration throughout the metropolitan area. Approximately 450 exhibitors attended the opening of the Brooklyn and central Queens drive at a midnight supper at the Towers Hotel, Wednesday and early yesterday. The function was attended by borough officials and representatives of civic organizations and the press. Neighborhood committees for the boroughs were named to organize the drive effectively in every corner of Brooklyn and central Queens.

Frisco Off With a Bang

In San Francisco the drive was off to an active start with ceremonies at City Hall in which Mayor Rossi participated and issued a proclamation in observance of the drive. Hollywood and Los Angeles campaigns proceeded according to schedule. More than 2,000,000 contest booklets were distributed in the territory up to yesterday.

At Columbus, Gov. Martin L. Davey and Mayor Myron B. Gessaman issued proclamations on behalf of the drive to open a day of numerous promotional activities. At Reading, Pa., a civic program and entertainment staged by exhibitors to mark the opening of the campaign drew an estimated 15,000 people.

Unprecedented Editorial Support Given by Papers

Newspaper cooperation with the industry on the Motion Pictures' Greatest Year campaign drew more favorable lineage for pictures and theatres in the past 24 hours than in any comparable period in the history of the industry, campaign officials reported yesterday.

Regional chairmen of the drive poured reports into campaign headquarters all day yesterday informing the drive leaders of newspaper participation in the opening of the campaign, quoting from editorials congratulating the industry on the campaign and bespeaking praise for the aims and accomplishments of producers and theatre operators. Liberal space in news columns was given to straight news stories on the drive and $250,000 "Movie Quiz" prize contest, in addition.

Comment Continent-Wide

The voluntary newspaper expressions and cooperation were exceptional in that they represented every section of this country and Canada, campaign officials said. It was too early to complete an estimate of the space devoted to the drive, but it was estimated that well over 5,000 columns were published up to last night. The bulk of this amount broke in the publications simultaneously with the industry's opening national advertising barrage, further aiding the effectiveness of the space purchased.

All N. Y. Papers Join

New York newspapers all devoted space to the drive. Editorials, news stories and features were printed in yesterday's editions. Typical examples called attention to the part motion pictures play in creating foreign markets for American-made products, lauded the industry's contributions to the nation's entertainment activities and its cultural and educational influence.

"The dominant position that the American motion picture enjoys abroad as well as at home," said the *Wall Street Journal,* "has been gained by sheer merit as entertainment. It is this superiority which has so effectively played a part in the forward sweep of American commerce."

Campaign officials reported that newspapers of every major city in the nation have given and will continue to give their cooperation to the campaign.

New England Rallies 200 Theatres Strong

Boston, Sept. 1.—Approximately 200 New England theatres had enrolled in the Motion Pictures Greatest Year drive up to today. The circuit of Nathan Yamins, Allied president, was among those signed. Eighty-nine Mullin & Pinanski theatres are in.

Other cooperating circuits include Warners, Maine & New Hampshire, Loew's, Western Massachusetts, Louis Gordon, Cohen Brothers, Loew's-Poli, and Phil Smith.

About 1,150,000 booklets have already been paid for and distributed. There was no parade because of the narrowness of Boston's streets. There was excellent newspaper and political cooperation, however. Local first runs report a heavy demand for the booklets.

Mayor Will Proclaim St. Louis Film Week

St. Louis, Sept. 1.—As the Motion Pictures' Greatest Year campaign got under way here today, it was made known that Mayor Bernard Dickmann plans a proclamation of "Movie Week," and a parade will be held Sept. 10, in which Tyrone Power and Henry Fonda have been asked to participate.

A total of 150 theatres in the territory is distributing the "Movie Quiz" booklets, and an increase in that number is expected.

Sixth Trailer For Campaign Is Completed

A special "Motion Pictures' Greatest Year" trailer, sixth in the series, was completed yesterday under the supervision of Monroe Greenthal of United Artists with the cooperation of Truman Talley, producer of Movietonews. Ed Thorgersen did the explanatory talk with Jack Painter handling the camera. Burk Symon directed.

In addition, information on the campaign and "Movie Quiz" contest will be featured in all newsreel releases this week. The special clips were produced under the direction of Michael Clofine of News of the Day, Tom Mead of Universal, A. J. Richards of Paramount, Fred Ullman, Jr., of RKO Pathe, and Mr. Talley.

Western Union and Postal Telegraph completed plans yesterday for cooperating in the drive by displaying posters calling attention to it in all their offices throughout the country. Western Union will display a blowup of a congratulatory telegram to the campaign directors.

Chicago Houses Feel Effects of Campaign

Chicago, Sept. 1. — Theatres throughout Chicago showed today the beneficial effects of the opening of the Motion Pictures' Greatest Year campaign, as patrons responded to the drive for increased business. The newspapers of the city cooperated actively in backing the drive, and the results at the box-office were noticeable.

All theatres in the city, and especially the first run houses in the Loop, swung behind the campaign whole-heartedly in the effort to make the city's public film conscious.

Frisco "Quiz" Starts

San Francisco, Sept. 1.—Local participation in the national "Movie Quiz" contest started today with all of San Francisco's 71 downtown and neighborhood theatres participating. Although it is too early to predict how many quiz books will be distributed it is estimated that the figure will reach 500,000.

Mayor Angelo Rossi today issued a proclamation proclaiming this city's celebration of "Motion Pictures' Greatest Year" officially open. Theatremen are entering a float in the Labor Day parade. A strong lineup of product at the first runs this week should stimulate business.

To Preview New House

The new Penn Newsreel Theater on 34th St. opposite the Pennsylvania Station will be given what is described as a "Bulldog Edition" premiere next Thursday night for the press and persons connected with the industry.

Banner LINES

LONG ago Lucy Monroe established herself as a Metropolitan Opera, concert, and radio vocal favorite, but this week she set herself on a path that should lead her to—unless all current signs prove false—the Broadway musical stage. Appearing this week, and for the week to come, in the lead in "Meet My Sister" at the Chapel, summer theatre in Great Neck, Miss Monroe, by her performance to date, has aroused the enthusiasm of the Broadway show folks to an extent sufficient to place her seriously in the running for a role in an important musical now being cast, the title of which we are not at liberty to divulge.

"Meet My Sister" is Miss Monroe's first attempt on the stage, and she's proved herself adept at light comedy. J. J. Shubert, to cite an instance, saw her perform the other evening and at the curtain expressed wonder at the short life the play had on Broadway a few seasons back. He's the same Mr. Shubert who produced "Meet My Sister" on Broadway.

▼

An enterprising cab driver stations his cab near the entrance to one of the various CBS Playhouses and waits until the studio doors close. Invariably there are a number of latecomers to the broadcasts, and when they are refused admission to the theatres, he tunes in his radio to the program the latecomers intended to see, and sets up a call inviting them to ride around in his cab and listen to the show. He picks up many a fat fare in this manner.

▼

Paul Douglas' baseball broadcasts for Chesterfield cigarettes are short-waved over W8XK, Pittsburgh. From Bahrain Islands, in the Persian Gulf, came a letter to Paul the other day from a listener named J. C. Reasover. He writes: "I have to get up at 1:45 A.M. and have a battle royal with Berlin and London to get the baseball games, but it's worth the battle."

▼

Nan Wynn, on her "Rhythm Rendezvous" program tomorrow night, will feature three numbers written by members of the band which accompanies her. The numbers are "Monday Morning," by Frankie Worrell, guitarist; "I'm in a Fog About You," by Walter Gross, pianist, and "Mm Mm Not That," by Buddy Sheppard, violinist and conductor of the orchestra on this program.

—JACK BANNER

Varied Program Set For KMTA Sessions

KANSAS CITY, Sept. 1.—Among the subjects to be discussed at the annual convention of the Kansas-Missouri Theatres Association here Sept. 7 and 8 will be the music tax rate, non-theatrical competition, merchants' free shows, and specific grievances of individual exhibitors.

FCC Charges WNAC With Political Bias

WASHINGTON, Sept. 1.—A second John Sheppard radio station was placed on the defensive today by the Federal Communications Commission. After weeks of study, the Government bureau scheduled a hearing on the license application of WNAC, several weeks after similar action was taken in the case of WAAB. Political bias and violation of the anti-lottery clauses of the Communications Act are charged by the commission.

Another hearing order was directed at KGGC, San Francisco, which already is in bad with the commission. Testimony will be taken on the request for permission to assign the station license to a new corporation, Golden Gate Broadcasting Corp.

Other applications set down for hearing were: WJBL, Decatur, Ill., for a power increase and frequency change and a time increase for WJBC, Bloomington, Ill.

Healy, Heatter in New Mutual Series

Capt. Tim Healy has been signed to begin his "Stamp Club" series over the Mutual network starting Sept. 12. Kellogg Co. will sponsor the show Mondays, Wednesdays and Fridays, from 6:45 to 7 P. M. over WOR, and from 7:30 to 7:45 P. M. over WLW. N. W. Ayer & Son is the agency.

Another new Mutual client will be R. B. Semler Co., which will sponsor Gabriel Heatter over WOR and WGN Tuesdays from 9:45 to 10 P. M. starting Oct. 4. Erwin Wasey & Co. is the agency.

Although program details are not settled as yet, Mutual is now devising a special network of stations to carry a program for the Bible Institute. The series is to be presented Sundays at 2 P. M. starting Sept. 25. Critchfield & Co. is the agency.

KNX Unit Opens Sept. 16

HOLLYWOOD, Sept. 1.—After four weeks of tests, under the supervision of E. K. Cohan, CBS director of engineering, the new 50,000-watt KNX transmitter will be placed in operation Sept. 16. To mark the event CBS will tender a party in the form of an 800-plate dinner, at which CBS stars will entertain. The affair will be broadcast over the KNX-CBS Pacific Coast network.

Welles Show to Continue

Arrangements have been completed by CBS to continue into the fall and winter the one-hour weekly broadcasts by Orsen Welles and his "Mercury Theatre on the Air." The time of the program has been shifted from Monday nights to Sunday nights from 8 to 9 P.M.

Ben Grauer Due Today

Ben Grauer, the announcer, and his brother Alvin, advertising executive of the Gimbel Department Stores, return today from a two-week trip to Guatemala.

Miss Colbert on "Hotel"

Claudette Colbert will be the guest on the inaugural broadcast of the new "Hollywood Hotel" which begins its fifth year on CBS Sept. 9. She will play opposite Herbert Marshall in a dramatization of "Dark Angel."

More Good News

M-G-M returned its "Good News" program to the air last night after a summer's absence. The offering is basically the same as it was last season. Robert Young, Fanny Brice, Charles Morgan and Meredith Willson's orchestra comprise the regular cast. The guest stars last night were Spencer Tracy and Mickey Rooney, who contributed excerpts from "Boys Town," and Alice Faye.

Louis B. Mayer spoke in behalf of the program and of the Motion Pictures' Greatest Year drive. After paying tribute to the film, "Boys Town," he introduced Rev. E. J. Flanagan, founder of Boys Town, who stated that the picture fulfilled all of his ideals.

A full review of the "Good News" program will appear in a forthcoming issue of *Motion Picture Daily.*

Two CBS Programs Renewed for a Year

American Home Products, Inc., has signed renewals for two of its daytime shows on CBS, "Romance of Helen Trent" and "Our Gal Sunday." The renewals are for one year each, through the Blackett-Sample-Hummert agency.

"Romance of Helen Trent" is broadcast Mondays through Fridays, 12:30 to 12:45 P. M., and "Our Gal Sunday" follows it on the air.

Another renewal just signed at CBS is for the "Prof. Quiz" show, which will be sponsored by the Noxzema Co. at 8:30 P. M. Saturdays, beginning Oct. 1. The agency on this is Ruthrauff & Ryan. Currently the quiz program is sponsored by Nash Motor Co.

Oklahoma College to Get New Transmitter

STILLWATER, Okla., Sept. 1. — W5YJ, Oklahoma A. & M. College amateur radio station, will be one of the finest in the state when the new engineering building is completed on the campus. Two 110-foot towers are being erected on the new building to support what will be the highest amateur antenna in the state. In addition to the towers, a specially designed radio room is included as part of the building.

A new and powerful transmitter is part of the new equipment for the A. & M. operators. It will be capable of one kilowatt power, the maximum allowed such stations.

Heidt to Have Guests

Horace Heidt will begin a guest artist policy on his Sunday night broadcast commercial, with the business details being handled by Art Thorsen, in the New York office of the Biltmore, looking for talent.

Three Resign from KLZ

DENVER, Sept. 1. — Frank Quinn, commercial manager, Charles Lang, announcer, and George Luck, merchandising manager of KLZ, have resigned.

Around the Country

Chicago

Quin A. Ryan, MBS-WGN
tive, is on the hay fever list . . .
Behmiller and Betty Caine ge
Chicago commuters' prize for tr
the longest distance daily for b
casts . . . Joe Emerson is do
North Carolina attending to his
orchards during his vacation . . .
liam Nevins is the stage name o
Weaver, NBC traffic page. H
won several singing contests
this nom-de-plume . . . The Na
Barn Dance units are making a
of appearances at varous state fa

✚

Oklahoma City

Dick Daniels, sports announc
WCAE, Pittsburgh, was in town
on his vacation and visited the
studios. . . . Bob Knisely, comm
manager of KGFF, Shawnee,
has resigned to become secreta
the Wetumka, Okla., Chamb
Commerce. Mr. Knisely has bee
gaged in the newspaper and
business for the past 10 years.
"The Whistling Kid," a new w
serial, has started on WKY
Naiph Abodaher of the WKY
tinuity department, writing the

✚

St. Louis

Another solo flight or two
Jimmy Burke, chief engineer of K
will be ready for his examinati
a private pilot's license. . . .
Kemper, publicity agent and a
tising director of KWK, is back
a combination vacation and bu
trip to Boston, New York, Detro
Chicago. . . . Ed Schutz, sales
ager; Bill Durney, announcer;
Slattery, publicity director;
Peters, auditor, and Ted White,
representative, are all on va
from WIL. . . . Mrs. Allan Ant
wife of KWK's chief announce
cently underwent an operatio
Deaconess Hospital.

Dual Features Debat

"Single Features vs Double
tures" will be discussed on WM
"American Forum" Sept. 6 at 10
Those who will champion single
tures will be Filmore Hyde, edit
Cue, and William Hartley, edit
Screen Book. Upholding double
tures will be Bernard Brandt,
president of the Brandt Theatre
cuit and a group of movie
chosen from the audience.

WKRC Adds Announ

CINCINNATI, Sept. 1. — Three
announcers have been added t
WKRC staff. The new "mike"
are Ross Mulholland, John Re
and Don Paevey, and their affil
with WKRC augments the annou
staff to nine men.

Keplinger to KOMO-

SEATTLE, Sept. 1. — Richard
linger has been appointed pu
director of KOMO and KJR,
outlets here. He succeeds R
Ackerly, who is moving to Ca
nia to assume new radio connec

lert.
ntelligent
nd
ndispensable
o the Motion
icture
ndustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

L. 44. NO. 46 NEW YORK, TUESDAY, SEPTEMBER 6, 1938 TEN CENTS

rosses Leap n Broadway ver Weekend

otal Is $200,000 for the Labor Day Period

roadway first run theatres grossed ut $200,000 over the Labor Day ekend, which ushered in the new w season. Strong attractions, the petus of the "Movie Quiz" contest l throngs of out-of-town visitors nbined to send grosses up. Neigh- hood business was described gen- lly as "very brisk."

utstanding were the Music Hall, ere "You Can't Take It With You" led up $64,000 over Saturday, Sun- and Monday, reported as 50 per it better than last year's holiday e, and the Roxy, where "Alexan- 's Ragtime Band," in a fifth week, nered $40,000 in the three days, 40 cent more than last year.

With "Boy Meets Girl" and Ben rnie in a second week, the Strand ported its biggest weekend in three ars; the Paramount reported almost 5,000 as the three-day take, with the

(Continued on page 7)

olumbia Net for Year Is $183,392

Columbia Pictures reported a net ofit of $183,392 for the fiscal year ded June 25, after all charges in- uding amortization, interest and deral taxes. The result compares th a net profit of $1,317,770 for the eceding 12 months.

The company's gross income for the riod ended last June from rentals d sales of film and accessories nounted to $20,101,699. Earned sur- us at the close of the period was

(Continued on page 8)

BS Billings for August $1,423,865

The second best August in the his- ry of the network has been marked to the CBS records, with the billings r the month aggregating $1,423,865. owever, the August, 1938, billings re below the mark established for the me month last year, which was 1,955,280. The decline is attributable, owever, to the fact that last August

(Continued on page 9)

Additional developments in radio yesterday on page 9.

Canada Moves To Revamp Its Film Industry

Briton May Reorganize It for Government

By COLIN R. HAWORTH

MONTREAL, Sept. 5.—A drive to put Canadian motion picture making on a more prolific and financially successful basis is gathering speed here with British Government film officials doing their best to prod hesitant Canadian producers along. Hanging in the air at present is a scheme to bring a Britisher over for the purpose of reorganizing the industry and turning out "strictly Canadian" films, probably under Government control.

It is expected that the emphasis will be placed upon shorts, newsreel material and documentary films rather than features.

So far this year three leading government film men from overseas have visited the Dominion each in turn urging Canadians to supply more and better films for distribution in Great Britain. Arthur W. Jarrett, director of theatres for Gaumont British told the press: "Canada is very poorly advertised in England despite the fact that English people and exhibitors are

(Continued on page 8)

GN-Anglo Pact May Be Finished Today

An agreement on the reciprocal distribution deal between New Grand National and Anglo-American Films of London is expected to be reached today following negotiations which extended over the holiday weekend.

The deal is expected to involve either the acquisition of a financial interest in New Grand National by the British company or the extension

(Continued on page 8)

N. Y. Executives to Attend Allied Meet

The one-day meeting of the Allied Theatre Owners of N. Y. at Syracuse Sept. 8 will be attended by a number of representatives of major companies. The session will be held at the Hotel Syracuse. Edward Golden of Monogram will be among the speakers.

The delegation of company representatives will leave next Wednesday from Grand Central in a special parlor car attached to the Commodore Vanderbilt. They include Ted O'Shea, M-G-M; Milton Kusell, Paramount;

(Continued on page 8)

SILVERSTONE SET AS UA PRESIDENT

20th-Fox May Tie With G. B. On Production

Production by Gaumont British in England for 20th Century-Fox is being discussed and the deal may be completed in December, when Joseph M. Schenck, 20th Century-Fox chairman of the board, intends to return to London, he said on arriving yesterday on the *Queen Mary*.

He denied that his discussions with the Ostrers involve resumption of negotiations for G. B. control by Loew's and 20th Century-Fox.

Mr. Schenck also said he believed the Government anti-trust suit would serve "a good purpose" in that it will clarify the law and "we will know what to do and what not to do," with relation to theatre acquisition.

Twentieth Century-Fox business in England is 50 per cent better than last year and on the upgrade generally in Europe, said Mr. Schenck. He plans to leave for the coast today.

Wm. Bioff, Browne Aide, Quits IATSE

HOLLYWOOD, Sept. 5.—William Bioff, personal representative of George E. Browne, international president of the I.A.T.S.E., has dissolved all official connection with the union, the largest theatrical organization in the world, its west coast offices announced over the weekend. The communication from Mr. Browne containing the information that Mr. Bioff was quitting was

(Continued on page 7)

Chicago Exhibitors, Operators Disagree

CHICAGO, Sept. 5.—Following a union meeting late last week, operators here stated that they have rejected the exhibitors' demand that the union scale for the coming year's contract be lowered by 10 per cent. However, union officials stated that they will renew the contract at the same rate as prevailed last year provided the 10 per cent cut made during the summer months be restored.

Additional meetings between union and exhibitor leaders are planned for the end of this week.

Election Is Slated for Board Meeting Here Tomorrow

Murray Silverstone, chairman of the United Artists executive committee, is slated to be elected president of the company at a meeting of the board of directors here tomorrow. He will fill the vacancy which has existed since the resignation last June of Dr. A. H. Giannini.

The board also has on its agenda the ratification of a new five-year contract with George J. Schaefer as general manager of domestic distribution. It was learned, however, that the new agreement has not yet been consummated and that Mr. Schaefer's name has been mentioned in connection with another office. Whether the two circumstances have any relation to each other or not could not be authoritatively determined over the weekend. Informed quarters, however, are of the opinion that final action on the contract may not materialize at the board meeting.

The United Artists directors, in addition, are scheduled to ratify an administrative plan for the company which is designed to centralize executive authority in the hands of Mr. Silverstone. It is understood that the

(Continued on page 8)

Schulberg Closing UA Releasing Deal

HOLLYWOOD, Sept. 5.—B. P. Schulberg is completing negotiations for a releasing affiliation with United Artists as an independent producer. He will resign from the production post he has held with Selznick International as soon as he completes the deal.

His first two pictures for U. A. will be "Ex Hero," by William Saroyan and "The House of Morgan," from a novel by Lewis Corey.

Rosenberg's Illness Delays B&K Action

CHICAGO, Sept. 5.—The suit of Allied against B. & K. and major distributors has been delayed temporarily by the illness of Joseph Rosenberg, Allied attorney.

Indications are that the suit will be filed late this week or the early part of next week.

◂ Purely Personal ▸

JOHN O'CONNOR, RKO theatre head; FRED MYERS, head film buyer for the circuit, and WILLIAM HOWARD of the vaudeville department, are due back at the home office today from a tour of the circuit's midwestern houses.

•

JOSEPH CHASIN, assistant to TONY GABLIK, Warners art director, on Saturday was married to RO SARAPIN. On the same day, EDMUND W. DEMPSEY, of the same department, was wed to ETHEL MATLACK SULLIVAN, fashion artist.

•

MRS. DAVID ROSE arrived here from the coast yesterday, preparatory to sailing for London to join her husband, who is in charge of Paramount's British production office there.

•

KAREN MORLEY flew out to the coast over the weekend via TWA. Another passenger on the same airline was JOAN PERRY.

•

TROY ORR of the 20th Century-Fox West Coast studio publicity department arrived in New York over the weekend.

•

ANTHONY PETTI, secretary to J. CHEEVER COWDIN, Universal board chairman, will return from vacation today.

•

A. H. MCCAUSLAND, RKO trustee's representative, is expected back from an annual vacation today.

•

HELEN MASON of General Films, Ltd., Toronto, arrived in town over the weekend on a business trip.

•

SONJA HENIE, at present in London, has delayed her departure for this country until a later date.

•

DOUGLAS FAIRBANKS has postponed his sailing from London until Sept. 14.

More Prizes Added On 20th-Fox Shorts

Movietone and Terry-Toon have offered a total of $2,000 in prize money to cover the domestic organization's revenue returns in the 52-week K-6 seasonal delivery campaign.

W. C. Michel of Movietone and Paul Terry, producer of the Terry-Toons, informed Mr. Wobber of their joint offer of $1,000 each. Division of the prize money will be left to the distribution head.

The 52-week short subjects prize money makes this season the richest in point of awards from that type of films, insofar as this company is concerned. The Movietone-Terry-Toon awards have no relation to Educational's $2,100 in prizes for returns on their unliquidated product or to Movietone's $1,000 prize for News delivery during the drive period.

U. A. Circuit Pays $1.25

United Artists Theatre Circuit, Inc., has declared a regular quarterly dividend for stockholders of record Sept. 1, payable Sept. 15, of $1.25 per share at the rate of five per cent on preferred stock.

Insiders' Outlook

DURING the past week encouraging words for the adoption of a program of trade practice regulation were spoken in three significant quarters. Ed Kuykendall vigorously stated the case for immediate action by the distributors' negotiating committee. Twenty-four hours later Charles C. Pettijohn and W. A. Steffes expressed their belief in the wisdom of, and necessity for, voluntary regulation of trade practices.

This week Sidney R. Kent and his committee—Ned E. Depinet, William F. Rodgers and Abe Montague—are scheduled to hear the opinion of major company counsel on the advisability of proceeding with a program of self-regulation during pendency of the Government's equity suit against the major companies.

The proximity of last week's expressions to this week's meetings may be merely coincidence. On the other hand, it may be a sounding board for what is to happen.

▼

Executive opinion in the industry, while not unanimous, appears to favor prompt action on a program of self-regulation of distributor-exhibitor relationship. Industry legal opinion is more sharply divided, but the dissenters seem to comprise a minority and, if last week's straws-in-the-wind are all that they seem to be at second glance, the minority is destined to be overruled.

The dissenters contend that any feasible plan of self-regulation must, of necessity, entail joint action by distributors, leaving them open to the charge of having violated the Sherman Act.

The advocates of self-regulation reply that this is the attitude which has obstructed self-regulation of trade practices for the past three years, and yet it not only failed to prevent the Government proceeding but, possibly, helped to bring it about. It did not prevent numerous minor suits by private complainants which charged distributors with conspiracy. It will not prevent similar suits in the future as, surely, an industry court of self-regulation could.

▼

The standstill attitude will not prevent the introduction of adverse legislation in Congress and state legislatures, the advocates of voluntary action contend. It is a policy which nourishes trade dissatisfaction — dissatisfaction which gives momentum to agitation for theatre "divorcement," anti-block booking and other regulatory legislation supported by factions unsympathetic and unrelated to the industry.

▼

Again, the opposition to advancement of a trade practice program holds that if the industry is to proceed with the step it should be done only with the approval of the U. S. Attorney General and, presumably, only then if conditioned upon a modification of the Government's equity proceeding.

The executive and legal majority are of one mind in their reply to this. They point out that the Attorney General's office has made it clear that it will not give advance approval to an inter-industry proposal of this kind without formal restrainers, so that such a proposal on the part of the industry would imply a willingness to negotiate a consent decree. Majority opinion, both executive and legal, is strongly averse to a consent decree without abondonment by the Government of its demand for theatre "divorcement." As well to invite Federal legislation for the regulation of trade practices and operate in the future by statute, as to accept a consent decree on the Government's indicated basis, they say.

▼

A voluntary, earnest effort by the industry to solve its sorest problems is hardly likely to furnish grounds for indictment of the participants at a later date, the champions of self-regulation hold. The worst that can happen to the distributors in the way of court proceedings has already happened, they point out. To postpone efforts toward self-regulation now is to aggravate grievances and to perpetuate circumstances which breed private litigation and state and national legislation. To act promptly and favorably is to give immediate relief to a waiting industry and to lessen the probability of new attacks originating from within and without.

RCA Sets British Deals

RCA Photophone has closed deals with two British producers, according to Harry L. Sommerer, division manager. Associated British Pictures Corp. has contracted for a mobile sound recording system at the Bareham Wood studio, and Archibald Nettleford Productions has renewed its contract for five years.

Davis and Morris Arrive

Johnnie Davis and Wayne Morris arrived her from Hollywood Friday morning and are at the Belmont Plaza. Mr. Davis is here for a personal appearance at the Strand next week, and for stage engagements at Washington, Philadelphia and Pittsburgh. Rockwell-O'Keefe, his agents, are also engaging him for radio appearances.

O'Loghlin Out Fro
In 20th-Fox Conte

Jim O'Loghlin's Canadians t
district leadership in the fo
week's delivery in the 52-week s
sonal prize campaign of 20th Cent
Fox. The Dominions are now
points ahead of the Great Lakes.
Canadians can boast of having t
first for a longer period than any
trict in the company's recent hist

W. C. Gehring's Centrals contin
to set the divisional space. The
other Central branches up among
first 10 in the race include: Edw
English's Montreal, J. H. Hub
Winnipeg, H. J. Bailey's Toronto
M. Podoloff's Minneapolis and V.
Skorey's Calgarians.

The Western delegations am
the leading 10 are C. F. Pow
Portland, R. J. Morrison's Der
and Jack Dillon's Los Angeles–
members of the coast district.

Faron Leaves Ross;
Succeeded by H

W. S. Faron, for the past t
years director of advertising
publicity for Ross Federal Serv
Inc., and Ross Federal Research Co
has resigned to become advertis
director of the Glass Container A
ciation of America, Inc.

Mr. Faron has been succeeded
Donovan Hall as advertising and p
licity director for the Ross compan
Mr. Hall formerly was on the
search department of Lever Bros., s
manufacturers.

'Spawn' Opens Tomorr

Paramount's "Spawn of the Nor
goes into the Paramount tomorr
Lynne Overman, who plays an i
portant role in the film, will att
the premiere.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)
MARTIN QUIGLEY, Editor-in-Chief and I
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tive. COPENHAGEN: Rosengaarden 14; I
Winther, representative. HELSINKI: Fredr
gatan 19C; Charlotte Laszlo, representat
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Quigpubco, London; Hope Williams, mana
MELBOURNE: Regent Theatre Buildings,
Collins St.; Cliff Holt, representative. MEX
CITY: Apartado 269, James Lockhart, represe
tive. MONTEVIDEO: P. O. Box 664; Paul B
representative. MOSCOW: Petrovski Per
Beatrice Stern, representative. PARIS: 21,
de Berri; Pierre Autre, representative. PRAG
Uhelny trh 2, Prague 1; Harry Knopf, represe
tive. RIO DE JANEIRO: Caixa Postal 3
L. S. Marinho, representative. ROME: 54
Della Mercede; Joseph D. Ravotto, representat
SANTIAGO de CHILE: Casilla 13300; A. Ws
mann, representative. SHANGHAI: Rooms 3
Capital Theatre Building, 142 Museum Road: J.
Koehler, representative. STOCKHOLM: Kun
gatan 36; Ragnar Allberg, representative. TOK
880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. To
naga, representative.
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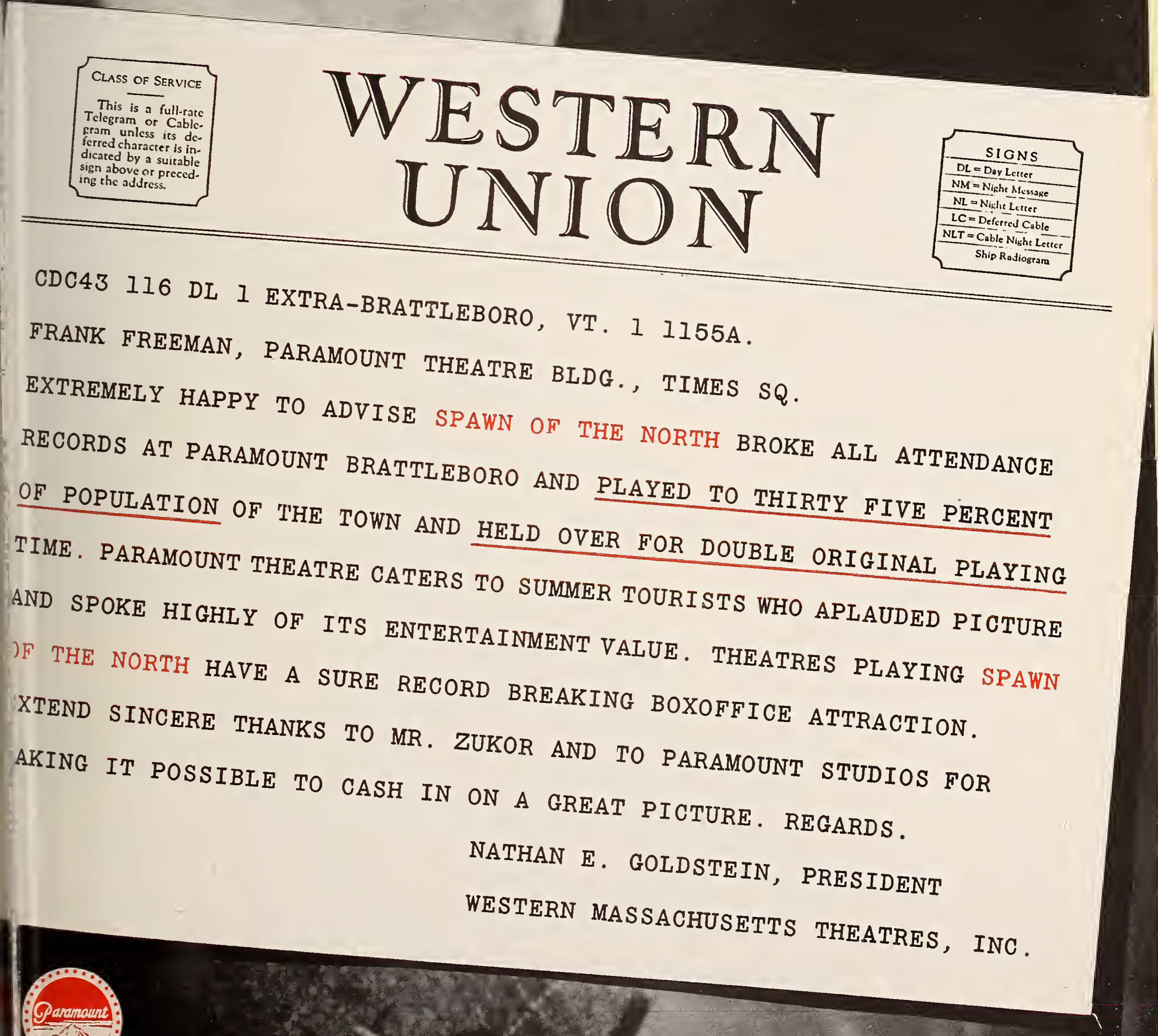

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CDC43 116 DL 1 EXTRA-BRATTLEBORO, VT. 1 1155A.
FRANK FREEMAN, PARAMOUNT THEATRE BLDG., TIMES SQ.
EXTREMELY HAPPY TO ADVISE SPAWN OF THE NORTH BROKE ALL ATTENDANCE
RECORDS AT PARAMOUNT BRATTLEBORO AND PLAYED TO THIRTY FIVE PERCENT
OF POPULATION OF THE TOWN AND HELD OVER FOR DOUBLE ORIGINAL PLAYING
TIME. PARAMOUNT THEATRE CATERS TO SUMMER TOURISTS WHO APLAUDED PICTURE
AND SPOKE HIGHLY OF ITS ENTERTAINMENT VALUE. THEATRES PLAYING SPAWN
F THE NORTH HAVE A SURE RECORD BREAKING BOXOFFICE ATTRACTION.
XTEND SINCERE THANKS TO MR. ZUKOR AND TO PARAMOUNT STUDIOS FOR
AKING IT POSSIBLE TO CASH IN ON A GREAT PICTURE. REGARDS.

NATHAN E. GOLDSTEIN, PRESIDENT
WESTERN MASSACHUSETTS THEATRES, INC.

Paramount Pictures

"Antoinette" Outstanding Denver Draw

DENVER, Sept. 5. — "Marie Antoinette" was the outstanding attraction of the week. It grossed $13,275 at the Orpheum, over normal for the house by $5,775.

"The Texans" made an excellent showing at the Denham, $8,000. Par is $5,500. "Alexander's Ragtime Band" took $5,750 at the Aladdin after a week at the Denver.

Total first run business was $40,525. Average is $32,750.

Estimated takings for the week ending Aug. 31:

"ALEXANDER'S RAGTIME BAND"
(20th-Fox)
ALADDIN—(1,400), 25c-40c, 7 days, after a week at the Denver. **Gross:** $5,750. (Average, $3,500)

"THE CROWD ROARS" (M-G-M)
"THE CHASER" (M-G-M)
BROADWAY—(1,100), 25c-40c, 7 days, after a week at the Orpheum. **Gross:** $2,000. (Average, $2,500)

"THE TEXANS" (Para.)
DENHAM—(1,750), 25c-35c-40c, 7 days. **Gross:** $8,000. (Average, $5,500)

"LETTER OF INTRODUCTION" (Univ.)
DENVER—(2,525), 25c-35c-50c, 7 days. **Gross:** $7,000. (Average, $7,500)

"MARIE ANTOINETTE" (M-G-M)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. **Gross:** $13,275. (Average, $7,500)

"KEEP SMILIN'" (20th-Fox)
"PASSPORT HUSBAND" (20th-Fox)
PARAMOUNT—(2,200), 25c-40c, 7 days. **Gross:** $3,000. (Average, $3,500)

"THE GLADIATOR" (Col.)
"MURDER ON DIAMOND ROW" (U.A.)
RIALTO—(878), 25c-40c, 7 days. "Gladiator" after a week at the Paramount. **Gross:** $1,500. (Average, $1,750)

Paramount Sued Over 'Says My Heart' Song

Paramount Pictures, Inc., and Famous Music Corp. were named defendants in a suit filed on Friday in the U. S. District Court by Harms, Inc., which charged the defendants with plagiarizing the plaintiff's song, "Tell Me More," in the song, "Says My Heart," which was featured in "Cocoanut Grove." The complaint, which asks for an accounting of the profits and an injunction against the exhibition of the picture and the sale of song sheets, states that Harms obtained the rights to "Tell Me More" from B. G. DeSylva, Ira Gershwin and George Gershwin. "Says My Heart," which was composed by Frank Loesser and Burton Lane, the complaint continued, was released in April, 1938, by the defendants.

Summer Prices Dropped

RACINE, Wis., Sept. 5.—Summer admission prices have been dropped at Warner's Rialto and Venetian here, with prices raised five cents in each bracket. Admissions during June and July and the first three weeks in August were 25 cents to 6 P. M. and 35 thereafter. Standard Theatres, Warner subsidiary, has followed suit at its Kenosha and Gateway in Kenosha.

Bob Morten Dead

HOLLYWOOD, Sept. 2.—Bob Morten, veteran cameraman, engaged mostly on independent production, is dead here at the age of 38. He leaves a widow and two young sons. An American Legion funeral will be held tomorrow.

"Boys Town" Opening To Be Held at Omaha

OMAHA, Sept. 5.—"Boys Town," M-G-M picture about Father Flanagan's Boys' Home west of this city, will have its premiere at Tri-States' Omaha Theatre Wednesday.

Present will be Spencer Tracy and Mickey Rooney, the picture's stars, as well as Director Norman Taurog, Producer John Considine, Jr., Frank Whitbeck, M-G-M advertising director, and Maureen O'Sullivan. Miss O'Sullivan does not appear in the picture.

Governors of Nebraska, Iowa, Colorado, Kansas, Missouri and South Dakota, and the Rev. E. J. Flanagan, founder of the home, have been invited to attend.

Columbia Wins Ruling

N. Y. Supreme Court Justice Julius Miller on Friday granted the application of Columbia Pictures Corp. for an order directing interrogatories to be taken in Los Angeles of Ralph S. Willard and Bruce Vernee in behalf of Columbia in the suit against it for an injunction, accounting of profits and $250,000 damages brought by Ferdinand Voteur for alleged plagiarism of his dramatic composition, "Resurrection Morning" in "The Man Who Lived Twice."

Seals Arrive at Zoo

"George Raft" and "Dorothy Lamour," seals presented to the Prospect Park Zoo by Paramount, arrived over the weekend after a hectic trip from Chicago. They will be turned over to the institution this morning. Gladys Swarthout, Eddie Duchin and Lynne Overman will be present at the ceremonies.

Buck Jones in Cop Role

HOLLYWOOD, Sept. 5.—Paramount has signed Buck Jones, erstwhile western star, as featured player in the forthcoming "Vice Squad," it was stated over the weekend by Adolph Zukor.

Flat Car "Yam"

Colorado Springs, Sept. 5.—To the swing music of Freddie Ebener and his orchestra, Bette Harrison and Rolland Wilson, Colorado Springs shag dancers, danced on a railroad flat car from Manitou Springs to the summit of Pike's Peak to advertise RKO's new picture, "Carefree."

The picture features the "Yam," so Bette and Rolland did the "Yam" on the nine-mile jaunt, which began at 7,000 feet above sea level and ended at the 14,100-foot level.

"Show News" of RKO Portfolio-Enclosed

From the RKO advertising and publicity offices of S. Barret McCormick comes the latest wrinkle in product announcements, a white leather zipper portfolio containing a red and gold plush-covered volume in which is bound in advertisement and photographic form descriptions of the forthcoming RKO features. The portfolio seems to have utility for the recipient entirely apart from its function as a container for the product book.

The enclosed volume is entitled "Headlines that Tell the Story." The illustrations, however, do more than their share to impart the desired information.

Gurie Loan Cancelled

The loan of Sigrid Gurie to London Films by Samuel Goldwyn has been cancelled due to denial of a passport to the actress by British authorities, because Norway will not recognize her American citizenship.

Name Square for Sophie

HARTFORD, Sept. 5. — When Sophie Tucker comes to Hartford for an engagement at the Harris Brothers' State, city officials will formally name a square near the theatre for her. Miss Tucker is a native of Hartford.

Adjectives Dusted Off For "Can't Take It With You"

The New York papers' film critics dusted off the adjectives, beat the drum with empahsis and otherwise went to town in adjudging "You Can't Take It With You." Even the superlatives flowed. For example:

Herald Tribune—Wisdom and artistry have gone into the screen production of "You Can't Take It With You," to make an eminently satisfying entertainment. . . . One of the finest films of the year.

Journal American— . . . Amusingly transferred from the stage to the screen . . . a capable cast. . . . It's entertaining farce comedy, deftly spun out and handsomely produced.

Mirror— . . . Accomplished another mighty job in endowing the pleasant Broadway comedy with the epic quality demanded by its new medium.

News— . . . A screen farce that had the patrons howling. . . . It's good fun all the way . . . excellent performances . . . the comedy moves smoothly and briskly.

Post—"You Can't Take It With You" deserve top ranking. . . . The best comedy with semi-philosophic overtones that the screen has offered in recent memory.

Sun— . . . Not only the year's best film, it is one of the finest on record. . . . Out of that wise and witty play has come a wiser and wittier picture.

Times— . . . It's a grand picture. Columbia has chosen its cast with miraculous wisdom. . . Jumps smack into the list of the year's best.

World Telegram— . . . At once one of the most utterly irresistible, delightful, human and entertaining films I have ever seen. . . . Better entertainment as a photoplay than as a show . . . comedy treat of the season.

Schenck and Zanuck Sell 20th-Fox Stoc

WASHINGTON, Sept. 5.—A series
large sales of 20th Century-Fox sto
by two corporation executives duri
July were revealed over the weeke
in the regular report of the Securit
and Exchange Commission.

With company officers and direct
in several film firms renewing activ
in the market, the S.E.C. showed t
Joseph M. Schenck disposed of 19,
shares and Darryl F. Zanuck of 10,
shares of common. These were
biggest sales in several months.

Throughout the month, Mr. Scher
has reduced his investment. By
series of 16 transactions, he cut
holdings to 129,843 shares of comm
The largest transaction was dispo
of 4,100 shares July 2. He retains
284 shares of the $1.50 cumulative p
ferred.

Mr. Zanuck sold his stock in
lots, the biggest being 3,300 on July
At the end of the month his holdi
comprised 152,130 shares of comm
and 21,946 of the preferred.

List Wattles Pathe Sales

Other transactions reported to
commission were:

Gurdon W. Wattles of New Yo
director, sold 400 shares of Pa
common, retaining 800 at the end
the month; Loew's, Inc., acquired
more shares of Loew's Boston T
atres common; Daniel M. Sheaffer
Philadelphia, director, acquired
Universal Corp. voting trust cert
cates; while P. D. Cochrane of N
Rochelle, director, reported that
partnership in which he is interes
sold 688 Universal Pictures Co. ce
ficates of the No. 1 series and 1,40
the No. 2 series of April, 1936, a
with 184 shares of second prefer
stock.

The S.E.C. summary also show
S. P. Friedman of New York, offi
and director, gave away $5,000 wo
of Warner Bros. debentures, w
Samuel Paley of Philadelphia sold
000 shares of CBS Class A and H
bert Bayard Swope of New York
posed of 200 shares of the same typ
CBS stock.

Orders Stone Testimo

Federal Judge Francis G. Ca
on Friday ordered Frances Stone,
president of Stone Film Library,
to answer written interrogatories u
the application of Epic Produc
Corp. and Thomas Dixon, plaintiff
a suit for an injunction and acco
ing of profits against Stone Film
brary, Inc., Marion T. Stone,
Film Exchange of N. Y., Inc.,
quire Amusement Corp., Max
Cohen, Major Film Exchange,
David M. Sohmer and Skouras
atres Corp. The plaintiffs claimed
unlawful exhibition of "The Birth
a Nation" by the defendants.

Katzman Schedules Ei

Eight Tim McCoy westerns
been set for production and distr
tion this season by Sam Katzma
Victory Pictures. The first, "Li
ning Carson Rides Again," will
ready for release Oct. 10. Distr
tion deals have been set in Atla
Boston, Chicago, Dallas, Oklaho
Denver, Detroit, Pittsburgh, Cin
nati and Philadelphia. Mercury
Laboratories will handle prin
work.

Meet Alluring Annabel

...darling of the screen ...temperamental dynamite around the movie lot!

Inside Hollywood for a screenload of laughs such as you seldom hear in a theatre! . . . The sensational doings of Amazing Annabel, star, and Lanny Morgan, her quick-trigger press agent, who gets her name in the papers and keeps it there—NO MATTER HOW! . . . A brilliant show idea—a great picture to lead off a new feature series! . . . giving your folks the low-down on the movie high-ups—with a laugh and a thrill that will keep your box office buzzing!

Jack Oakie..Lucille Ball

THE AFFAIRS OF ANNABEL

with

Ruth Donnelly
Bradley Page
Fritz Feld
Thurston Hall
Elizabeth Risdon

RKO RADIO PICTURES

Directed by Ben Stoloff. Produced by Lou Lusty. Screen play by Bert Granet and Paul Yawitz.

THE FIRST OF A NEW SERIES . . .
NEXT: "ANNABEL TAKES A TOU

n. Bioff, Browne ide, Quits IATSE

(Continued from page 1)

ged here by Harland Holmden Harold V. Smith, international rs in charge of studio locals.

personal aide to Mr. Browne, Bioff figured prominently in the o labor picture. He obtained for Screen Actors Guild the 10-year shop contract with producers later broke off friendly relations the actors organization which is an American Federation of Labor ate. He entered into last year's erated Motion Picture Crafts e, effecting a settlement of the ute after which several of the ing organizations were admitted the I.A.T.S.E. fold.

ast Sept. 11, as Mr. Bioff's last or piece of activity for the T.S.E. on the coast, he issued the natum of the I.A.T.S.E. for com- e jurisdiction over all workers motion picture production, in- ling actors, writers and directors, ch latter crafts have their own arate organizations. The ulti- um, however, has not been pushed. Vhen Mr. Bioff was here he was omplete charge of west coast studio ls as Mr. Browne's right hand . No reason was given for his gnation.

oxy to Get "Suez" Late in September

Suez," 20th Century-Fox produc- , will have its world premiere at Roxy late in September, before ional release Oct. 28.

As a result of the success of "Alex- der's Ragtime Band" at the Roxy e, 20th Century-Fox will hereafter e all the big Zanuck features a rld premiere at the Roxy.

o Film Jap Occupation

The March of Time has obtained mission from the Japanese Gov- nment to photograph activities in Japanese occupied war zone in ina. Louis de Rochemont, producer, Victor Jurgens, director, and Paul rsey, color photographer for *Time,* the area. They sailed yesterday on *Tatsuta Maru* from San Francisco Yokohoma.

Black Gets New House

WILMINGTON, Sept. 5.—Lewis ack, manager of the first run War- r Aldine, has been appointed man- er of the company's new $660,000 arner under construction downtown. e house will be opened Dec. 26. It ill seat 2,000. No successor to ack at the Aldine has been chosen. J. Vanni, zone manager, said.

KO Buys 2 for O'Brien

HOLLYWOOD, Sept. 5.—RKO has rchased as starring vehicles for eorge O'Brien "No Law in Shadow alley," by W. C. Tuttle, and "Stage oach Stops at Pinon Gulch," by ernard McConville.

arson Kanin Re-Signed

HOLLYWOOD, Sept. 5.—RKO has ken up the option of Garson Kanin ecause of his direction of "A Man t emember." Kay Sutton and Jane Voodworth, actresses, also have been iven new contracts.

Merriam, Shaw Issue Drive Proclamations

LOS ANGELES, Sept. 5.—The State of California and the City of Los Angeles have officially taken cognizance of the Motion Pictures' Greatest Year drive. Gov. Frank F. Merriam and Mayor Frank L. Shaw have issued separate proclamations urging widespread support.

Meanwhile, organized labor played its part by featuring in today's parades huge banners on floats, the banners reading "Motion Pictures Are Your Best Entertainment."

The proclamation issued by Governor Merriam stated:

"Aggressive action has ever been the tradition in the film industry. It is therefore particularly fitting that the industry assume leadership at this time and display its confidence in general business conditions by presenting this series of unusually fine productions.

"For years the motion picture industry has played an important part in American life. In view of these sentiments, now, therefore, I, Frank F. Merriam, Governor of California, do hereby proclaim the period of Sept. 1 to Dec. 31 as Greater Motion Picture Period in California and urge the people of this state to cooperate with the film industry sponsoring various celebrations which will be held throughout the state."

Shaw Lauds Film Quality

The Shaw statement declared: "Whereas, the motion picture industry in all of its phases occupies the principal position in interest and activities of our city; and, whereas, the City of Los Angeles, world-renowned as the capital of the motion picture industry, has a special obligation to support and encourage the advancement of motion picture production as a science, as an art, as an industry and as a medium of public entertainment and education; and, whereas, studios of this metropolitan community are about to release a program of motion pictures that will establish new high standards of quality and appeal; now, therefore, as Mayor of the City of Los Angeles, I do hereby urge upon you all due observance of and participation in this event."

Robert H. Poole, executive secretary, I.T.O. of Southern California and Arizona, has returned from New Mexico and southern Arizona where he went in the interests of the drive. He reported 100 per cent cooperation of independent theatre men.

Warners Issue Three "Daughters" Series

Marking a new departure in film exploitation, Warners have planned three distinct types of campaigns on "Four Daughters," each campaign adaptable to the population limitations of the situation in which it is used.

The pressbook, just out, describes first, the "all type" campaign for discriminating audiences in cities of 1,000,000 and over; secondly, exploitation adaptable to cities of medium size and, finally, a campaign for small towns and for houses where straight "movie" copy is most useful.

Fannie Hurst, author of "Sister Act," from which the film is adapted, will attend the openings in four of the 35 key cities where the picture is scheduled to play.

Reports on Weekend Show Good Response

Unprecedented nationwide public interest has been stirred in the campaign, it is indicated in returns from theatres in the field over the Labor Day weekend. Reports from nearly 200 theatres indicate that the early supply of "Movie Quiz" booklets is practically exhausted, with close to 20,000,000 already given away.

The wide civic cooperation achieved is indicated in the fact that mayors of 150 cities have already or will shortly issue proclamations designating "film week," or otherwise offered personal cooperation with the local drives. The governors of several states also have issued proclamations.

Newspaper coverage likewise has been generous, with free advertisements and other material appearing in a score of newspapers in various parts of the country.

Following the endorsement of the drive by George Browne, president of the I.A.T.S.E., unions over the country have cooperated with floats, parades and the like.

Charles Skouras, in Los Angeles; A. M. Bowles, San Francisco; H. G. Fitzgerald, Milwaukee; Rick Ricketson, Denver; Frank L. Newman, Sr., Seattle; W. R. Lynch, Miami; Myron N. Blank, Des Moines; George Zeppos, Wheeling, W. Va.; Harry L. Nace, Phoenix, Ariz.; William K. Jenkins, Atlanta, and Vincent R. McFaul, Buffalo, all reported to headquarters by wire that the drive had aroused enthusiastic public response, reflected at the box-office.

"Quiz" Booklets Go Fast in Washington

WASHINGTON, Sept. 5.—There is a heavy demand here for "Movie Quiz" booklets. Ten of the pictures in the contest have been played downtown and five more are now on the screen.

A "Go to the Movies" week, with elaborate exploitation, started yesterday. In spite of radio's critical attitude toward the drive Frank La Falce and his publicity committee are trying to get the cooperation of local stations.

"Drums" Widely Shown

As part of a nationwide campaign U. A. is presenting a series of trade showings of "Drums" at which public officials and club representatives have been present in addition to circuit heads and showmen. The film has been screened to date in Washington, Milwaukee, Norfolk, Boston, Chicago and Baltimore. Additional showings are set for Minneapolis, Kansas City, St. Louis, Des Moines, Atlanta, New Orleans, Philadelphia and Detroit.

Mexican Business Good

MEXICO CITY, Sept. 5.—Film theatres in the Federal District, in which is located this city and which has a population of about 1,400,000 took in 12,475,700 pesos (approximately $3,500,000) last year. Some local houses did their best business in half a decade in 1937.

Malcolm Closing Deal

CHICAGO, Sept. 5.—Joe Malcolm and John E. Browne of Malcolm-Browne Pictures, will arrive here today to complete final details of their sales program.

Grosses Leap On Broadway Over Weekend

(Continued from page 1)

third week of "Sing You Sinners" and Phil Spitalny better than the second, and "Letter of Introduction" drew $8,000 to the Rivoli over the holiday. The Capitol, with "Three Loves Has Nancy," reported 24,000 attendance yesterday.

Other reports: Criterion, "10th Ave. Kid," biggest weekend in a long time; Rialto, "Blockheads," very good; Globe, "Safety in Numbers" and "The Gladiator," big improvement. The Brooklyn Paramount, which dualled "Four's a Crowd" and "Bulldog Drummond in Africa," said it nearly doubled last year's holiday figure. Loew's State, playing "Love Finds Andy Hardy" second run with a stage show headed by Ed Sullivan, drew more than 50,000 persons over the weekend, expecting better than $40,000 for the week. The Astor, roadshowing "Marie Antoinette," said the third weekend equalled any since the start of the run.

"Quiz" Strong in Roxy

Broadway first runs reflected scenes which were enacted over the weekend at nearly 9,000 box-offices throughout the United States and Canada which are participating in the drive. The Music Hall had an initial supply of 100,000 contest booklets and reported yesterday that it was preparing estimates for a second order.

The Roxy estimated that it had distributed close to 25,000 booklets from the start of the drive up to last night. Irving Lesser, Roxy manager, expressed genuine enthusiasm over the interest displayed by patrons in the contest. The Loew's Broadway houses, the Capitol, Astor, State and Mayfair, virtually exhausted an initial supply of booklets over the weekend. The same report was made by the RKO Palace.

The Paramount, Rivoli, Strand, Criterion and other Broadway houses participating in the drive reported that the number of booklets distributed over the weekend exceeded their advance estimates of booklet requirements by from 15 to 30 per cent.

The Broadway committee which is devising plans for a public demonstration to add impetus to drive results in the midtown houses are completing plans for a "Hollywood on Broadway" celebration, involving theatre and street decorations and special promotional activities.

Freeman Enthusiastic

Y. Frank Freeman, head of Paramount theatres, revealed that early reports from the company's operating associates in all parts of the country described keen public interest in the contest and immediately beneficial box-office results. He related that all operators mentioned the relatively few booklets which were discarded by patrons, even at houses in which they were distributed to all comers rather than only to those who requested them. Interest in the contest, he pointed out, signifies repeat patronage from the contestants.

Silverstone To Be Named UA President

(*Continued from page* 1)

administrative plan will have the effect of curtailing not only the functions of several of the home office officials, but also contemplates the elimination of at least one executive post, the functions of which are regarded by the company as overlapping. In this instance, administrative charge of the functions involved will be centered in the present head of the department.

It had been the intention of Douglas Fairbanks to be on hand for tomorrow's meeting of the board, but he missed the sailing of the *Queen Mary* and will not arrive in New York in time for the meeting. Mary Pickford will attend. Alexander Korda will be represented by Emanuel Silverstone. Dennis F. O'Brien or Edward C. Raftery will represent Mr. Fairbanks; James Mulvey will represent Samuel Goldwyn and Charles Schwartz will represent Charles Chaplin.

See Schaefer Pact Near

According to reliable report, all of the conditions requested by Mr. Schaefer for his new contract have been met by the company. It was further reported that among these was the stipulation or reservation that he shall have unqualified administrative authority over domestic distribution and the personnel of the department.

O'Brien Will Defend U. A. in Trust Action

O'Brien, Driscoll & Raftery filed notice on Friday that they had been retained as attorneys in the U. S. District Court in behalf of United Artists Corp., George J. Schaefer, Harry D. Buckley, Arthur W. Kelly, Harry J. Muller, Mary Pickford, Charles Chaplin, Dennis F. O'Brien and Edward C. Raftery, defendants in the Government anti-trust suit against the eight major companies.

Wall Street

Fair Gains Mark Board

	Open	High	Low	Close	Net Change
Col.	14⅞	15	14¾	15	+ ¼
Cons.	1⅜	1⅜	1⅜	1⅜	+ ⅛
Cons. pfd.	8	8	8	8	.....
E. K.	170	175	170	175	+5½
G. T. E.....	15	15¼	15	15¼	+ ¼
Loew	49½	51½	49½	51½	+1⅝
Para.	10⅞	11½	10¾	11½	+ ⅝
Para. 1.....	87½	90	87½	89½	+2
Para. 2.....	11	11⅝	11	11⅝	+ ½
Pathe	9¾	10⅛	9¾	10⅛	+ ⅜
RKO	2⅜	2½	2⅜	2½	.....
20th Fox ..	26⅝	27½	26½	27⅛	+ ⅝
20th pfd. ..	34¾	35¼	34¾	35¼	+2½
W. B.	6½	6¾	6⅜	6¾	+ ⅛

Little Curb Activity

	Open	High	Low	Close	Net Change
Monogram	2⅜	2⅜	2⅜	2⅜	.....
Sonotone ..	1⅝	1⅝	1⅝	1⅝	+ ⅛
Tech.	21½	22	21½	21¾	— ¼

Para. Bonds Decline

	High	Low	Close	Net Change
Loew 3½s '46.....	100¾	100¾	100¾	.....
Para. Pict. 6s '55	94	94	94	—1¾
RKO 6s '41........	68½	68	68½	+ ½
W. B. 6s '39......	77⅜	77⅛	77⅛	— ¼

(Quotations at close of Sept. 2)

What's in a Name?

The Clyde Fitch estate, which owned the play title, is threatening dire consequences if Samuel Goldwyn uses "The Cowboy and the Lady" for his forthcoming picture, which United Artists will release.

But what's in a name? Mr. Goldwyn has every expectation of releasing the picture as "The Cowboy's Lady." Voila!

Columbia Net for Year Is $183,392

(*Continued from page* 1)

$4,098,680, compared with earned surplus of $4,420,607, at the end of the preceding fiscal year.

Harry Cohn, president, in his report to the company's stockholders, notes that during the past year Columbia issued $1,500,000 of its six-year 4¼ per cent debentures, "which were placed privately with an insurance company."

Dividends on the company's $2.75 preferred stock paid during the year amounted to $206,261. Cash and stock dividends on the common aggregated $379,315. Cash on hand at the end of the fiscal year amounted to $2,019,580, and total current and working assets were reported at $12,425,465. Total current liabilities amounted to $1,353,238.

N. Y. Executives to Attend Allied Meet

(*Continued from page* 1)

William Sussman, 20th Century-Fox; Eddie Schnitzer, Warners; Eddie McAvoy, RKO; Abe Montague, Columbia, and William Scully, Universal.

The meeting will be devoted in part to discussions of the current Motion Pictures' Greatest Year drive, the Government anti-trust case and legislative problems.

Censors Fear Excitement

SEATTLE, Sept. 5.—Children under 15 years of age are being barred from Hamrick-Evergreen's Blue Mouse during the dual engagement of "Frankenstein" and "Dracula" by order of the Board of Theatre Censors. The "intense excitement" of the presentation is harmful to the youths, according to the board.

Zeltner Opens Offices

HOLLYWOOD, Sept. 5.—Irwin Zeltner, who recently resigned as press contact representative for Loew's theatres after 10 years, has opened a publicity office, under the name of Irwin Zeltner & Associates, Inc., to specialize in handling personal appearance tours. He will engaged in a general publicity and exploitation business as well.

Extend Boston Band Run

BOSTON, Sept. 5. — "Alexander's Ragtime Band" and "Keep Smiling" have moved into the Paramount and Fenway after three weeks at the Metropolitan. All three theatres are included among the Mullin & Pinanski first runs.

GN-Anglo Pact May Be Finished Today

(*Continued from page* 1)

of financing by Anglo-American to New Grand National producers. The basis of the deal is the distribution in England of New Grand National product by Anglo-American and distribution here of a selected list of that company's pictures by New Grand National.

The negotiations were in an advanced stage yesterday following conferences at the home of Earle W. Hammons, which were participated in by Louis Jackson of the British company; Edward L. Alperson and Jack Skirball. It was reported that Mr. Jackson's company will reestablish the Elstree studio, which has seen little activity since Gaumont British curtailed its production operations. He is understood to have the backing of Prudential Assurance Co. of London.

The weekend conferences of the New Grand National principals also advanced the company's initial production schedule to the point where a product announcement may be made today. Indications are that with the addition of Anglo-American product the schedule may exceed 50 features.

To Release Italian Product in England

LONDON, Aug. 27.—Plans to market in Britain a number of dubbed Italian films are being prepared by an officially sponsored organization, B. M. D., Ltd., at the head of which are various Italian functionaries and public figures.

An exchange, on a similar basis, of British films to be shown in Fascist Italy, is likewise foreshadowed, but has not been elaborated in any detail. The first film is "Tonight at Eleven," which is completed. Fifteen others are promised by Z. de L. Bakanowski, managing director of the firm. Commissioner Santangelo, chief of B. M. D.'s Italian activities and director of the Italian Board of Film Censors, gave the venture an official Fascist blessing at a dinner here.

British Houses Earn $55 a Seat Annually

LONDON, Aug. 27.—The earnings capacity of British film houses is £11 ($55) per seat, according to Simon Rowson, as compared with America's £20 ($100) per seat.

"Even if allowance is made for the higher average cost per seat in America, annual earnings there would still be 60 per cent higher. If seats were occupied here as frequently as in America the net box-office receipts would be increased by £25,000,000 annually," he said. He suggests also that among the population in Britain aged 15 years and over 60 per cent never, or rarely, go to the theatre.

Phila. Golf on Sept. 23

PHILADELPHIA, Sept. 5.—A number of New York home office executives are expected to attend the 11th annual golf tournament sponsored by the *Philadelphia Exhibitor* in association with the local Variety Club. The tourney will be held at the Cedarbrook Country Club on Sept. 23. A lengthy list of prizes will be offered participants.

Canada Moves To Revamp It Film Industr

(*Continued from page* 1)

much interested in the Dominion. have received nothing from Can of recent years except 'Great Barrie which we had to come over and ma ourselves. We get all kinds of fil on the United States but there is definite need for newsreel shots depi ing Canada and Canadian life." J rett deplored "the lack of anything Canadian motion pictures which wo show the ordinary man what you rea have in this country."

Sir Henry Lindsay, director of t Imperial Institute who arrived recen on the *Empress of Britain* for a l ture tour, said: "We cannot sati the demand for Canadian films in t United Kingdom. We need dou the number of pictures."

Grierson Asks Initiative

John Grierson, producer-member the British Government Advisc Film Council, who if present pla go through, will probably be the m selected to revamp the Canadian dustry, spent two months in Cana on the invitation of the Domini Government looking over the fie Mr. Grierson summed up his decisi when he left, with: "The industry h has all it wants technically, but lac the initiative and creative imaginati required. There are far too ma Gems of This and Gems of That."

If Mr. Grierson returns withir year, as is expected by some in t trade, he will probably form a G ernment producing unit.

"Less of 'Appletime in Evangeli Country,' 'Wander Through Qu tupland' and 'The Glories of Banff he insists, "Get the story of the farn and his crops, the miner and his de ing, the Dominion meteorologists, a the airmen of the country."

Stokowski, Disney Talk Music Featu

HOLLYWOOD, Sept. 5.—Leopold St kowski arrived in Hollywood over t weekend to confer with Walt Disn on the latter's proposed new featu length cartoon which may be made a result of the short "The Sorcere Apprentice," which, although alm finished, may not be released as short but combined with about fi other classical music pieces such Rimsky-Korsakoff's "The Flight of Bumble Bee" and "The Entrance of Faun" for a feature length cartoon which no dialogue is planned. Figur on the screen will be animated in pantomime story with connecti music.

Gus Diamond Resigns

KANSAS CITY, Sept. 5.—Gus Di mond, head booker for Glen W. Dic inson Theatres, Inc., has resigned, a has been succeeded by Ralph Kieffer. Kieffer has been booking f the circuit three or four years.

Balcon on A. T. P. Boar

LONDON, Sept. 5.—Michael Balc has joined the board of directors Associated Talking Pictures.

tlantic Will 'ut 168 Grid Games on Air

record breaking total of 168 inter- giate games will comprise the ntic Refining Co.'s 1938 radio dule a roundup reveals. The games be broadcast over 71 indepen- stations, and 40 announcers will employed to describe games en- d in by schools situated from sachusetts to Florida in the east as far west as Ohio.

ne Atlantic schedule comprises the complete coverage of college foot- gaves ever provided, according to ph R. Rollins, Atlantic advertis- manager. Heading the list of ols whose football games will be dcast play-by-play are Yale, Cor- Pennsylvania, Pittsburgh, Ohio e, University of Virginia, Georgia and the University of Florida.

Yale-Navy Listed

he standout games will be carried networks. The Yale-Navy game be heard over 22 stations, hooked especially for that game. The nsylvania-Cornell battle will be dcast over 18 stations. This marks third season Atlantic has been isoring football games, and cur- ly Atlantic is concluding its third on of broadcasting major and or league baseball games. It is erstood the company spends well $1,000,000 each year sponsoring ts broadcasts.

Combine Fan Papers

ell Publishing Co. will combine *io Stars* magazine with *Modern en,* effective with the January e. Absorption of *Radio Stars,* rding to the company, is due to swing of radio towards Hollywood, ch caused *Radio Stars* to devote a l percentage of its editorial mat- o screen material. *Modern Screen* aid to have the largest circulation ng screen fan publications. Lester dy, editor of *Radio Stars,* will con- e with the Dell Co.

zdale Gets Five Shows

ive network shows have been as- ed to Tom Fizdale, Inc., for icity services within the week. The vs are "Saturday Night Serenade," mmy Riggs and Betty Lou," "Girl ne," the Bob Hope show, and "Her or, Nancy James." The latter two gnments were made by Lord & mas, while the others were as- ed by the Gardner agency and hrauff & Ryan.

HN Adopts New Slogan

VHN, starting a campaign to ex- t the M-G-M "Good News" show other programs, has adopted a slogan, "WHN Has the Hit ws," and is using it on 1,600 three- r cards placed in B.M.T. subways, 2,600 cards in taxicabs.

VHN Renews Feature

Twisting the Dials," weekly radio mn appearing in 68 newspapers, been resumed by WHN. The ure consists of general radio news is written by A. L. Simon, the ion's publicity director.

CBS Billings for August $1,423,865

(Continued from page 1)

was an unusual one for CBS, it being 68.6 per cent ahead of August, 1936.

The CBS cumulative billings for the first eight months of the year amounted to $18,373,777, down 2.0 per cent compared to the cumulative billings for the same period last year, which were $18,746,957.

Mutual's billings for the month, and the cumulative total, are far above last year's marks. August, 1938, billings for this network amounted to $164,625.80, compared to $96,629.27 for the same month last year, a 70.4 per cent gain. The billings for the year to date are $1,673,913.08, compared to $1,363,707.21 last year, a 29.7 per cent increase.

NBC's billings are not yet available.

Louisiana, Michigan Pleas Killed by FCC

WASHINGTON, Sept. 5.—Lack of any need for additional service was given today by the Federal Communications Commission as the reason for denying the request of KMLB, Monroe, La., for a power increase, also for turning down a proposed new station at Grand Rapids, Mich.

Evidence supporting the KMLB application for a regional assignment was insufficient to justify a finding that better service would result, the commission said, while the management offered no testimony showing that the nature of the programs would be materially changed. Possible interference also stood in the way of the frequency and power changes.

Leonard A. Versluis of Grand Rapids lost his effort to win consent to build a daytime station when the commission said that while local service in the area is not entirely satisfactory the need was not strong enough to warrant adding a station which would injure an established transmitter nearby.

May Buy Hearst Station

SAN FRANCISCO, Sept. 5.—Fred S. Hart, former owner of the Honolulu Broadcasting System, reportedly has an option to buy KYA, local Hearst station, for $150,000. Mr. Hart recently sold his remaining interest in KGMB, Honolulu, and KGHC, Hilo, to other stockholders.

To Aid via Radio

The Major Bowes "Capitol Family" broadcast over WABC, and the "Music Hall of the Air," over WJZ, both will be featured in the future by generous reference to the Motion Pictures' Greatest Year campaign. Ben Serkowitz, chairman of the Broadway committee and Hazel Flynn of the Music Hall and Bessie Mack, representing Major Bowes, made the arrangements.

See Radio News Bar Continued in Frisco

SAN FRANCISCO, Sept. 5.—The belief that radio columns will not return to local newspapers this fall is current on radio row here, following the appointment of H. C. Bernsten as ad counsellor for the western division of the American Newspaper Publishers' Association. Reports indicate that Mr. Bernsten will try to sell advertisers on the value of newspaper advertising, as compared to the radio brand.

Meanwhile, daily radio logs in the newspapers remain the only method by which listeners can get information concerning the day's programs. No copy or publicity material is carried by the dailies, since the elimination of the radio columns last May.

Discuss Groups to Form Web Policies

Sam Rosenbaum, chairman of Independent Radio Network Affiliates, acting for his organization, met on Friday with Edward Klauber, CBS executive vice-president, and Major Lenox R. Lohr, NBC president, regarding the creation of committees of affiliates at each network to assist in the formation of network policies, which are to be offered in evidence at Washington when Congress resumes its probe of network broadcasting.

The outcome of Friday's discussion is not known, but the talks will be resumed some time this week.

Club Reelects Tuthill

Dan S. Tuthill, assistant managing director of NBC's artists bureau, has been reelected assistant director of advertising and selling of the New York Advertising Club.

New Shows on the Air

"Good News of 1939"

Star-studded and elaborate, the M-G-M-General Foods Corp. "Good News of 1939" returned to its NBC-Red network groove last Thursday with a program that zipped along happily and entertainingly for the first 30 minutes, but which fell down perceptibly during its final 30 minutes. All in all, however, the program was much more than satisfactory, and listeners should find it one of the most solid hours on the schedules.

As was the case last season, Fannie Brice and Frank Morgan wielded the comedy cudgels. Meredith Willson's orchestra supplied the music, and Robert Young "em ceed," all performing eminently, particularly Morgan Alice Faye sang an overly sentimental song, and Spencer Tracy and Mickey Rooney, stars of "Boys Town," offered power-packed episodes of the film. Louis B. Mayer, vice-president of M-G-M, urged the listeners to cooperate with the Motion Pictures' Greatest Year drive by patronizing their theatres, and he eulogized the work of Father E. J. Flanagan, founder of Boys Town, Neb.

"Good News" is presented Thursdays over the NBC-Red network. In New York it is carried also over WHN. —JACK BANNER

▸ Radio Personals ◂

ALFRED J. McCOSKER, president of WOR, returned yesterday with Mrs. McCosker on the *Ile de France* from Europe. He met Mrs. McCosker in Italy for the return trip to the U. S. . . . Henk A. C. van Riemsdijk, who came to NBC last May from Holland to learn American methods of broadcasting, is being married the latter part of this month to Jetty Philips who is coming from Europe for the wedding. Mr. van Riemsdijk is at present working in the news and special events department. . . . I. E. Showerman, assistant NBC sales manager, is the father of a baby girl. This makes two for the Showermans, a boy and girl. . . . Radio Director James Church is recovering from an operation at the Polyclinic Hospital. . . . Jan Savitt, music director of KYW, will return this week from a West Indies cruise, completely recovered from a streptococci infection.

+

San Francisco

Carlos W. Huntington has been named director of public relations and special events at KYA, local Hearst station . . . Real-life dramas of the highways, taken from files of police departments, are dramatized on KROW by Carl Barron and Phil Stearns . . . Formerly sponsored by KGO, Rosie and her Guitar are now heard in a new sustaining series . . . Gordon Mooser, KYA chief accountant, is recovering from an appendix operation. . . .

Republic Plans Air Program on Network

HOLLYWOOD, Sept. 5.—Republic will offer, as soon as the format is completed, an air show starring either Roy Rogers, new cowboy star, or Gene Autry for a national network. Beverly Barnett, publicity man, suggested the idea some time ago to Herbert J. Yates and recently was given the approval to work the program up.

Owen Crump, veteran local air producer, will produce the show with Mr. Barnett writing the script. The program, as now planned, will be 30 minutes long—15 minutes variety and 15 minutes of drama. Smiley Burnette will be given the second featured spot on the program. Mr. Autry's deal will have to be handled by his own agent, as the studio has no control over his air deals.

Jergens Renews Two Shows Over NBC Net

The Jergens-Woodbury Sales Corp. has renewed its two current NBC programs for 13 weeks, as of Oct. 2. The programs are the "Hollywood Playhouse," which will return to the NBC-Blue on the above date, succeeding "Win Your Lady," and Walter Winchell's broadcasts. Lennen & Mitchell is the agency.

The Cummer Products Co., for Energine, has signed Paul Wing's "Spelling Bee," which, starting Sept. 11, will take the place of "Spy Stories," currently sponsored by the company. Stack-Goble set the deal.

"Well, Sir, here we are again; everything's turned out swell. Exhibitors all over the country are looking toward New York and the crowds storming into Radio City Music Hall are giving them the answer. Critics are raving about our picture and five audiences* a day in the biggest theatre in the world are enthusiastically giving indication of their enjoyment.

"If our picture makes the world just a little better place to live in, that's all we ask. As for the rest...we leave it up to You."

** Radio City Music Hall in an effort to handle the business after the opening day changed its schedule to five shows daily*

●

GENERAL RELEASE SEPTEMBER 29TH

A COLUMBIA PICTURE

Frank Capra's

YOU CAN'T TAKE IT WITH YO

JEAN ARTHUR · LIONEL BARRYMORE · JAMES STEWART · EDWARD ARNOLD

MISCHA AUER · ANN MILLER · SPRING BYINGTON

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Screen play by Robert Riskin • [illegible]

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Radio News
Brief,
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44. NO. 47 NEW YORK, WEDNESDAY, SEPTEMBER 7, 1938 TEN CENTS

greement by nd of Month im for RKO

or Creditors Begin Discussing Moves

or creditors in the reorganiza- of RKO expect to reach an nent by the end of the month designation of a new board of ors and management for the re- zed company, it was learned day.

leading creditor factions have conferring informally for the two weeks on the subject of and management, but, accord- reliable sources, the conversa- have been primarily exploratory ttle definite progress has been

objective at present, however, l to be an agreement on either or management, or both, before er and, possibly, in time to pre- Federal Judge William Bondy

(*Continued on page 5*)

ied to Line Up Legislative Plans

legislative program for Allied re Owners of N. Y. will be dis- at a statewide meeting of in- dent exhibitors at the Syracuse Syracuse, tomorrow. Distribu- executives of 10 film companies heduled to attend.

ry G. Kosch, counsel for the zation, will outline various legis- proposals, including the possi- of a theatre "divorcement" bill ne next legislature. Protection ms, anti-Ascap legislation, a dis- n of the Government's anti-trust

(*Continued on page 4*)

ng" Three-Week Gross Is $124,600

ng You Sinners" garnered a total 24,600 in its three-week run at aramount, which ended last night. third week's gross of $41,500, the Labor Day impetus, was t $3,000 ahead of the second s $38,600 take, and compared ably with the first week's $44,500. awn of the North," which starts e Paramount today, has been d in for three weeks. Eddy

(*Continued on page 5*)

adio News—P. 8

Reports of Italian Quota Slash Gain Credence Here

A United Press dispatch from Rome, published in New York yesterday, to the effect that the Italian-United States film agreement of 1936 will be denounced by Italy soon, and that the quota of American films will be reduced, was given credence in distribution circles here yesterday.

According to the published dispatch, the quota on American films will be reduced from 250 annually to a total of 150 per year. The report went on to say that the first intimations of the Italian Government intention to alter the current quota situation came when the Government failed to assign quotas on Sept. 1 for the final quarter of the current calendar year. Distributors of all foreign nations, including the United States, are unable to import foreign films until the Government assigns quotas for each quarter.

It was explained here yesterday that rumors have been filtering into distribution offices for the past week or 10 days indicating that some similar action was contemplated by the Italian authorities. However, it was said, no official communication had been received up to late yesterday from Rome recording any changes in the present agreement. Some quarters here yesterday were inclined to the belief that the report might be

(*Continued on page 7*)

Three Million "Quiz" Books Are Used Here

A total of 3,456,000 "Movie Quiz" booklets ordered by theatres in the Greater New York area which are participating in the Motion Pictures' Greatest Year compaign was distributed to patrons during the first six days of the drive, according to campaign headquarters estimates yesterday. New orders for an additional 250,000 booklets were received yesterday.

The largest single theatre order was that of the Music Hall, with 100,000 copies. The Brooklyn Paramount had an initial order of 75,000, and the Roxy, Strand and Paramount, 25,000 each. The Roxy has ordered an additional 25,000. Loew's 60 metropolitan

(*Continued on page 5*)

Trade Talks to Be Resumed Next Week

Major company attorneys probably will not meet with the distributors' negotiating committee before next week to divulge formally their views on the advisability of proceeding with a voluntary trade practice program while the Government equity proceeding is pending, it was indicated yesterday.

Sidney R. Kent, who returned to New York from Maine over the weekend, is expected to call a meeting of the committee within the next few days. It is not believed likely, however, that counsels' views will be presented to the committee at that time.

Mexican Union Flareup Shuts Film Studios

By JAMES LOCKHART

Mexico City, Sept. 6.—Mexican production, which has been having its best year since the inception of the industry in this country in 1930, suffered a crushing blow when 38 studios suspended activity as a result of the new flareup between the Federation of Film Workers and the National Union of Studio Workers. The root of the trouble is the continuing effort of the former group to dominate the labor of the industry.

A one-day strike was called against the Cine Palacio, first run house here, when it attempted to show a Mexican-made film. The federation enforced a boycott against the film, claiming it

(*Continued on page 7*)

Strand Policy Hit Causing Extension

With the success of the band policy at the Strand on Broadway, Warners plan to return stage shows at the Brooklyn Strand, probably late next week, and may extend similar policies to out of town theatres.

The Brooklyn Strand is slated to go on a vaudeville-picture schedule on a full-week basis. The policy may start Sept. 16 with Ted King's orchestra in the pit. Last fall and winter the theatre had weekend stage shows.

The Broadway Strand's band policy, with Ben Bernie and his orchestra coupled with "Boy Meets Girl" as the

(*Continued on page 7*)

Quorum Lack May Set Back U.A. Meeting

Silverstone's Election Scheduled to Come Up

Lack of a quorum may force postponement until tomorrow of the meeting of the United Artists board of directors which was scheduled for today to elect Murray Silverstone to the presidency of the company and to ratify an administrative plan which will have the effect of centering the principal executive authority in the new president.

The new administrative order is described by company officials as a natural outgrowth of the centering of the executive functions of the company in New York, rather than on the coast, as was the case up to the time of the resignation of Dr. A. H. Giannini from the company presidency last June. The dual executive headquarters—east and west coast—made it necessary to apportion definite execu-

(*Continued on page 7*)

Ascap's Washington Appeal to Be Filed

Herman Finkelstein of the law firm of Schwartz & Frohlich, counsel for Ascap, today will file the music licensing society's appeal to the U. S. Supreme Court from the recent Federal statutory court decision dismissing Ascap's attack on the constitutionality of the Washington law barring the society from operating in that state.

The appeal papers will be filed in Washington, D. C., together with a brief contesting the statutory court's ruling that it lacked jurisdiction in the case because Ascap had failed to show that the $3,000 minimum damage was involved in the enactment of the law.

The appeal will be placed on the Supreme Court calendar for hearing next winter.

Request to Wind Up Harman-Ising Denied

Hollywood, Sept. 6.—U. S. District Judge Leon R. Yankwich today denied a petition of a group of creditors for immediate liquidation of Harman-Ising.

The petitioners asserted it was their belief that the cartoon company could not be successfully reorganized under

(*Continued on page 5*)

Vitaphone Studio To Reopen Monday

Although Warners' Vitaphone studio in Brooklyn will not reopen officially until next Monday, Sam Sax, studio head, has gone into action and has whipped his schedule into shape. He has just signed Ted Lewis for a short, has made a new contract with Floyd Gibbons for a continuation of his "Your True Adventure" shorts, and has completed arrangements to include six Technicolor single reelers in the year's program. Mr. Gibbons will resume Monday.

A total of 90 one- and two-reelers will be made at the studio this year. There will be 22 two-reel subjects, and 68 one-reel, including the Technicolors. Arrangements have been concluded with Eastern Service Studios for the use of a Technicolor camera and crew.

Mr. Sax spent five and one-half weeks in California this year and returned with the announcement that Brooklyn would continue to make all except the historical Technicolor shorts. There is a possibility that some of these may be done here.

The permanent organization of 650 will be functioning next Monday. This studio is the only short reel unit keeping up to its schedule, Mr. Sax said. This enables him to hire many top actors who would not usually be available, for they can plan ahead and do a short between long jumps or coast engagements.

Schenck Delays His Departure for Coast

Joseph M. Schenck, 20th Century-Fox chairman of the board, has deferred his departure for the coast until today. He arrived Monday from Europe and had planned to leave today, but stayed over for conferences with S. R. Kent, president. He will be accompanied by Joseph H. Moskowitz, his eastern assistant, who plans to remain on the coast three weeks.

Brulatour Gives Party

J. E. Brulatour Co. and Eastman Kodak gave a buffet supper-dinner at the Waldorf Astoria last night, followed by a showing of the Eastman trade film, "Highlights and Shadows," for the 75 local cameramen in the local union.

Universal Signs McCall

Hollywood, Sept. 6.—George McCall, Hollywood screen commentator, has been signed by Universal to supervise a behind-the-screen-scenes feature on the Universal newsreel.

YOUR ENTIRE
WEEK'S TRAILERS
IN
3 MINUTES

TRAILER-MADE
SERVICE

Hart Starts Third Suit Against U. A.

William S. Hart has instituted a third action against United Artists for an accounting of profits on the distribution of his picture, "Tumbleweeds," it was learned yesterday.

Joseph M. Schenck was made a codefendant in the new action and both he and United Artists have been served. The action is being brought in N. Y. Supreme Court. In his first action, brought in the same court, Mr. Hart was awarded an $85,000 verdict which was reversed later on appeal by United Artists. The second action was brought in U. S. District Court here and dismissed. The dismissal was affirmed on appeal to the U. S. Circuit Court of Appeals, and Mr. Hart's final appeal is pending now in the U. S. Supreme Court.

Columbia to Start British Film Soon

Columbia's first British production under the new quota laws is titled "Q Planes" and is scheduled to go into production shortly, J. A. McConville, foreign manager, said yesterday. An original story by J. B. Priestly is slated for the second production.

A minimum of three British productions at an approximate cost of $1,000,000 was announced by Mr. McConville on his return from Europe recently. The pictures will be made at the Denham studios under the supervision of Irving Asher.

Sears Returns with Interstate Contract

Gradwell L. Sears, Warners general sales manager, returned to his office yesterday after a 10-day trip in the midwest during which he negotiated the Interstate circuit deal in Dallas.

Roy Haines, eastern and Canadian sales manager, will leave tonight for Detroit and Cincinnati, to return the end of the week. Ben Kalmenson, western and southern sales head, has returned from a business trip to Des Moines and Chicago.

F.P. Canadian Men Gather at Winnipeg

Winnipeg, Sept. 6.—Western managers of Famous Players Canadian Corp. will meet here tomorrow at the Fort Garry Hotel. Executives who will attend the session include N. L. Nathanson, president; J. J. Fitzgibbons, vice-president; R. W. Bolstad, comptroller, and Ben Geldsaler, director of the booking department. Arrangements for the meeting were handled by H. Kershaw, midwest district manager.

Says Trust Hearings Will Begin Oct. 15

Washington, Sept. 6. — Hearings on the anti-trust investigation being prepared by the joint Congressional-executive committee will not begin until Oct. 15, it was predicted today by Congressman Edward Eicher. Material in preparation will not be ready until that time, he said.

Chairman Joseph C. O'Mahoney of Wyoming will return next week and meetings of the probers will begin then, it was stated.

Hammons Consistent

Earle W. Hammons, president of Educational, still holds to his long-established belief that double features are the greatest evil in exhibition practice, despite his recent designation as head of New Grand National.

Asked whether his association with the feature producing company had altered the opinion of dualing which he held as president of the short subject producing company, Mr. Hammons replied: "Decidedly not; I believe as I always have that double featuring is the most injurious practice to the entire industry now in use."

Guild Pacts Cover New Grand National

Existing contracts between the Screen Actors Guild, Educational and Grand National cover the contingency of a merger such as that recently completed by the two producing companies and make it unnecessary to negotiate a new guild contract to cover the company's proposed feature production in the east, it was stated at guild headquarters here yesterday.

Mrs. Florence Marston, eastern head of the guild, revealed that the organization's contracts also cover the production activities of subsidiaries of the companies with which they are made. They apply to production by signatories on either coast, she said.

A meeting of the advisory committee of the guild will be called within a week or two to act on closing the eastern branch's membership roles to new applicants.

Mrs. Marston, who returned recently from a six-week motor trip to and from the coast, reported that working agreements have been reached by the guild with commercial producers in Detroit and Chicago, under which such producers agree to maintain guild working conditions. Contracts have not been signed yet, however.

G. N. Product Talks Are Continuing Here

Conferences on the initial production schedule for New Grand National, which were begun over the Labor Day weekend, had not been completed yesterday. Earle W. Hammons, president of the new company; Edward L. Alperson, vice-president and distribution head, and Jack Skirball, Educational general manager, are participating in the conferences. A schedule of approximately 50 features and westerns is indicated.

The negotiations by Louis Jackson, London financier, would make additional financing available to the new company in return for British distribution rights to its product, likewise have not been concluded. Further conferences between Mr. Hammons and Mr. Jackson are scheduled for today.

Ben Goetz Coming Here

London, Sept. 6.—Ben Goetz, head of M-G-M production in England, will sail tomorrow aboard the *Normandie* for New York, bringing with him a print of "The Citadel," just completed here.

Eleven New Pictu Win Legion Appr

The National Legion of D
has approved 11 of 12 new pictu
the current week, eight for
patronage and three for adult
classified one as objectionable i
Films and their classification

Class A-1, Unobjectionable fo
eral Patronage — "Barefoot
"Breaking the Ice," "Freshman
"Fugitives for a Night," "The
ator," "My Lucky Star,"
Demons," "You Can't Take It
You." Class A-2, Unobjectiona
Adults — "Convicted," "Mee
Girls," "Three Loves Has
Class B, Objectionable in
"Spawn of the North."

Maier Will Sail to Open Warner H

Herman Maier, in charge of
ner construction, will leave to
the *Queen Mary* to supervise th
pletion of the Warner Thea
London, the company's first
on foreign soil. This will
fourth trip in connection wi
building of the house.

Sam E. Morris, vice-presid
charge of foreign activities, w
in two weeks to attend the o
and Jack L. and Mrs. Warn
due to leave Oct. 6. A "previ
the house will be held Oct. 11
the formal opening a day later

Duke to Open Thea

London, Sept. 6.—The Du
Duchess of Kent officially wil
the new Warner theatre in Le
Square on Oct. 12. The proce
the opening performance w
donated to the British Empire
Campaign. "The Adventures of
Hood" will be the opening attra

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at the post office at New York, N. Y.
the act of March 3, 1879.

Subscription rates per year $6 in the
and foreign $12. Single copies 10 cents.

The LION'S ROAR

A lot of the fans are pronouncing the industry's big Drive slogan this way.

They call it "METRO-GOLDWYN-MAYER'S GREATEST YEAR."

Sensible when you consider what's happening.

Starting with "Marie Antoinette" (Big!)

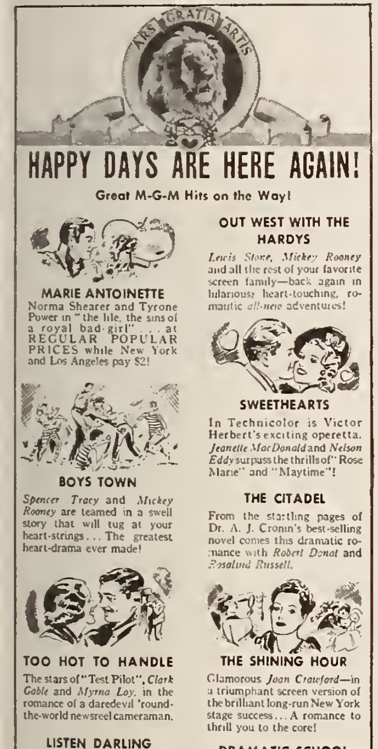
Next release "Three Loves Has Nancy" (A joy!)

Next release "Boys Town" (Watch!)

Next release "Too Hot To Handle" (Hot!)

And look over what's coming below:

(Also look over to the bottom of the next column to see how to merchandise what's below.)



HAPPY DAYS ARE HERE AGAIN!

Great M-G-M Hits on the Way!

MARIE ANTOINETTE
Norma Shearer and Tyrone Power in "the life, the sins of a royal bad-girl" . . . at REGULAR POPULAR PRICES while New York and Los Angeles pay $2!

BOYS TOWN
Spencer Tracy and *Mickey Rooney* are teamed in a swell story that will tug at your heart-strings . . . The greatest heart-drama ever made!

TOO HOT TO HANDLE
The stars of "Test Pilot", *Clark Gable* and *Myrna Loy*, in the romance of a daredevil 'round-the-world newsreel cameraman.

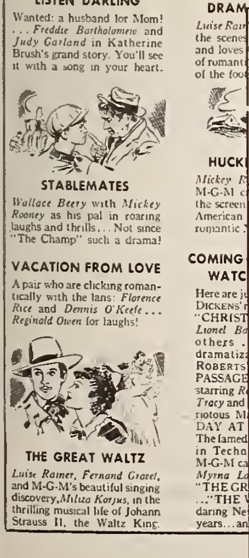
LISTEN DARLING
Wanted: a husband for Mom! . . . *Freddie Bartholomew* and *Judy Garland* in Katherine Brush's grand story. You'll see it with a song in your heart.

OUT WEST WITH THE HARDYS
Lewis Stone, Mickey Rooney and all the rest of your favorite screen family—back again in hilarious, heart-touching, romantic *all-new* adventures!

SWEETHEARTS
In Technicolor is Victor Herbert's exciting operetta. *Jeanette MacDonald* and *Nelson Eddy* surpass the thrills of "Rose Marie" and "Maytime"!

THE CITADEL
From the startling pages of Dr. A. J. Cronin's best-selling novel comes this dramatic romance with *Robert Donat* and *Rosalind Russell*.

THE SHINING HOUR
Glamorous *Joan Crawford*—in a triumphant screen version of the brilliant long-run New York stage success . . . A romance to thrill you to the core!



STABLEMATES
Wallace Beery with *Mickey Rooney* as his pal in roaring laughs and thrills . . . Not since "The Champ" such a drama!

VACATION FROM LOVE
A pair who are clicking romantically with the fans: *Florence Rice* and *Dennis O'Keefe* . . . *Reginald Owen* for laughs!

THE GREAT WALTZ
Luise Rainer, Fernand Gravet, and M-G-M's beautiful singing discovery, *Miliza Korjus*, in the thrilling musical life of Johann Strauss II, the Waltz King.

DRAM
Luise Rai
the scenes
and loves
of romant
of the foo

HUCK
Mickey R
M-G-M c
the screen
American
romantic

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Here are ju
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"CHRIST
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PASSAGE
starring *R*
Tracy and
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Myrna L
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. . ."THE
daring Ne
years . . . an

"Today's white-haired boys"

THE TWO GREATEST ACTORS ON THE SCREEN!

With tears in your eyes you'll say it! With a laugh on your lips you'll agree it's a fact. Spencer Tracy and Mickey Rooney in M-G-M's sensational "Boys Town" will take your audience into their grasp and hold them with the power of drama, heart-throb and humanity from the opening thrill to the final punch-line! Remember Tracy in "San Francisco." Here's a role similar, powerful yet kindly. And as for that superb little trouper Mickey Rooney, wait 'till you see him swagger, get tough, get soft, laugh, fight, cry . . . it's immense! A sure-fire hit even before the lines begin to form at your box-office.

PARENTS' MAGAZINE MEDAL

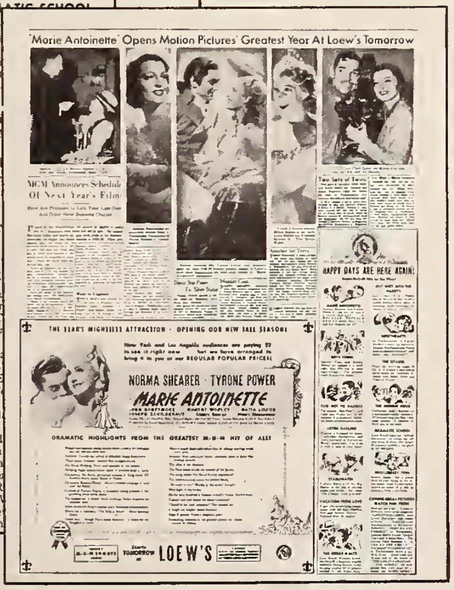
The first medal for "Boys Town." Parents Magazine Award for Best Movie. More coming!

EXTRA! HOLLYWOOD PREVIEW OF "BOYS TOWN" ELECTRIFIES FILM COLONY. READ THE REVIEWS!

★ ★ ★ ★ ★

HOW TO GET A FULL PAGE IN YOUR PAPER!

Tell 'em you've got M-G-M. Use the Institutional Press Book, ad layouts, pictorial still layouts, feature stories, etc. With FREE MATS of everything! To the left is reproduction of an actual newspaper page with an ad for "Marie Antoinette" plus a two column listing of other pictures to come. In many cities deals are being made by theatres with local newspapers where the balance of the full page is devoted to publicity and photos. A lively way to start your season. Try it.



'Marie Antoinette' Opens Motion Pictures' Greatest Year At Loew's Tomorrow

MGM Announces Schedule Of Next Year's Films

THE YEAR'S MIGHTIEST ATTRACTION · OPENING OUR NEW FALL SEASON!

New York and Los Angeles audiences are paying $2 to see it right now . . . but we have arranged to bring it to you at our REGULAR POPULAR PRICES!

NORMA SHEARER · TYRONE POWER

MARIE ANTOINETTE

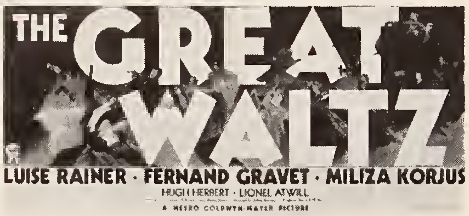
DRAMATIC HIGHLIGHTS FROM THE GREATEST M-G-M HIT OF ALL!

Starts TOMORROW at LOEW'S

HAPPY DAYS ARE HERE AGAIN!

WATCH FOR LEO'S "GREAT WALTZ" CONTEST!

It's a honey for a honey of a picture. Plenty of promotion for "The Great Waltz" including one of Leo's big posting campaigns. Thousands of stands in 1200 cities. *(An eyeful—below.)*



THE GREAT WALTZ
LUISE RAINER · FERNAND GRAVET · MILIZA KORJUS
HUGH HERBERT · LIONEL ATWILL
A METRO GOLDWYN MAYER PICTURE

★ ★ ★ ★ ★

ISN'T IT TRUE!

The life-blood of this business is showmanship and your pal Leo gave film biz another shot in the arm this week. Always something new. That Trackless Train. That Travelling Studio. And now the trade press is agog with M-G-M's "Marionette Moviettes." Now starting a countrywide tour and then around the world! Marionettes enacting scenes from "Marie Antoinette" with synchronized records of the stars themselves delivering the dialogue. Thrilling to hear. Fascinating to watch. It created a traffic bedlam on blase Broadway. Other big forthcoming attractions will be added to the repertoire as it proceeds on its way.

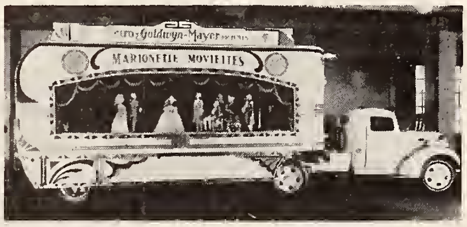


Photo of Leo's latest trick!

★ ★ ★ ★ ★

"MARIE" A SOLID HIT!

What a whale of an attraction to open the season with! It's a house-packer, a critic-charmer, A HOLD-OVER EVERYWHERE! Smacked across with high-powered showmanship.

Another big stunt for "Marie" is clicking lustily. It's the "MARIE ANTOINETTE FREE TRIP TO FRANCE CONTEST." More than 200 big-time, big-city papers are already running it, with 3000 more newspapers actually lined up to start!

Ten free round-trips to ooh-la-la Paree, with exhibitors participating in addition to the public. That means *you!*

A great attraction plus high-powered promotion is an unbeatable combination. And the results prove it.

It's a pet of a show and showmen have a pet name for it.

Affectionately they're saying: "SWEET MARIE!"

Leo

◂ Purely Personal ▸

LYNN FARNOL, United Artists director of advertising and exploitation, left for Chicago by train last night to complete arrangements for the "Algiers" opening at the United Artists Theatre there. He is scheduled to return to New York by plane tomorrow.

●

SABU, who is featured in "Drums," has postponed his trip from England to the United States. He will sail on the *Aquitania* instead of the *Normandie* and will arrive here Sept. 13.

●

ARTHUR JARRATT, head of Gaumont British theatres, who is vacationing in America, will not arrive in New York until next Monday because of changes in his traveling schedule.

●

HELEN MASON of the Toronto office of General Films, Ltd., is in New York to buy 16 mm film for Canadian distribution. Her headquarters are at Mecca Laboratories.

●

WILLIAM WYLER, director, is spending a few days in New York before returning to the coast. He came back from Europe on the *Queen Mary* Monday.

●

LEO SLEZAK of opera and foreign films will sail tomorrow for Europe. He is the father of WALTER SLEZAK of "I Married an Angel."

●

BUDD ROGERS, BOB MINTZ and HARRY BRANDT are among the Lake George film colony returning to the city after vacations.

●

HORTENSE SHORR, Columbia publicity manager, returned yesterday from the first half of her annual vacation.

●

J. CHEEVER COWDIN, Universal board chairman, returned to New York from the coast by plane yesterday.

●

WILL H. HAYS is due in New York from the coast, Sept. 15.

●

EARL WINGART, 20th Century-Fox publicity manager, left for Washington last night for the opening of "Hold That Co-Ed" at Loew's Capitol Friday.

●

WILLIAM McLAUGHLIN, manager of the Brooklyn Strand, has returned to work following a siege at Jewish Hospital.

●

ARTHUR LEE is expected back in New York tomorrow or Friday from his summer home at Georgian Bay.

●

FRED ASTAIRE, after giving the press an earful about "Carefree," has returned to Hollywood.

●

E. M. SAUNDERS, M-G-M division manager, is due late this week from a western trip.

●

CLAUDE RAINS and his family have forsaken their Pennsylvania farm for Hollywood.

M-G-M Sales Gain

M-G-M's sales have shown a progressive increase for 1938-'39 since the start of the selling season, it was said by the distribution department yesterday. A total of 85 per cent of the revenue quota for the year has already been signed and between 70 and 75 per cent of the contract goal has been fulfilled, according to a company executive.

Cool!

AIR-COOLED SKYSLEEPERS

OVERNIGHT TO LOS ANGELES

Big, luxurious Flagship Skysleepers. No change of planes. Air-conditioned at airports —nature-cooled en route. The Southern All-Year route. Complimentary meals. To Los Angeles or San Francisco, $149.95. 10% saving on round-trip flights.

The MERCURY Lv. Newark . . 5:10 p.m.
The SOUTHERNER Lv. Newark . . 9:00 p.m.

FOR RESERVATIONS
Call your travel agent or VAnderbilt 3-2580. Ticket Offices: 45 Vanderbilt Avenue and Rockefeller Center, 18 W. 49th St.

AMERICAN AIRLINES *Inc.*

Crosby to Make One Film for Universal

HOLLYWOOD, Sept. 6.—Bing Crosby has signed a deal with Universal for one picture. J. Cheever Cowdin, chairman of the board, who flew in from New York, handled the arrangements for the contract personally.

The deal gives Mr. Crosby a financial interest in the picture to be made similar to the interest the actor had in a film he made for Emanuel Cohen. The film for Universal will start about Oct. 15, but no story or director has been selected as yet. Mr. Cowdin returned to New York after the deal was completed. The actor is permitted to make one outside picture a year, under his contract with Paramount.

New Lobby Stunt Shown

A Christmas season peep show stunt called "Cute Kris Kringle" was demonstrated for the press yesterday by Yermie Stern, night club impresario who heads Yermie Stern Commercial Attractions. The stunt utilizes a small prop house replete with snow, toy reindeer, fir trees and other Yuletide paraphernalia. Santa Claus is seen through a small window in the center of the house when a toy telephone is picked up. The image is about three inches high and has every semblance of being human. There is nothing mechanical about his movements and he'll do almost anything requested. A toy train runs about.

Michael Todd, inventor of the stunt, said that various circuit heads and theatre owners have shown interest in his work. How the "production" works is a secret. It is patented.

Whalen Leaves Rifkin

BOSTON, Sept. 6. — David Whalen has resigned as publicity representative for Herman Rifkin, Republic franchise owner.

Resume Hearing on Directors' Petition

HOLLYWOOD, Sept. 6.—The hearing of the Screen Directors Guild petition to be declared the collective bargaining agency for directors, assistants and unit managers was resumed today before National Labor Relations Board Trial Examiner William Ringer after producer and guild attorneys worked over the holiday on a series of stipulations covering the testimony of directors too busy to attend the sessions.

Introduced at the morning session were testimony and the contract of John Cromwell, who itemized in a general manner the duties of assistants and unit managers. The Cromwell contract declared his salary to be $3,300 weekly.

Testifying at the beginning of the session were Harry W. Scott and Joseph M. McDonough, assistant directors, who told of their work.

Charney Resigns as Distributor for Agfa

HOLLYWOOD, Sept. 6.—C. King Charney, distributor here for Agfa raw stock for the last four years, today dissolved connections with Agfa Ansco Corp. He plans a two-month vacation abroad before announcing a new affiliation.

Dr. Ernst Schwarz, president of Agfa-Ansco Corp., here for the last two weeks on a visit, made the announcement of Mr. Charney's withdrawal, giving no reason. Dr. Schwarz said "The contract of C. King Charney with C. King Charney, Inc., distributors of Agfa motion picture films, expiration date of which was Oct. 15, 1938, has been amicably terminated. The name of C. King Charney, Inc., will be changed to Agfa Raw Film Corp. and the company will continue its business at its present quarters in Hollywood."

Sue RCA on French Film

Best Films Co., Inc., and Rene Huysman, doing business as R. C. H. Film Co. and Office Des Films Francais Pour D'Etranger, were named defendants in a suit filed yesterday in N. Y. Supreme Court by Joseph Burstyn, asking for an injunction against the distribution and the exhibition by the defendants of the English version of the French film, "L'Inde Sacree" in the United States.

Burstyn claimed that he made a contract with Office Des Films Francais in August, 1937, whereby he was granted the exclusive license to distribute and exhibit "L'Inde Sacree" in the United States for five years.

Enlarge Astoria Studio

With 25 features slated for production Eastern Service Studios has had plans drawn for a new building to adjoin the present studios in Astoria on what is known as "the back lot."

The erection of a building on this 200 x 350 square foot lot will complete the full block-square now occupied by the studio buildings. The added space will provide new stages, offices and technical rooms.

Altec Closes Contract

Altec sound servicing contracts have been completed for Fed Dolle's 18 houses in Kentucky and Indiana. Fred C. Dickley, southern district manager, acted for Altec in the deal.

Allied to Line U Legislative P

(Continued from page 1)

suit and the industry's pr drive are also on the agenda. vs. exhibition" is scheduled for consideration.

Distribution executives sched speak at a luncheon are E. K. O'Shea, M-G-M; Charles United Artists; William S 20th Century-Fox; Ed M RKO; William Scully, Univer Schnitzer, Warners; Milton Paramount; Lou Weinberg, bia; Edward Golden, Monogra Jack Bellman, Republic.

Among those attending fro York will be Max A. Cohen, dent; Abe Levy, secretary, a Kosch. The local group wil on the Commodore Vanderbilt P. M. today.

Moss Forms Comp For French Pict

Empress Pictures, Inc., ha formed by B. S. Moss, New theatre owner, "for the product hibition and distribution of motion pictures on an intern scale," he announced yesterda

Primarily, the company plans an outlet in the United Stat French films selected on a b merit. Negotiations are in p for a Broadway theatre which the first run.

Paul Graetz, head of Paris E film and associated companies, sociated with Mr. Moss and wil the films. After conferences her Graetz is en route to Paris solidate the plans and line up tional product. The company wi eight films for immediate relea a second group of from eight films will be selected by Mr. Gr

Danielle Darrieux stars in t the first eight, "Betrayed by and "Port Arthur." The othe "The Mad Inventor," with Veidt and Francoise Rosay, w peared in "Carnival in Flan "The Kingdom of Youth," fea Jean-Louis Barrault; two Eric Stroheim films, "The Runaway "Alibi for Murder"; a Jean picture, now in work, and Dances On," which had a long the Belmont and which will first national release.

UNITED AIR LINES

New convenient schedule to LOS ANGELE

United's **"Continental,"** a luxe Mainliner Sleeper, is t latest evening departure (7: p.m. DST), with arrival in L Angeles for morning busine (9:35 a.m.). Or for midnight d parture, United's **"Overla Flyer"** is the fastest Sleep

Tickets: 58 E. 42nd St.
MUrray Hill 2-7300
Or travel bureaus, hotels.

ree Million Quiz" Books re Used Here

(Continued from page 1)

originally ordered 825,000 and have placed orders for 57,- ore.

)'s 49 metropolitan houses an initial order of 501,000; the orce Circuit, 200,000 originally,)0,000 additionally; the Pruden- ircuit, 100,000, and Consolidated ements, 75,000 originally and 50,- dditionally.

independent exhibitors' cam- quota of $250,000 was almost 0 oversubscribed by last night, additional pledges still on their Indications are that the quota e oversubscribed by from $40,000),000. Independent pledges are matched dollar for dollar by ed circuits' contributions.

Newspapers Generous

nation's newspapers continued e generous space to the contest, mpaign and the industry. The nal Chamber of Commerce has sed the compaign and is forward- nformation on the drive and in- ions to 1,078 local chambers them to cooperate with local tional committees in furthering drive. Campaign headquarters instructed its regional chairmen ntact their local chambers of erce for the indicated assistance. y D. Bloom, Canadian promotion sentative of M-G-M was named day to head the Canadian pub- and radio committee for the Members of the committee le James R. Nairn, Jack Arthur, Bernstein, J. L. Smith, Mrs. S. alk, Deacon Main and Frank rne.

e entire "Musical Steeplechase" am tonight originating at WLW, nnati, and broadcast over the al network, will be devoted to n pictures on behalf of the cam-

cky Mountain territory exhibitors stage a showmen's roundup at Lake City, starting today and uing through Friday to map pro- nal plans for the campaign in territory. Local campaigns are dy under way in the region but oundup is designed to coordinate xtend them.

Query with Review

Washington, Sept. 6.—An- rew R. Kelley initiated a ustom in his reviews of the Movie Quiz" contest films hich he is willing to allow ny and all critics to copy. n each review he boxes off space and inserts the uestion covering the par- icular picture.

Omission of any clue in the eview lends a slight puzzle nterest to the article. In- ertion of several box-squibs ressed up the page consid- rably. Mr. Kelley has re- eived the thanks of Frank a Falce, head of the local ublicity campaign.

Proclamation Opens Drive in Washington

SEATTLE, Sept. 6.—Seattle and the state of Washington inaugurated the $250,000 "Movie Quiz" campaign this week with an official proclamation by Gov. Clarence D. Martin.

The Governor's proclamation was published in a majority of the state's newspapers. The Seattle campaign was started with a downtown street parade participated in by all local theatres, and the first few days of the campaign indicated an unusual amount of interest on the part of the public.

Drive Boosts K.C. Takes

KANSAS CITY, Sept. 6.—Theatres here, particularly first runs, are doing the best business in weeks with the introduction of the Motion Pictures' Greatest Year campaign and big pictures of the new season. Theatre managers reported a good demand for the "Movie Quiz" books, especially after the trailer went on. Most theatres here have equipped ushers and usherettes with pouches for distribution of the booklets.

Canada Newspapers Aid

TORONTO, Sept. 6.—The Canadian Daily Newspapers Association has warmed up to the industry's Motion Pictures' Greatest Year campaign. The association, always "tough" toward any organized publicity project and those seeking free space in the daily press, has sent out an official bulletin to newspapers from coast to coast recommendiing that full cooperation be extended the picture industry and local theatres.

Heading Canadian Drive

TORONTO, Sept. 6.—The office of the Canadian Motion Picture Producers and Distributors' Association has been converted into the Canadian headquarters for the industry's cooperative drive and the quarters are a beehive of activity with Col. John A. Cooper, president of the association, and his staff devoting practically full time to the campaign.

Governor for Campaign

FRANKFORT, KY., Sept. 6.—Acting Governor Keen Johnson has proclaimed a day for special observance by Kentuckians in, "celebration of Motion Pictures' Greatest Year," and added, "I do officially suggest that the citizens of the Commonwealth of Kentucky participate in the fullest measure."

La Crosse Supports Drive

LA CROSSE, WIS., Sept. 6.—With Mayor C. A. Boerner proclaiming the current week as "Go To the Movies Week" here, civic and labor organizations joined in endorsing the occasion and urging attendance at local theatres.

Say 500,000 Books Out

CLEVELAND, Sept. 6.—The local M-G-M exchange, headquarters for "Movie Quiz" advertising, reports that it has distributed approximately 500,000 booklets to exhibitors in this territory.

Open Terre Haute Drive

TERRE HAUTE, IND., Sept. 6.—The Motion Pictures' Greatest Year drive was launched here with a proclamation by Mayor Samuel E. Beecher.

Colored Houses Buy Ads in Weekly Paper

WASHINGTON, Sept. 6.—Because the several colored newspapers in Washington are weeklies, they were not included in the list of newspapers receiving advertising in the industry's new campaign. It had been decided previously to allot the business to daily sheets only.

Operators of colored theatres banded together accordingly and have subscribed funds to pay for the advertisments themselves. There are roughly 15 theatres in Washington catering exclusively to the colored trade. Each theatre has subscribed 100 per cent to the campaign.

"Sing" Three-Week Gross Is $124,600

(Continued from page 1)

Duchin and his orchestra and the Three Stooges highlight the stage show.

"Letter of Introduction" gave the Rivoli $22,000 in the week ending last night and is being held at least until Saturday. This is the best business for the house since it reopened recently.

"Block Heads" finished a 10-day run at the Rialto with $10,500.

G. B.'s "Crime Over London" will open at the Brooklyn Strand tomorrow.

Request to Wind Up Harman-Ising Denied

(Continued from page 1)

Section 77B of the Federal Bankruptcy Act.

In denying the petition the court gave Harman-Ising 30 days in which to file a reorganization plan. Judge Yankwich informed the group that two proposals were being considered by the company, one to finish pictures in work with fresh capital and the other placing the corporation under contract to an unnamed producer.

Complaint Is Dismissed

LA CROSSE, WIS., Sept. 6.—Holding that the action would have to be brought under the anti-lottery laws rather than the insurance code, County Judge Roy V. Ahlstrom dismissed a complaint against Sam Levy, local news agent, operating as an insurer under the name of Banknite Service, without complying with the state insurance laws.

Harry Novak Due Today

Harry Novak, Warner manager in the Argentine and supervisor for Chile, Uruguay and Paraguay, will arrive today on the *Southern Cross* from Buenos Aires for conferences with Sam E. Morris, foreign distribution chief. He will remain here two weeks.

Hold Block Rites Today

Funeral services for Edward B. Block, vice-president of the Berkshire Poster Co., who died Sunday after a long illness, will be held this morning at the West End Funeral Chapel. Mr. Block was 54 years old.

Belmont Reopens Today

"Avocate D'Amour," foreign film starring Danielle Darrieux, will open at the Belmont today. English subtitles are employed.

Agreement by End of Month Aim for RKO

(Continued from page 1)

at the first hearing on the reorganizer's motion to confirm the report of Special Master George W. Alger approving the reorganization plan. This hearing, originally scheduled for tomorrow, was at first believed to be destined for only a brief postponement, but now appears to be definitely off until the end of the month. Indications are that it will not be held before Sept. 26 and that the anticipated agreement on a new board and management by that time will dictate the setting of the new hearing date.

Judge Bondy Will Return

Judge Bondy is vacationing in the south, but advised the reorganizers last week that he would return for a postponed hearing next week if requested to do so. It is understood that Judge Bondy was informed that the reorganizers preferred several weeks additional time and that no objection was encountered.

The extended delay, also, will permit whatever tentative agreements on board and management may be made within the next few weeks to be submitted to David Sarnoff for approval on the return of the RCA head from Europe in about two weeks. Some reorganization quarters believe that no agreement will be finalized before Mr. Sarnoff's return.

Delay to Be Sought For Hearing on RKO

Application will be made tomorrow by Col. Hamilton C. Rickaby, attorney for Atlas Corp., it was revealed yesterday in the U. S. District Court, for the adjournment of the hearing on the confirmation of the RKO reorganization plan to the latter part of the last week in September. The request for an adjournment will be sought from U. S. District Judge Samuel Mandelbaum because Judge William Bondy, who will hold the hearing, will not return from his vacation until late in September.

Special Master George W. Alger's application for an allowance for his services, to be fixed by Judge Bondy, will also be adjourned, it was learn yesterday.

Pledge Free Ads

Pittsburgh, Sept. 6.—Impressed with the aims of the industry in its current campaign, as outlined to them at a luncheon by district chairman John H. Harris, the publishers of the three local newspapers, the *Post-Gazette*, *Press* and *Sun-Telegraph*, have agreed to furnish a free quarter-page advertisement each to promote the drive.

The publishers have also told their dramatic and city editors to give as much extra space as space will permit.

"Band" Third Week Leader In the Loop

CHICAGO, Sept. 6.—"Alexander's Ragtime Band," in a third week, was still the sweetest tune to Loop box-offices. At the Chicago it grossed $41,000 to beat by the average by $9,000. Prior arrangements caused the theatre to let the picture go, although a fourth and fifth week of profit were in sight.

At the Palace "Carefree" was a strong attraction and gave the house $27,000, which was the best business in months. "Marie Antoinette" at the United Artists was another strong picture and grossed $21,000, $6,000 over average. "Boy Meets Girl" at the Roosevelt was another moneymaker.

Total first run business was $124,800. Average is $103,000.

Estimated takings:

Week Ending Sept. 1:

"LOVE FINDS ANDY HARDY" (M-G-M)

APOLLO—(1,400), 35c-55c-65c, 7 days, 3rd week. **Gross:** $5,000. Average, $6,500)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)

CHICAGO—(4,000), 35c-55c-75c, 7 days, 3rd week. Stage: Vaudeville Revue. **Gross:** $41,000. (Average, $32,000)

"THE CROWD ROARS" (M-G-M)

GARRICK — (900), 35c-55c-75c, 7 days. **Gross:** $6,800. (Average, $6,500)

"CAREFREE" (RKO)

PALACE — (2,500), 35c-55c,75c, 7 days. Stage: Frances Arms & Revue. **Gross:** $27,000. (Average, $19,000)

"REFORMATORY" (Col.)

STATE-LAKE — (2,776), 20c-40c-55c, 7 days. Stage: Verne Buck & Revue. **Gross:** $11,000. (Average, $13,000)

Week Ending Sept. 2:

"BOY MEETS GIRL" (W. B.)

ROOSEVELT—(1,300), 35c-55c,75c, 7 days. **Gross:** $13,000. (Average, $11,000)

"MARIE ANTOINETTE" (M-G-M)

UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days. **Gross:** $21,000. (Average, $15,000)

Oklahoma Sales Tax For Year $167,283

OKLAHOMA CITY, Sept. 6.—The theatre and tent show classification of the Oklahoma sales tax collected at the rate of two cents on the dollar accounted for $167,283.52 during the 12 months ending June 31, according to L. D. Melton, director of the research division of the Oklahoma Tax Commission. The amount was 1.56 per cent of all sales tax collected and 1.76 per cent of the total of returns in all classifications.

Other amusements and athletic events classification collected $89,701.16, or roughly half that amount, during the same 12-month period for .84 per cent of the total sales tax.

Stage About to Get 2nd Oratory Tonic

Ever since films ousted "the living drama" as America's No. 1 entertainment, tycoons of the stage have been worrying about ways and means of "reviving the legitimate." Last year producers, actors, critics and others got together in a convention in New York and decided that the theatre needed streamlining.

Next Tuesday, at the Hotel Astor, a Second National Convention of the Legitimate Theatre will be held to further consider streamlining measures. "The movies" and Hollywood are conspicuously on the agenda.

Hollywood Letter

Dear Editor:

THERE was much about the dinner Louis B. Mayer gave last week for Rev. E. J. Flanagan, founder of Boys Town, Neb., that was not like Hollywood. For one thing, it was served in the new Irving Thalberg building, no mere lath and stucco studio structure but a towering, rambling edifice of steel and stone more reminiscent of your own Rockefeller Center, done in white. For another, the guest of honor was no mere creator of pen-and-ink or celluloid literature but a man who had written, with lives and souls for materials, a flesh and blood drama so vast and deep that all of M-G-M's horses and men managed barely to catch it in their great picture of the same name.

Nor was the host merely another executive putting on a publicity stunt for a production just coming off the line. Midway in his remarks extolling the virtues of Boys Town, the community, he said he hoped his picture would represent it with some small measure of accuracy. Mr. Mayer surveyed the circle of Catholic, Protestant and Jewish clergymen seated about his table and bluntly offered to donate his money, time and influence to the uses of any Man of God who would undertake to establish in this community an institution patterned after Father Flanagan's. That's what Hollywood, slangily, calls laying it on the line.

▼

Blunt "Scotty" Dunlap, whose equine casts often outnumber his biped personnel, is too busy, most of the time, making a picture with each hand, to find fault with things he can't see from the chair on his side of his desk. But the other day one of his visitors asked him what effect the spread of unionism in the industry was having on his overhead and he let go a little. Time was, he said, when you hired 30 cowboys for a film and they rode their horses from the stables to the location and back as a matter of course. Now a duly organized wrangler must fetch, deliver, retrieve and return the nags, at $1.05 per hour, and the wranglers arrive at location before the sun gets around. It isn't the principle of the thing that annoys him, he says, it's the cost.

▼

Howard Benedict of RKO has "seen" Bob Taplinger of Warners, the young man who set a new high in the art of devising captivating invitations to previews, and raised him a stack of blue chips. The Benedict bid to the "Room Service" preview was delivered to prospective guests at their homes in a 10-inch cubical box lettered "Did You Call for Room Service?" and containing precisely what you'd have got from the bellhop if you had, indeed, called for room service at such a hostelry as, say, the Waldorf—including tray. (If you must know, a pinch-bottle of Haig & Haig, imported lime mix and glass.)

▼

Labor Day nobody did.

▼

The Universal deal to produce Bing Crosby's annual outside picture jelled pronto after J. Cheever Cowdin arrived in town. Everybody, almost, wanted a go at a Crosby picture, which is regarded as surefire, but he wasn't expected to sign up until he had closed Del Mar, his downstate jockey club. So there are those around who whisper that Bing broke smartly from the barrier because the ponies had sort of got to him, but that's mathematically impossible. Everybody in Hollywood knows you can't lose money with a racetrack—if you own it.

▼

Buck Jones is going to act in "Vice Squad" for Paramount without a horse . . . David O. Selznick has bought Daphne du Maurier's Book of the Month, "Rebecca," for Carole Lombard and $50,000 . . . Edward Sutherland has closed a four-year contract with Hal Roach and will start work on Zenobia's "Infidelity," the elephant picture Roach hopes nobody will forget . . . Edward Small has assigned Alfred E. Greene to direct "The Duke of West Point," his first for United Artists under the recently consummated affiliation . . . Warners will pour Technicolor on "Dodge City," with Errol Flynn as star.

▼

Bette Davis will play Carlotta to Paul Muni's Maximilian (if that's his role in it) in Warners' "Juarez," about which Hal Wallis and other W.B. executives have been seeing President Cardenas at home in his Mexico. It ought to be quite a picture if it doesn't get expropriated. . . . There's talk of talk between Eddie Cantor and M-G-M about a picture for him to make instead of the one he didn't make for 20th Century-Fox. His next probably will not be, in any case, another lampooning of the New Deal. Some of the voters didn't care for "Ali Baba." . . . C. Gardner Sullivan, who used to write two out of every three good pictures for Thomas H. Ince in Triangle's glory years but hasn't been so active recently, has been commissioned by Paramount to do an original. He and his writing are not to be confused with Ed Sullivan and his.

ROSCOE WILLIAMS

To Remodel at Alamosa

DENVER, Sept. 6. — The Cocoanut Grove, Alamosa, Col., dance spot, will be remodeled back into a theatre, for which the building was originally built. Everett Cole, who also owns other theatres there, has bought the building, and together with that investment, will spend about $60,000 on the job, to seat about 700. The house will replace the old Palm.

Plan WPA Film on Coast

SAN FRANCISCO, Sept. 6.—Plans to film a 30-minute picture on the Federal Government's projects in California have been announced by Robert G. K. Smith, head of the local office of the National Youth Administration. The picture will be a Federal Works Project. Smith will go to Hollywood soon to obtain technical aid for the filming.

"Algiers" Is Philadelphi Hit, $16,4

PHILADELPHIA, Sept. 6.—"Al rolled up a big $16,400 at the reo Aldine. It was a second week.

Another good week was regis at the Earle with "Keep Sm on the screen and Phil Harris o stage. The take was $18,000, normal by $4,000. In its third "Alexander's Ragtime Band" was going strong with $16,500. It was for a fourth week.

Total first run business was $9 Average is $87,960.

Estimated takings for the week ing Sept. 1. were:

"PROFESSOR BEWARE" (Para (2nd run)

ARCADIA — (600), 25c-40c-55c, 7 **Gross:** $2,200. (Average, $2,800)

"ALGIERS" (U. A.)

ALDINE—(1,300), 30c-55c-65c-75c, 7 **Gross:** $16,400. (Average, $8,160)

"FOUR'S A CROWD" (W. B.

BOYD—(2,400), 40c-55c-65c, 9 days. $14,000. (Average, 7 days, $14,000)

"KEEP SMILING" (20th-Fox)

EARLE—(2,000), 25c-40c-55c, 6 Stage: Phil Harris, orchestra, and **Gross:** $18,000. (Average, $14,000)

"SPAWN OF THE NORTH" (Pa

FOX—(3,000), 40c-55c-65c, 8 days. $14,500. Average, 7 days, $14,000)

"SWISS MISS" (M-G-M)

KARLTON—(1,000), 25c-40c-55c, 7 **Gross:** $2,000. (Average, $4,000)

"BOY MEETS GIRL" (W. B. (2nd run)

KEITH'S — (2,000), 30c-40c-55c, 7 **Gross:** $3,200. (Average, $4,000)

"ALEXANDER'S RAGTIME BA (20th-Fox)

STANLEY—(3,700), 40c-55c-65c, 7 3rd week. **Gross:** $16,500. (Average,

"REFORMATORY" (Col.)

STANTON—(1,700), 30c-40c-55c, 7 **Gross:** $4,200. (Average, $7,000)

Dismiss N. C. Case Against Bank Ni

LENOIR, N. C., Sept. 6.— Hubert E. Olive in Caldwell C Court granted a motion for non-s the case brought against the L Theatres Co., by Mark Squires fo state of North Carolina in a test c legality of Bank Night.

The court dismissed the action, ing that Bank Night as operate Lenoir does not come within the ing of the statute against gamb The state took the position tha operation of Bank Night consti a lottery. Previously the local tres had been temporarily restr by Judge J. A. Rousseau pendi final ruling.

Para. Buys "What a Li

Paramount yesterday purchased film rights to "What a Life," George Abbott production which been playing on Bradway since 12.

Will Head Warner Cl

WASHINGTON, Sept. 6. — Joh Payette was named honorary p dent and Walter Corsley, presi at the annual election of officer the Washington Warner Club.

Club Sets Tournamen

MINNEAPOLIS, Sept. 6. — The 1938 golf tournament of the Va Club of the Twin Cities will be at the Oak Ridge Country Sept. 23.

iorum Lack ay Set Back J.A. Meeting

(*Continued from page* 1)

uthority to New York office ls which, representatives of the ny point out, normally are desig- to a company president. Under w administrative order, the ex- e authority which was divided en the east and west coast of- henceforth will be vested in Mr. stone alone as the company's head, it was said.

culation was rife in trade quar- esterday as to the effect the new istrative order will have on sev- ome office executives whose au- y, heretofore, has been more or nqualified in the east. In this ction, it was pointed out that y D. Buckley has occupied a what unique positon as a vice- lent having individual authority scone bound up with the new for centralizing executive author- 1 the centralized presidential of-

more closely-knit distribution uarters for the company was de- d as an objective of the admin- ive reorganization, as well. As ult, it would appear that the ex- e end of the distribution depart- is destined to be revised to the t that one or more posts will be nated and increased responsibility to George J. Schaefer, vice- dent and general manager of do- ic distribution.

Miss Pickford Absent

. Schaefer's new five-year con- is on the agenda of the board atification. It is not known, how- whether final action will be at the forthcoming meeting on matter. Mr. Schaefer's present act has until next March to run. e indicated lack of a quorum for 's meeting arises from the fact Mary Pickford will not return Toronto in time for the meeting y and, also, that Dennis F. ien her alternate, is on vacation. not believed, however, that the ing will be held over for the ar- of Alexander Korda and Doug- Fairbanks, both of whom plan to New York by the middle of the th. Mr. Korda is scheduled to sail England on the *Normandie* to- but may be delayed in his depar- it was learned.

ge Oct. 30-Nov. 1 or MPTOA Meeting

KLAHOMA CITY, Sept. 6.—Oct. 30, nd Nov. 1 have been proposed as dates for the M. P. T. O. A. an- convention to be held here. Mor- Loewenstein, M. P. T. O. A. sec- ry, has written Ed Kuykendall, ident, that the convention city re- ls the dates as the best available the national meeting.

r. Kuykendall may come here this k from Kansas City where he is nding the annual convention of the sas-Missouri T. A. and may eith- confirm the proposed convention s or agree with convention offi- s here on alternate dates. The M. T. O. A. president is scheduled to t New York early next week.

Reports of Italian Quota Slash Gain Credence Here

(*Continued from page* 1)

taken as corroboration of the recent rumors of impending changes.

The agreement of 1936 was concluded late in that year after a visit to Rome of Will Hays, president of the M. P. P. D. A., who discussed the matter with Premier Mussolini, The chief provisions of that arrangement were the setting of an import quota of 250 American films annually, and a limit of 20,000,000 lire free exchange for American companies. The deal became effective on July 1, 1937.

Certain distribution executives, who declined to be quoted, described the report as entirely likely, and not unexpected. It was seen as a possible first step in what might eventually be the complete abrogation of the existing Italian-American film treaty. It was explained that the Italian Government arbitrarily sets a quota on imports for each quarter, with the proviso that the annual total shall not exceed 250.

Rome Sees Pact Abandonment

ROME, Sept. 6.—Pessimism exists in American film circles here as a result of well-authenticated reports that Italy will denounce the Hays-Mussolini accord and reduce the American import quota from 250 to 150 pictures. The Government on Sept. 1 failed to assign quotas for the last quarter of 1938 and it is believed that this quota will not be assigned for two weeks. Until it is set, American distributors cannot import additional films.

"Warn" Paramount

Rome, Sept. 6.—Reports here state that the Italian Government, through its embassy in Washington, warned Paramount to abandon plans to revive "A Farewell to Arms," saying that to issue the film would make the company's position in Italy most difficult.

John B. Kennedy to News of Day Berth

John B. Kennedy, radio commentator, will replace Jean Paul King as narrator of News of the Day, effective with the issue which is being generally shown today.

Bill Stern, who is also connected with radio, is another addition to the reel's vocal staff. He will handle sport comment. Adelaide Hawley, editor of the Women's Page, will continue in that capacity.

Strand Policy Hit Causing Extension

(*Continued from page* 1)

initial attraction, has increased the theatre's take from 25 to 30 per cent over the straight picture average, it is reported. The management expects the increase to go to between 40 and 50 per cent over the normal for films only by the time the policy is well established.

With Byron F. (Dinty) Moore, formerly metropolitan manager of Warner theatres here, taking charge of the Standard group of 11 theatres in Oklahoma City, the possibility of a return of modified stage shows or name bands is seen for the Criterion or Midwest there.

Mr. Moore said he hopes to begin a policy of part-time vaudeville at one of these houses. He is credited with having much to do with the adoption of new policy at the Broadway Strand. The Standard circuit in Oklahoma City is a combination of Warner, Paramount and Joseph Cooper holdings.

May Reopen at Oklahoma

OKLAHOMA CITY, Sept. 6.—The Empress and Folly, Standard circuit houses here, may be reopened in the near future, under plans of Byron F. (Dinty) Moore, who arrived here recently to take over his duties as general manager of the circuit.

W. B. Shuttee, city manager, has been named assistant general manager.

The Newsreel Parade

The death of Cardinal Hayes, Cleveland air races, President Roosevelt's purge moves in Maryland and the south and the Davis Cup tennis matches are the highlights of the various newsreels which will be shown generally today.

The current reels and their contents follow:

MOVIETONE NEWS—Cleveland air races. Cardinal Hayes obituary. Roosevelt in Maryland. Senator Tydings defies purge. Senator George of Georgia. Senator Smith of South Carolina. California senatorial primaries. Lew Lehr, bicyclist. Greentree polo team wins. Davis Cup matches.

NEWS OF THE DAY—Roosevelt political purge. Floods in Colorado and Canada. Cleveland air races. Holland's Queen Wilhelmina celerates 58th birthday. Cardinal Hayes obituary. Duke and Duchess of Windsor attend charity fete at Cannes. Collegiate squad beats professional football team at Chicago. Davis Cup matches. L. S. U. introduces new football training stunt.

PARAMOUNT NEWS—Floods in Canada and Colorado. British fleet in North Sea maneuvers. German fleet at Kiel. Cardinal Hayes obituary. Jacqueline Cochran wins Bendix dash. Davis Cup matches. Camp Perry, O., pistol and rifle matches. Greentree wins polo tilt. College team wins Chicago footall game from professionals.

RKO PATHE NEWS—Roosevelt in Maryland. Cardinal Hayes obituary. Warehouse strike in San Francisco. Queen Wilhelmina birthday. Floods in Quebec. Davis Cup matches. Duke and Duchess at Cannes charity fete. Cleveland air races.

UNIVERSAL NEWSREEL — Windsors at Cannes. San Francisco warehouse strike. Floods in Quebec. Train wreck at New Smyrna, Fla. Senatorial primaries in South Carolina and California. Cardinal Hayes obituary. College team defeats professional footballers. Greentree wins polo match. L. S. U. football practice stunt. Stagehand wins Narragansett Handicap at Providence.

Mexican Union Flareup Shuts Film Studios

(*Continued from page* 1)

was made under unfair labor conditions.

The producers have sought the intervention of President Lazaro Cardenas, declaring that the attitude of the unions is all wrong, and threatens to kill one of the country's most promising industries, throwing thousands out of work, and making the present depression even mor acute.

The new trouble came as a surprise, because the Confederation of Mexican Workers, the country's strongest labor organization, only recently apparently brought peace to the troubled film labor situation. There is some hope of a settlement of the dispute this week as a result of the expected intervention of President Cardenas, but fears are expressed in some quarters that the fight may become national. At present it is confined to this city. The press has criticized the unions sharply, *El Universal*, local daily, for example, asserting that the Mexican film industry has been killed by Mexicans.

"Years" at Music Hall

LONDON, Sept. 6.—"Sixty Glorious Years," Herbert Wilcox feature which will be released in the United States by RKO, will have its New York premiere at the Music Hall during the first week in November. The London opening will be a charity show at the Odeon in Leicester Square, with Dowager Queen Mary scheduled to be present, on Oct. 10.

Fabian-Warners in Deal

Fabian Theatres upstate have closed for Warners' entire new season lineup for Albany, Troy, Schenectady, northern New Jersey and other situations. Si Fabian set the deal, with Roy Haines, Warner division manager, and Norman Ayers, Albany branch head, representing the distributor.

Wall Street

Board Declines ½ to 7 Points

	Open	High	Low	Close	Net Change
Col., pfd...	31	31	31	31	—1
Cons. pfd..	8½	8½	8½	8½	+ ⅜
E. K.	174½	175½	174½	175	.....
E. K. pfd..	160½	160½	160½	160½	—7
Loew	52⅜	52⅜	50¾	51⅛	— ⅞
Para.	11⅜	11½	10⅞	11	— ½
Para. 1.....	89	89	88¾	88¾	—1¼
Para. 2.....	11½	11½	11½	11½	— ⅜
Pathe	10	10	9½	9½	— ⅞
RKO	2⅜	2⅜	2⅜	2⅜	— ⅛
20th Fox ..	27¼	27¼	26¼	26¼	—1
20th pfd. ..	35	35	35	35	— ½
W. B.	6¾	6¾	6⅜	6⅜	— ½

Curb Issues Drop Fractionally

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	7/16	7/16	.....
Monogram .	2¼	2¼	2¼	2¼	— ⅛
Tech.	21⅞	21⅞	19¾	20⅞	— ⅜
Trans-Lux	2⅛	2⅛	2⅛	2⅛	— ⅛
Univ. Corp.	3¾	3¾	3¾	3¾	— ⅛

Keith Bonds Gain Slightly

	High	Low	Close	Net Change
Keith 6s '46......	91	91	91	+ ½
Loew 3½s '46.....	100½	100½	100½	— ¼
Par. B'way 3s '55	62	62	62	.....
W. B. 6s '39......	76⅝	76⅝	76⅝	— ¼

(Quotations at close of Sept. 6)

NBC Billings Hit New August High, Total $2,941,099

Billings of NBC for August rose 5.6 per cent over the same period a year ago to $2,941,099, an all-time high for the month. August billings in 1937 amounted to $2,784,977. It was the ninth successive month that NBC gross revenue has exceeded that for the corresponding period of the previous year.

Cumulative billings for the first eight months of 1938 totaled $26,923,483, up 5.8 per cent over the $25,440,534 total for the same period of 1937.

To Celebrate Stone Anniversary on Air

Fred Stone's 50th anniversary as an actor will be celebrated on the air Sept. 12 over the NBC-Red network in a special program, with the entire Stone family, Mrs. Eleanor Roosevelt, and stage notables paying him tribute. The program will be heard from 7:30 to 8 P. M.

Mrs. Roosevelt will come to New York to salute Mr. Stone over the air. Mr. Stone will be heard from the dressing room of the Golden Theatre, where he is rehearsing for the play "Lightnin'," which will open Sept. 15 with the veteran in the lead. Among the others who will participate are Rex Beach and George M. Cohan.

Suggests Study of Air Needs of Client

San Francisco, Sept. 6.—Radio sales should be based on detailed study of client's needs, followed by construction of a program suiting those requirements, William S. Ryan, NBC sales manager here, declared in an address before the local sales Managers' Association.

Mr. Ryan urged specific aid for specific accounts be given a salesman by the sales promotion department, also advocating that full credit for sales go to the men who make them, rather than the sales manager. The latter, he said, should be willing to stand on the record of his department.

To Broadcast from China

Paul Dorsey, newspaperman, is en route to the Sino-Japanese war zone for a series of broadcasts to the United States over NBC. The Japanese government has promised full cooperation, agreeing to provide a military escort and to allow uncensored broadcasts since Dorsey will report what he sees without voicing editorial opinion. His various broadcasts will be sent to America via RCA facilities.

Dorothy Alt Sails Today

Dorothy Alt, Canada's top ranking radio rhythm singer, is in New York and will sail on the *Queen Mary* today for London to appear on commercial programs for the J. Walter Thompson agency in England. Miss Alt was signed by Stanley Maxted, now chief producer for J. Walter Thompson in Europe and formerly regional program chief for the CBC at Toronto.

By Request

Sept. 6.—Announcer Allen Anthony of KWK will be careful about "kidding" the public hereafter.

During a sustainer on KWK he requested his listeners to send in some bottle caps, carton tops or anything they had handy—just kidding. The result was the immediate delivery to the station by mail, express and truck of the wildest assortment of junk imaginable and it cost the station a tidy sum to haul it away.

WLW Will Supervise Shows More Closely

Cincinnati, Sept. 6. — Stricter supervision of programs than has been maintained heretofore will be the policy at WLW from now on, according to an edict from James D. Shouse, vice-president of the Crosley Radio Corp.

Henceforth, no transcribed programs will be carried after 7 P.M.. This rule, now in effect, wil be enforced as current contracts run out. Medical accounts in the proprietary classification will be rigidly censored by station officials. Many of these already have been cancelled. No future accounts will be accepted where merchandise of any description is offered directly to the consumer. Distribution of sample will be permitted only if the offers are bona fide and represent value received, as determined by competent appraisers. Commercials of a religious nature will be banned, and no time under any circumstances will be sold for programs containing propaganda of any nature. The station, however, will give time gratis for any cause considered to be of sufficient public interest, but these must not in any way incorporate a commercial angle.

Bowers Joins Mutual Net

Edward Bowers, formerly western manager for the Paul H. Raymer Co., special representatives, has joined the sales force of the Mutual network in New York City.

Garod Demonstrates Television Receiver

Television kits, with which amateurs can construct their own television receivers for the home, were demonstrated here last night by the Garod Radio Corp. The kits will be placed on sale today for $100 and a companion sound receiver will be placed on sale at the same time for $26.75.

The demonstration, a pickup of a regular NBC experimental television program, revealed a well-defined image on a screen 2¾ by 3¾ inches. The picture, sharp at closeup, loses clarity at a distance of five or more feet from the screen. The latter condition is a fault common to most small screens.

Operating under licenses of RCA and the Hazeltine patents, the Garod kit uses 15 tubes in addition to a five-inch cathode ray tube. The set, according to the manufacturer, can be assembled by the average technically-minded experimentor. However, a service bureau has been established to give advice and instruction free of charge to purchasers.

The kit will be placed on sale at the stores of the Wholesale Radio Service Co. in Manhattan, Fordham and Jamaica.

Biggar to Join WLW

Cincinnati, Sept. 6.—George C. Biggar, program director of WLS, Chicago, will join WLW-WSAI as supervisor of the artists bureau. Biggar also will have charge of the theatre units which WLW plans to send on the road this season in conjunction with broadcasts.

Miss Carrington Signed

Elaine Stern Carrington, author of the radio serial, "Pepper Young's Family," has been engaged to write six half-hour skits for the "Dr. Christian" program, which stars Jean Hersholt.

KOIL to Air Premiere

Omaha, Sept. 6.—KOIL will be the outlet for the Mutual chain of 107 stations in coverage of the world premiere of "Boys Town" here tomorrow.

New Shows on the Air

"Life Can Be Beautiful"

Procter & Gamble has some pretty promising and pretty awful radio script programs floating about the networks, and a newcomer, "Life Can Be Beautiful," takes its place among the former.

"Life Can Be Beautiful" tells the story of a 19-year-old girl who, deserted by her mother and pursued by a worthless roue, runs away and finds refuge in a book shop conducted by a Papa David. All of which sounds awfully corny, but authors Carl Bixby and Don Becker have given the script some believable dialogue, which the principals, Alice Reinhart, Earle Larrimore and Waldemar Kappel, read with telling effect.

"Life Can Be Beautiful" is presented daily at 4:30 P.M. over 23 stations of the NBC-Basic-Red network.

Governor Hoffman

Harold G. Hoffman, ex-Governor (of New Jersey) and ex-newspaperman, essays something new Sundays on WOR, and ere long one suspects that Mr. Hoffman may be able to append "ex-radio news commentator" to the list of his professional achievements.

In donning the robes of a radio news commentator, Mr. Hoffman forgot to doff the habiliment of the professional politician. Mr. Hoffman read his inaugural news script just as if he were addressing a political gathering. Among the subjects he discussed: the strained feeling existing between our government and Mexico because of the oil seizures; the death of Cardinal Hayes, the Nuremburg Congress, the President's "invasion" of Maryland, and other topics in the news. The talks are presented Sundays at 9 P.M., under the sponsorship of the House of Renault, winemakers.

Banner

Radio Personals

Bill Johnstone has
selected to play the role of
Shadow" when that cha
returns to Mutual Sept. 25.
Welles played the part last s
. . . Maurice Evans and Hugh
bert will be on the Vallee sho
morrow night. . . . Ruth Hilda
protege of Eddie Cantor, will not
her scheduled appearance on the
show this week, reason unknow
Bill Bacher, producer of the
coming Texaco "Star Theatre
turned to Hollywood over the
end.

+

Oklahoma City

For many seasons Darryle Mc
ter, WKY traffic manager, had
ised his friend Ed Snow he co
best man at his wedding. But
Mr. McAllister went to Col
Springs recently he got a bride a
Mr. Snow got was a wire: "Yo
be a better man, but not the bes
yet. Sorry." . . . John Harrison
merly of KTUL, Tulsa, KWY
other stations, has joined K
here as announcer, succeeding
Aurant, who has resigned and i
ported to be going to KTFL, T
newest 250-watt station, as pro
director. . . . Phil Grogan an
"Southern Belles," who have be
KOMA as a sustainer, have go
CBS in New York to present a
of three shows and possibly si
long term contract with the net

Republic Air Serie Talks Started H

Plans for Republic's forthco
radio series are being discussed
by M. J. Siegel, executive pro
with H. J. Yates. It is plann
have a 30-minute air show w
featuring the company's we
stars, probably over CBS.

Mr. Siegel, who arrived yest
from the coast, is also discussin
casting of "Wagons Westw
budgeted as the company's highest
picture to date. Gary Cooper, F
eric March and Walter Huston
been approached for the lead par

Lee Resigns Network

Oklahoma City, Sept. 6.—Jo
W. Lee, director of the Okla
Network and station manager
KTOK, network key station, has
signed, effective immediately. K.
Douglas, commercial manager
WBAP, Fort Worth, for the
four years, has been named to
ceed Mr. Lee in both positions.

Boyer Replacing Pow

Charles Boyer will replace Ty
Power as the leading man of "H
wood Playhouse" for three mo
when the program returns to the
on the NBC-Blue Oct. 2 at 9
Power will return to the prog
Jan. 1.

Extend "Good Will" Ti

WMCA's "Good Will Hour," w
has been heard for a half-hour
coast to coast, extends its time to
hour beginning Sept. 25.

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MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

14. NO. 48 NEW YORK, THURSDAY, SEPTEMBER 8, 1938 TEN CENTS

layed U.A. eet May Be alled Today

y Pickford to Return rom Toronto Trip

Mary Pickford scheduled to to New York from Toronto to- appeared likely that the United board of directors will have a . which will permit the holding twice postponed session.

board meeting was called orig- for Tuesday, but due to the of Douglas Fairbanks to make ling of the *Queen Mary* from d last week, and the absence of Pickford from New York, the was postponed to yesterday. to obtain a quorum necessi- second postponement to today. iderable uncertainty was appar- sterday as to whether or not ction would be taken by the oday on the major subjects on nda, which include the election ray Silverstone to the company

(Continued on page 8)

ublic-Trendle in econd Serial Deal

iblic yesterday closed a deal eorge Trendle of King-Trendle asting, Detroit, which owns the to the "Lone Ranger" radio for the production of a second to be known as "Lone Ranger s."

new series will be in 15 epi- nd will replace "Texas Rangers oming" on the release schedule. or a "Lone Ranger" feature for 9 were dropped recently with ision to make a second episode The first chapter will be re- in the last week in January. ately following "Hawk of the ness," the last serial on the 8 program.

.-20th-Fox Join So. Africa House

ed Artists has become associ- with 20th Century-Fox in the iction of a first run theatre in iesburg to cost more than $1,-).

investment by 20th Century- s $200,000, and it is reported J. A.'s participation is 40 per

(Continued on page 7)

adio News—P. 8

Bioff Alleged To Be in Pay Of Producers

Jeff Kibre Charges that $100,000 Was Passed

Hollywood, Sept. 7.—Alleging that by "gifts, donations, concessions and payments" to William Bioff, major studios and the Association of Motion Picture Producers have obtained dominance and control of four large Hollywood I.A.T.S.E. locals, Jeff Kibre, styling himself chairman of the Motion Picture Technicians Committee, today filed before the Los Angeles Regional Labor Relations Board charges of violation of the Wagner Act against the association and eight member studios.

The lengthy complaint contained the charge that the association, "for and on behalf of the association itself and on behalf of producers caused to be paid to William Bioff $100,000 on June 23, 1937, for the purpose of bringing

(Continued on page 7)

Thirty-Six Films In Work; 7 Start

Hollywood, Sept. 7. — Thirty-six pictures are before the cameras this week, as 13 finished and only seven started. Twenty-two are being prepared, and 62 are being edited.

Started were: "The Spider" (serial), Columbia; "Where the Buffalo Roam," Monogram; "Mr. Moto Takes a Vacation" and "Arizona Wildcat," 20th Century-Fox, and "Unfit to Print," "Nancy Drew, Detective" and "Women in the Wind," Warners.

In addition to these shooting are: "North of Texas" and "South of the

(Continued on page 7)

"You Can't Take It" $125,000 First Week

"You Can't Take It With You" took $125,000 in its first week at the Music Hall ending last night and is expected to continue as a big draw during its second week.

"Three Loves Has Nancy" gave the Capitol $31,000, and the Astor did $17,600 in the third week of "Marie Antoinette."

The Criterion claims records have been shattered with "Tenth Avenue Kid," the film having grossed a reported $13,200 for the week, better than "Gangs of New York." Both are Republic pictures. The film is being held, "Come on Leathernecks" will follow Sept. 14.

GROSSES LEAP AS FILM YEAR ENDS

Unions in Mexico Seek Control of Producer Group

By JAMES LOCKHART

Mexico City, Sept. 7.—The production situation in Mexico has become further tangled by the efforts of the two labor unions responsible for the suspension of all production here to attempt to attain complete control of the producers' association.

The two labor organizations, the Federation of Film Workers and the National Union of Studio Workers, have been waging a bitter feud for some time, each seeking to dominate all studio labor. Recently the Con-

(Continued on page 4)

"Boys Town" Given Premiere at Omaha

Omaha, Sept. 7.—"Boys Town" was given a premiere here tonight at the Omaha with Spencer Tracy and Mickey Rooney on hand. It was the first affair of its kind here.

Maureen O'Sullivan, Producer John Considine, Jr., and Frank Whitbeck, M-G-M publicity man, also were present.

Father Flanagan, Mayor Dan Butler and Gov. Roy Cochran of Nebraska were guests. Business and civic leaders, religious leaders and Tri-States

(Continued on page 4)

Ask Exhibition Stay On "Klondike" Films

Philadelphia, Sept. 7.—Decision was reserved today on a plea which seeks to restrain the showing of newsreel cameramen's views of the "Klondike," punishment cells in Holmesburg prison where, allegedly, four convicts were baked to death in a disciplinary measure against prison hunger strikers. Arguments, which were held behind closed doors, lasted more than two hours.

In reserving decision, Judge Flood, of common pleas court, declared, "This is a very important question. It deserves due consideration and I promise a prompt decision."

Assistant District Attorney Boyle, objecting to the showing of the films, resorted to a 300-year-old English

(Continued on page 7)

Total in 24 Key Spots $1,425,276 Reaches to Late Spring Level

Key city grosses for the week ending Sept. 1-2, the final week of the 1937-'38 season, took a jump that put them back close to the level of the best months of the year—January, February and March. The total was $1,425,276 for 136 first run houses reporting to Motion Picture Daily from 23 key spots.

Only once since last March has this figure been surpassed. That was for the week ending April 22-23, when the Easter impetus made itself felt. Labor Day week grosses, for which the records are not complete as yet, are expected to go far ahead of any week during the season just closed.

The increased business made itself felt sharply in mid-August, the week ending Aug. 18-19, to be exact.

"Ragtime Band" Tops

"Alexander's Ragtime Band" has been the banner-carrier of the recent successes. Other big grossers have been "Love Finds Andy Hardy," "The Rage of Paris," "Algiers," "Four's a Crowd," "Racket Busters," and some others. With "Marie Antoinette," "Spawn of the North," "You Can't Take It with You," "Carefree," "Letter of Introduction," "Sing You Sinners" and "Four Daughters" now in circulation, another big gross increase seems certain.

Conditions began to improve before the Motion Pictures' Greatest Year campaign and the "Movie Quiz" contest opened. These combined with the strong pictures now out now have circuit heads convinced that the ad campaign slogan will be something more than that shortly.

(Grosses Tabulation on Page 7)

Coast Independents Aid Mediation Move

Los Angeles, Sept. 7.—Mediation of grievances between Fox West Coast and independent exhibitors moved two steps nearer today as Albert Galston, president of the I.T.O. of Southern California named three members to the three-three arbitration board and settlement of the zoning and clearance schedule difficulties between Al Hansen, operating two theatres, and F. W. C. was reached.

Mr. Galston named himself, Robt. H. Poole, general manager of the

(Continued on page 4)

Anglo-American-G. N Deal Not Completed

The proposed reciprocal distribution deal between New Grand National and Anglo-American Films of London which has been discussed here during the past two weeks was not completed up to the time of the departure for London yesterday of Louis Jackson, the negotiating principal for the British company.

Mr. Jackson sailed on the *Queen Mary* after declaring that he planned to return to New York in about four weeks to discuss the distribution proposal further with Earle W. Hammons, president of New Grand National.

Mr. Hammons, Edward L. Alperson and Jack Skirball continued their conferences yesterday on the production program for the new company. These conferences are scheduled to be completed today or tomorrow.

M. P. Associates to Hold Charity Ball

The 19th annual dinner-dance of Motion Picture Associates, to be held Nov. 26 at the Astor, has been designated as the Motion Picture Charity Ball and the affairs will be known by that name in the future, according to Jack Ellis, president.

Proceeds will be devoted to worthy cases within the industry. A large part of the revenue is expected to come from advertising in the organization's annual journal.

Moe Sanders, general chairman, will announce members of the committee at a luncheon at Gallagher's today, the first of the season.

20th-Fox Files Denial

Twentieth Century-Fox Film Corp. yesterday filed its answer in the U. S. District Court to the suit of Quirico Michelena Llaguno for an accounting of the profits and an injunction against the exhibition of "The World Moves On," released in Spanish America as "La Paz En La Tierra," because of alleged plagiarism of the plaintiff's play, "Paz en La Guerra."

The defendant denied plagiarism and claimed the picture was based on an original story by Reginald Berkeley. The answer also claimed that the plaintiff's play is a part of the public domain, because it is allegedly not copyrighted in the United States. Twentieth Century-Fox also questioned the regularity of a decree which Llaguno obtained in Mexico in which it was ruled there was plagiarism.

Paulson to Stay Here

Larry Paulson, who was manager for 20th Century-Fox in Shanghai during the Japanese bombardment, arrived here recently for a vacation. The United States looked so good to him, he decided to stay and resigned from the foreign deparment. He has joined the Des Moines branch as salesman. Before going to China he was a salesman for the company in Toronto.

"Co-ed" for D. C. Guests

WASHINGTON, Sept. 7.—"Hold That Co-ed," football farce and political satire of 20th Century-Fox, was previewed here today for Washington correspondents and film critics. The picture had its world premiere at Loew's Capitol on Friday.

Purely Personal

G. L. CARRINGTON, Altec vice-president and general manager; F. C. GILBERT, chief engineer, and JOHN HILLIARD, sound department of M-G-M, left yesterday to inspect theatres in Philadelphia, Wilmington, Baltimore and Washington.

•

NINO MARTINI, TULLIO CARMINATI and CHARLES B. McCABE, publisher of the *Mirror,* will arrive on the *Rex* today. MR. CARMINATI will appear in the stage show, "Great Lady."

•

NEIL ELWOOD McGUIRE, short subject producer and art director, has returned after six years in Hollywood and is now associated with Trailer-Made, Inc.

•

MARTIN WEISER of Warner's publicity department left yesterday for Cincinnati and Dayton to exploit "Four Daughters." He will be gone 10 days.

•

WILLIAM GEHRING, 20th Century-Fox central division manager, left last night for Chicago and Minneapolis. He will return Monday.

•

HOMER HARMON, Roxy publicity director, is due tomorrow from St. Louis, his home town, where he vacationed with his family.

•

HARRY BUXBAUM, 20th Century-Fox branch head, is having his offices remodeled.

•

JACK SAVAGE, G.B. art director, is sword-fishing at Montauk Point this week.

•

GEORGE WEST is regaling the boys with stories of his trip to the coast.

•

SID HOLLAND, exhibitor of Elkhart, Ind., is vacationing here.

WAYNE MORRIS will make a dual appearance at the Strand during the run of "Valley of the Giants," starting tomorrow. He will appear personally and will also star in the picture. JOHNNY "SCAT" DAVIS also will be featured on the stage.

•

HARVEY DAY, Terry-Toon representative, left last night for a midwestern field trip, to return in about a week.

•

Cleveland

LOUIS GROSS of the film delivery service is deep sea fishing in Florida waters.

NAT LEFTON, Republic franchise owner, is dodging the hay fever season in Michigan.

JOHN URBANSKY of the Associated Theatres circuit went to New York to meet his son, an exchange student in Europe.

DUKE CLARK, Paramount branch manager, announces the first of what promises to be an annual Paramount outing, to take place at Silver Springs Park Sept. 15. WILLIAM PULLEN, owner of the New Linden in Columbus, and president of the Columbus Variety Club will be on hand as head chef in charge of grilling the steaks.

•

St. Louis

HOWARD WHITE, auditor for Fox West Coast, spent a day here on his way to Southern Illinois.

PETER DANA, new district manager for Universal, visiting local exchanges.

JOHN X. QUINN, M-G-M branch manager, has bought a home in Kirkwood, a suburb.

TOM RONAN, Danville; IZZY WEINSHIENK, Alton; PERRY HOEFFLER and wife, Quincy; VINCE HELLING, LAWRENCEVILLE; CARROLL MOORE, West Frankfort and RALPH BARTLEE, Jacksonville, among visitors here.

Issues Stop Order Against S. O. S. Co.

WASHINGTON, Sept. 7.—Issuance of a stop order against Sales on Sound Corp., requiring it to discontinue certain unfair methods of competition in the sale of sound screens, was disclosed today by the Federal Trade Commission.

The order prohibits the company from making representations that its sound screens are of top quality or newly manufactured, when such is not the case, and that they are flameproof.

Puppet Show Going Big

M-G-M's traveling puppet show, used in exploiting "Marie Antoinette," is reported receiving strong public support in the first two weeks of its national tour. The show has been playing in eastern seaboard and middle-Atlantic cities.

Loew's Directors Meet

Loew's directors held a monthly meeting yesterday, transacting business described as routine. The board's next dividend meeting is scheduled for November when a dividend on the preferred stock is scheduled to be voted.

Filing of Allied's Suit Due Next Week

CHICAGO, Sept. 7.—The court action of the Chicago Allied unit against Balaban & Katz and major distributors, delayed because of the illness of Joseph Rosenberg, attorney for Allied, is expected to be filed next week.

The threat of legal action followed the inability of the independent exhibitor unit and B. & K. to reach an agreement on operating policy in Chicago.

Schenck Leaves for Coast

Joseph M. Schenck, 20th Century-Fox chairman of the board, left last night for the coast by train, accompanied by Joseph H. Moskowitz, his eastern assistant. Mr. Schenck arrived Monday from a European vacation. Mr. Moskowitz may return by boat, in which event he will be back in five or six weeks. He has scheduled talent and story conferences with Darryl F. Zanuck.

Arthur Loew on Coast

HOLLYWOOD, Sept. 7.—Arthur Loew arrived today by plane for conferences with Louis B. Mayer and other M-G-M executives. He will return to New York tomorrow.

"Birth" Action W
Be Heard on Sep

ALBANY, Sept. 7.—Court ac
connection with the refusal o
cense for exhibition of "The I
a Baby" by the N. Y. state
board will be heard at a speci
of the N. Y. Supreme Court a
Sept. 16.

Early last month a writ o
orari was served on Dr. Er
Cole of the State Department o
cation. The reply has been ha
the court, which will take t
under consideration next week

Open Air Spots N
Worry in the S

Home offices have received
from their branches in the sou
southwest indicating that ex
are considerably disturbed
spread of "open air" theatres.

According to information r
by 20th Century-Fox, applicati
pending in various winter resor
in the south and southwest f
construction of as many as 90
air" film houses.

Exhibitors are said to feel t
type of operation may become
competition in some communit

Circuit Sets Divide

Marcus Loew's Theatres, Lt
declared an accumulated divid
$1.75 on the seven per cent pr
stock, payable Sept. 30 to hol
record Sept. 20.

Hamilton Unit Pays

Hamilton United Theatres, Lt
declared a dividend of $1.50 pe
on the seven per cent preferred
payable Sept. 30 to holders of
Sept. 15.

MOTION PICTURE
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gatan 19C; Charlotte Laszlo, represe
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representative. MOSCOW: Petrovski
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Della Mercede; Joseph D. Ravotto, represe
SANTIAGO de CHILE: Casilla 13300; A.
mann, representative. SHANGHAI: Room
Capital Theatre Building, 142 Museum Road
Koehler, representative. STOCKHOLM:
gatan 36; Ragnar Allberg, representative. T
880 Sasazuks, Ichikawa-shi, Chiba-Ken: H.
naga, representative.
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hurry call
for

John Payne

everybody wants him first, in
Warner Bros.' "Garden of the Moon"

Independents' Drive Pledges Still Pour In

Pledges to the Motion Pictures' Greatest Year campaign fund from independent exhibitors are still being received at campaign headquarters in a steady flow, drive officials reported yesterday.

Heavy weekend business and unusually good theatre attendance Tuesday and yesterday at theatres entered in the "Movie Quiz" contest is credited with having convinced undecided exhibitors of the business worth of the campaign and contest. Exhibitors still have time to enter, it was pointed out, as their patrons can qualify for the contest prizes by answering a minimum of 30 contest questions of the 94 listed in the "Movie Quiz" booklets.

As a result of the continued flow of entries it appeared likely that the independents' quota would be oversubscribed by approximately $40,000 and that the goal of 9,000 contest theatres would be reached with ease.

C. of C. Cooperating

The New York West Side Association of Commerce has offered its cooperation to the Broadway drive committee, which will make possible the stringing of a banner across Broadway at 45th St. and the staging of promotional activities for the drive which are ordinarily banned in the Times Square area.

Similar cooperation for the drive was reported in all sections of the country. The *Boston Sunday Advertiser* is using large signs on its delivery trucks calling attention to the prize contest. Daily stories on the drive are being carried by the *Boston American* and *Boston Daily Record.* The Providence, R. I., Gas Co. is contributing several large ads to local newspapers boosting the campaign. The *Providence Journal* is cooperating editorially.

Department stores and surface cars in Easton, Pa., are aiding in publicizing the drive. In Atlanta, civic authorities cooperated with the regional committee to make possible a huge parade, street decorations, a mayoral proclamation and liberal local publicity.

Loew's Report Improvement

Loew's circuit managers in all parts of the country reported a decided business pickup with the opening of the contest and campaign, Oscar Doob, advertising and publicity director for the circuit, said.

The West Side Association is sponsoring a committee of leading business men and city officials to promote activities designed to emphasize the part played by motion pictures in combating the recession. Mayor La Guardia has been asked to serve as honorary chairman. Members of the committe include the following:

Harold W. McGraw, chairman, vice-president, McGraw Publishing Co.; Robert K. Christenberry, vice-chairman, vice-president and general manager Hotel Astor; Stanley M. Isaacs, president, Borough of Manhattan; James J. Lyons, president, Borough of the Bronx; Dr. John A. Harriss, president, Broadway Association; John J. Cavanaugh, president, Twenty-third Street Association; George J. Schaefer, manager, United Artists Corp.; Hon. E. M. Rabenold, chairman, Clinton Trust Co.; Howard Dietz, advertising manager, M-G-M; Bert Adler, secretary to the department, Department of Public Works; Frank L. Andrews, vice-president, National Hotel Management Co., Inc.; Major Edward Bowes; M. H. Aylesworth, publisher, New York World-Telegram; M. R. Boylan, vice-president, Public Service Interstate Transportation Co.; E. S. Callahan, president, Consolidated Telegraph & Electrical Subway Co.; John F. Creamer, president, Wheels, Inc.; Morton R. Cross, president, Cross & Brown Co.; W. G. Curren, general manager, The Baltimore and Ohio Railroad Co.; R. E. Dougherty, vice-president, New York Central System;

Also, Charles G. Edwards, president, Central Savings Bank; Abner Friedman, general manager, Hotel Times Square; Robert J. Glenn, manager, Hotel Governor Clinton; Harry Gould, president, The American News Co.; C. R. Graham, vice-president, Railway Express Agency, Inc.; Paul Gulick; Allen L. Grammer, president, Street & Smith Publications, Inc.; J. J. Kelleher, vice-president, United Fruit Co.; W. F. H. Koelsch, vice-president, Chase National Bank; Frank W. Kridel, president, Ritz Tower Hotel; Carl C. Lang, vice-president, Continental Bank & Trust Co.; H. A. Lanzner, general manager, the Park Central; Clarence L. Law, executive assistant to the vice-president, Consolidated Edison Co. of N. Y.; George LeBoutillier, vice-president, the Pennsylvania Railroad; Frank A. McKowne, president, Hotels Statler Co., Inc.; Charles F. Noyes, chairman, Charles F. Noyes Co., Inc.; William G. Rabe, vice-president, Manufacturers Trust Co.; F. A. Reif, vice-president, Ludwig Baumann; William Sachs, vice-president, Sachs Quality Furniture, Inc.; Charles Scribner, president, Charles Scribner's Sons; J. S. Suits, general manager, Dreier Hotels; Roy E. Tomlinson, president, National Biscuit Co.; J. H. Van Alstyne, president, Otis Elevator Co.; E. J. Voorhis, New York manager, Sears, Roebuck & Co.; George E. Warren, vice-president, the Chase National Bank; Charles E. Weldon, president, Town Cab Corp.

Coast Independents Aid Mediation Move

(*Continued from page* 1)

I. T. O., and E. S. Calvi to represent the I. T. O. at the meetings with three F. W. C. executives. Jules C. Goldstone, attorney for Mr. Hansen, announced that a pact affecting clearance of films for the Vogue and Tower, theatres near Compton, was reached with the circuit. No details of the settlement were given.

The difficulties were ironed out by Harold Buckley and Arch Bowles, the latter coming from San Francisco for the conferences. Mr. Goldstone previously had threatened anti-trust action against F. W. C. The decision to arrive at a peaceful settlement without litigation was part of Charles Skouras' recent invitation to independents to confer with him about any real or fancied grievances. His bid was made at an exhibitor meeting in behalf of the Motion Pictures' Greatest Year drive.

Jenkins Plans Six Theatres in Mexico

Mexico City, Sept. 7.—An investment reported to be close to $1,000,000 is to be made soon in the construction of six film houses in the provinces by William Oscar Jenkins, ex-American consul at Puebla City and wealthy sugar operator whose home is in Los Angeles, it has been learned here.

Mr. Jenkins is arranging this investment in cooperation with seasoned Mexican exhibitors. It is his first venture in the film business. Four of the houses are soon to be built, one each in Puebla City, capital of Puebla state; Jalapa, the Vera Cruz state capital, and the port of Vera Cruz and Orizaba, Vera Cruz. They will all be American equipped. Work on the first four is scheduled to start shortly.

Brothers Compete

In the current S. R. Kent Drive, it's a case of brother vs. brother at the 20th Century-Fox exchanges in New York and St. Louis. Elliott McManus is ad sales manager here and Arthur McManus rules the department in the Missouri city. So far the St. Louisan has had the better of the brotherly rivalry.

"Boys Town" Given Premiere at Omaha

(*Continued from page* 1)

officials attended. The affair was aired by KOIL, Omaha, over a Mutual hookup. Fully 25,000 persons jammed the streets around the theatre,

The Chamber of Commerce and prominent citizens helped to make the affair a civic success. The *Omaha World-Herald* had special section and local newspapers gave plenty of advance space.

Tri-States officials present included: A. H. Blank, president; G. Ralph Branton, general manager; Al MacKechneay, treasurer; Dave Dewey, assistant general manager. Representing M-G-M were Harris Wolfberg, district manager, and E. W. Saunders, western division salesmanager.

Scherzer to Monogram

Kansas City, Sept. 7.—Ralph Scherzer, head booker for Grand National, has resigned to become head booker and city salesman for Monogram.

M. G. Shackelford, who has been handling booking, office, and city sales for Monogram, will return to the road in Kansas as salesman. John Muchmore, former office manager for M-G-M, succeeds Scherzer as head booker at Grand National.

Fined on Lottery Charge

Birmingham, Sept. 7.—H. W. Roberts, manager of the Five Points here, was fined $50 and costs in Police Court on a charge of violation of the city and state lottery laws. It was said the theatre "offered to purchase photographs from patrons," based upon the holding of certain "lucky seats" in the theatre. An appeal is planned.

Chicago Union Talks On

Chicago, Sept. 7.—Exhibitor leaders and executives of the local projectionists' union met today for further conferences on a new operator contract for the coming year. It is expected the new terms will be similar to those now in effect although the union is seeking a pay rise and the exhibitors are asking reductions.

Clifford Dempsey Dead

Atlantic Highlands, N. J., Sept. 7.—Clifford Dempsey 73, character actor on the stage and screen for over 50 years, died at his home here. Mr. Dempsey was to have started rehearsal of a part in "Abe Lincoln in Illinois" this week. He is survived by his widow, Mrs. Bertine Robison Dempsey.

Unions in Mexic Seek Control Producer Gr

(*Continued from page* 1)

federation of Mexican Worker powerful labor organization country, indicated that a set had been reached. However, outburst yesterday resulted closing of 38 local studios, a situation was further complica day by the effort of the two to gain control of the producer ciation.

The producers have served n the warring union factions th have no intention of yielding a inch in the controversy.

Informed circles here are opinion that the fight will last a month, despite the appeal of t ducers for intervention by P Lazaro Cardenas. The fact t local theatres are showing M pictures has increased the busi the distributors of foreign p especially American.

Assistant Directo Testify for NI

Hollywood, Sept. 7.—Whet sistant directors are called u use "imaginative and creative today was the question befor tional Labor Relations Board Examiner William R. Ringer hearing of Screen Directors petition to be declared the co bargaining agency for directo sistants and unit managers.

Six assistant directors to stand to tell of their duties an closely questioned by Alfred V representing 20th Century-Fox. tifying were Eric Stacey, Wright, Wilbur McAugh, Carr, William Argyle Nelson a ward F. O'Fearna.

Expect to Sign wi Stagehands Sho

A contract with Local 1, stag is expected to be in shape for by the end of this week, fol protracted negotiation with circ resentatives. The pact will ment conditions under which M tan stagehands have. worked the last year, with modification

Distributor representatives wi with John Gatelee, I. A. T. spokesman, at the Warner hom today. The meeting was called request to clarify certain points the two-year contracts coveri change employes which were c mated some time ago.

Warners Make Pl For American Le

Hollywood, Sept. 7.—Warne day completed plans for playi industry's official host to Am Legionnaires at the National C tion here when it announced tha than 15,000 Legionnaires and families will parade in buses a foot through the lot Sept. 19.

Harry and Jack Warner wil a luncheon for 100 Legion offic the studio cafe. Main Street v converted into an "Avenue of F representing all nations.

ıntoinette" ın Francisco Hit, $22,000

: Francisco, Sept. 7.—"Marie ıette" soared $9,000 over par to $22,000 in its opening week at aramount. The picture overshad- all competition with the excep- of "Alexander's Ragtime Band" drew $18,500 in its second week Fox.

giers" continued its run at the d Artists, getting $6,400 in its week and holding for a seventh. r of Introduction" grossed $7,- its second week at the Orpheum as held for a third.

al first run business was $82,950. ıge is $82,800.

imated takings:

Week Ending Aug. 30:

BREAKING THE ICE" (RKO)
DEN GATE—(2,850), 35c-40c-55c, 7 Stage: vaudeville. **Gross:** $13,000. ge, $16,000)

"ALGIERS" (U. A.)
TED ARTISTS—(1,200), 15c-35c-40c- days, 6th week. **Gross:** $6,400. (Av- $7,000)

Week Ending Aug. 31:

ARIE ANTOINETTE" (M-G-M)
AMOUNT—(2,700), 15c-35c-40c-55c- days. **Gross:** $22,000. (Average,)

EXANDER'S RAGTIME BAND" (20th-Fox)
—(5,000), 15c-35c-40c-55c-75c, 7 days, eek. **Gross:** $18,500. (Average, $17,-

TER OF INTRODUCTION" (Univ.)
HEUM—(2,440), 15c-35c-40c-55c, 7 2nd week. **Gross:** $7,200. (Average,

OVE FINDS ANDY HARDY" (M-G-M)
"ARMY GIRL" (Republic)
FRANCIS—(1,400), 15c-35c-40c-55c- days, 4th week. **Gross:** $5,100. (Av- $7,000)

Week Ending Sept. 1:

"BOY MEETS GIRL" (W. B.)
"BOOLOO" (Para.)
RFIELD—(2,680), 15c-35c-40c-55c-75c, . **Gross:** $10,000. (Average, $13,000)

Week Ending Sept. 2:

LA BOHEME" (Int. Cinemart)
Y—(400), 15c-35c-40c, 7 days, 3rd **Gross:** $750. (Average, $1,300)

elson Joins Republic

Louis, Sept. 7.—Dave Nelson, r local exhibitor, has joined the blic sales force here.

Wall Street

Small Gains Revive Board

	Open	High	Low	Close	Net Change
......	14⅝	15	14⅝	14⅞	— ⅛
pfd...	8½	8⅝	8½	8⅝	+ ⅛
.....	174	176	174	176	+1
pfd..	161½	161½	161½	161½	+1
E...	16	16	16	16	.....
.....	51⅜	52½	51¼	52	+ ⅞
.....	11	11⅝	11	11⅝	+ ⅝
1.....	90	90	90	90	+1¼
2.....	11½	11⅞	11½	11⅞	+ ⅜
.....	9¾	10⅜	9¾	10¼	+ ¾
.....	2¼	2½	2¼	2⅜	.....
ox ...	26¼	27	26¼	26⅞	+ ⅝
pfd....	34½	34½	34½	34½	— ½
....	6⅜	6¾	6⅜	6⅝	+ ¼

urb Has Fractional Changes

	Open	High	Low	Close	Net Change
....	7/16	7/16	7/16	7/16	.....
gram	2¼	2¼	2¼	2¼	.....
.....	20⅞	21¼	20¾	21¼	+ ⅜
-Lux	2⅛	2⅛	2⅛	2⅛	— ⅛

Loew's Bonds Increase

	High	Low	Close	Net Change
3½s '46....	100½	100½	100½	+ ¼

(Quotations at close of Sept. 7)

Hollywood Preview

"Room Service"

(RKO)

Hollywood, Sept. 7.—Broad comedy is the spirit of this farce. Characterizations, dialogue and situations combine to give the film version of the John Murray-Allan Boretz play amusement quality in keeping with the stage success.

The usual tendency of the Marx Brothers to interpolate, improvise and deviate from the script is held to a minimum. The plot follows the theme of the original with only a few topical exceptions. It is practically devoid of romantic love interest. The theme is keynoted continually to low comedy that concentrates on one main purpose, the nonsensical antics of Groucho, a fly-by-night play producer, and his aides, Chico and Harpo, who live in a hotel while they attempt to stage a play which they don't own and for which they have no financial backer. They make life a bedlam for Cliff Dunstan, hotel manager, disillusion Frank Albertson, a yokel author, and run into conflict with Donald MacBride, the hotel supervisor. Meanwhile they try to arrange finances by hook or crook. All this gives rise to some of the most raucous amusement the screen has seen in many moons.

The foolishness stressed in early reels turns to travesty when, to forestall the wrath of MacBride, who has been hoodwinked into becoming the show's backer, the trio pose Albertson as the corpse of a man driven to self-destruction by villainous demands for blood money. But this, as well as Harpo's suicide, which the audience understands is but an item of the trio's trickery, serves to give them time to put on the play. It was received with glee by a first night audience and promises to be a financial bonanza.

The characters played by the Marx Brothers are completely different from previous appearances. They retain their individual personsalities but also play straight roles. Members of the original stage company—MacBride, Dunstan and Phillip Wood—appear in the parts they created, while Phillip Loeb surrendered his original character to Chico, to be featured as a whimsical bill collector. This group, with Albertson, carry the brunt of the show. Lucille Ball and Ann Miller, the feminine representation, have comparatively little to do.

Morrie Ryskind, in adapting the play, smartly chose to hew to the line and letter of the play. William A. Seiter directed the production similarly.

Average audiences in the mood for farce comedy—and there are plenty of available exploitation ideas with which to whip them up to that state—should find "Room Service" comic amusement.

Running time, 75 minutes. "A." G. McC.

New York Preview

"The Higgins Family"

(Republic)

Elements that make pleasant entertainment for the family trade are plentiful in "The Higgins Family." The story is a simple, humorous affair about Mr. Everyman and his family. Light complications are introduced for comic effect. The denouement is another variation of the reliable chase device. The cast features the expert talents of James, Lucille and Russell Gleason, Lynn Roberts, Harry Davenport, William Bakewell and Wallis Clark. Gus Meins directed.

Gleason is an advertising man who is given charge of a big account while his boss is on a trip. The client arrives to arrange the deal. Gleason invites him home to dinner. They arrive to find the house in disorder and no dinner. Mrs. Gleason, it seems, has been rehearsing her amateur dramatic company. There is confusion and Paul Harvey, the client, calls the deal off. Gleason, next day, however, smooths things out. They are ready to sign when Mrs. Gleason is heard on the radio in a sidewalk interview during which she gives her opinion of the American housewife. Harvey thinks she has great advertising possibilities. A rival product also has the idea and signs her. Mrs. Gleason becomes a celebrity, ruins her husband's business and nearly wrecks their home. Domestic affairs become strained. The divorce court enters the picture. The case is a farce which culminates when Miss Roberts, their daughter, who has Hollywood ambitions, runs off. The family give chase in a sound truck and discover that their child has married Bakewell, her sweetheart. At length the very hectic situation is set to rights.

Running time, 65 minutes. "G." Joseph Priore

"Carefree," "Spawn" Hits On the Coast

Los Angeles, Sept. 7.—"Carefree" and "Spawn of the North" were outstanding hits here last week. The former, showing at the Hillstreet and Pantages, took $10,000 and $12,500, respectively. Both were big. "Spawn," with Rube Wolf and his orchestra at the Paramount, went to $25,500, over normal by $7,500.

"My Lucky Star" and "Safety in Numbers" were strong at both the Chinese and Loew's State. The take at the former was $14,810 and at the latter $16,107.

Total first run business was $116,-883. Average is $100,950.

Estimated takings for the week ending Sept. 7:

"MARIE ANTOINETTE" (M-G-M)
CARTHAY CIRCLE—(1,518), 50c-$1.50, 5 days, 9th week. **Gross:** $4,500. (Average, ,10,000)

"MY LUCKY STAR" (20th-Fox)
"SAFETY IN NUMBERS" (20th-Fox)
CHINESE—(2,500), 30c-75c, 7 days. **Gross:** $14,810. (Average, $12,500)

"MOONLIGHT SONATA" (Pall Mall-U.A.)
ESQUIRE—(900), 40c-55c, 7 days, 11th week. **Gross:** $900. (Average, $2,500)

"ALGIERS" (U.A.)
4 STAR—(900), 40c-55c, 5 days, 8th week. **Gross:** $4,464. (Average, $3,250)

"PEARLS OF THE CROWN" (Lenauer)
GRAND—(750), 35c-40c, 6 days. **Gross:** $650. (Average, $1,200)

"CAREFREE" (RKO)
"CRIME RING" (RKO)
(Mats. only)
HILLSTREET—(2,700), 30c-65c, 6 days. **Gross:** $10,000. (Average, $6,500)

"MY LUCKY STAR" (20th-Fox)
"SAFETY IN NUMBERS" (20th-Fox)
LOEW'S STATE—(2,500), 30c-75c, 7 days. **Gross:** $16,107. (Average, $14,000)

"CAREFREE" (RKO)
"CRIME RING" (RKO)
(Mats. only)
PANTAGES—(3,000), 30c-65c, 6 days. **Gross:** $12,500. (Average, $7,000)

"SPAWN OF THE NORTH" (Para.)
PARAMOUNT—(3,595), 30c-65c, 7 days. Stage: F. & M. revue, Rube Wolf and his orchestra, Kenny Gardner. **Gross:** $25,500. (Average, $18,000)

"FOUR'S A CROWD" (W.B.)
"BULLDOG DRUMMOND IN AFRICA" (Para.)
WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days. **Gross:** $14,679. (Average, $14,000)

"FOUR'S A CROWD" (W.B.)
"BULLDOG DRUMMOND IN AFRICA" (Para.)
WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days. **Gross:** $12,773. (Average, $12,000)

Name Seattle Censors

Seattle, Sept. 7.—Two members of the former board and seven new members were appointed to the Seattle Board of Theatre Censors by newly-elected Mayor Arthur Langlie. Reappointed were Peter J. DeClercq, retired merchant, and Charles Crickmore, executive of the projectionists' union. New members are Guy F. Navarre, manager of the local United Artists exchange, and Paul Westlund, Henry P. Till, George Cohen, Mrs. Ernest Kummer, Mrs. Theodore E. Farrell and Mrs. Franklin V. Spooner.

Louis Hayward in 'Duke'

Hollywood, Sept. 7.—Louis Hayward has been signed to a term contract by Edward Small and he will get the starring role in "Duke of West Point" originally scheduled for the late Jack Dunn.

MOTION PICTURE DAILY'S HANDY BOOKING CHART

[*Dates Are Based Upon National Release Schedules and Are Subject to Change. This Chart Is Revised Weekly. Letters in Parentheses After the Titles Denote the Following: (A) Adult, (G) General, (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action*]

	COLUMBIA	M-G-M	MONOGRAM	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIVERSAL	WARNERS	G. B.
Aug. 5		Crowd Roars (G) (D) *Taylor* *O'Sullivan* (840)	Barefoot Boy (G) (D) *Jackie Moran* *Claire Windsor*	Bulldog Drummond in Africa (G) (D) *John Howard* *Heather Angel*	Heroes of the Hills (G) (D) *Three Mesquiteers* (7118)	I'm from the City (G) (C) *Joe Penner* (834)	Gateway (G) (D) *Don Ameche* *Arleen Whelan* (901)	Algiers (A) (D) *Boyer* *Gurie* *Lamarr*	Letter of Introduction (G) (D) *Leeds* *Bergen*	Mr. Chump (C) *John Davis* *Lola Lane* (227)	Crime Over London *Margot Grahame* *Paul Cavanaugh* (Aug. 15) (8007)
Aug. 12	The Gladiator (G) (C) *Joe E. Brown* *June Travis*	Rich Man, Poor Girl (G) (D) *Robert Young* (843)		The Texans (G) (O) *Joan Bennett* *Randolph Scott*	Man from Music Mountain (G) (O) *Autry* (7104)	Painted Desert (G) (O) *O'Brien* (883)	Keep Smiling (G) (C) *Jane Withers* *Gloria Stuart* (902)		The Missing Guest (G) (D) *Paul Kelly*	Racket Busters (G)(D) *Brent* *Bogart* (205)	Man with 100 Faces *Tom Walls* (Sept. 1)
Aug. 19	Convicted (D) *Quigley* *Hayworth*	Block-Heads (A) (C) *Laurel & Hardy* (844)		Give Me a Sailor (G) (C) *Martha Raye* *Bob Hope* *Betty Grable*	Durango Valley Raiders (O) *Bob Steele* (7128)	Smashing the Rackets (G) (D) *Chester Morris* (832)	Alexander's Ragtime Band (G) (M) *Power* (903)				The Thirty-Nine Steps (Reissue) (G) (Sept. 15)
Aug. 26	Phantom Gold (O) *Jack Luden*	Marie Antoinette (A) (D) *Norma Shearer* *Tyrone Power* (845)	Under the Big Top *Marjorie Main* *Anne Nagel*	Spawn of the North (G) (D) *Raft* *Lamour*	Desperate Adventure (G) (D) Tenth Avenue Kid (G) (D)	Breaking the Ice (G) (D) *Bobby Breen* *Dolores Costello* (845)	Speed to Burn (G) (C) *Michael Whalen* *Lynn Bari* (904)		Dark Rapture (O) *Armand Denis* *Leila Roosevelt*	Boy Meets Girl (A) (C) *Cagney* *Pat O'Brien* (303)	The Lady Vanishes *Margaret Lockwood* *Paul Lukas* (Oct. 1)
Sept. 2	I Am the Law (G) (D) *Robinson*	Three Loves Has Nancy (A) (C) *Montgomery* (901)		Sing You Sinners (G) (M) *Bing Crosby* (3801)	The Higgins Family *James Gleason* *Lucille Gleason* *Russell Gleason*	Carefree (G) (M) *Astaire* *Rogers*	My Lucky Star *Sonja Henie* *Richard Greene* (905)		Freshman Year (G) (M) *Dixie Dunbar* *Ernest Truex*	Four's A Crowd (G) (C) *Errol Flynn* *deHavilland* (213)	
Sept. 9	Colorado Trail (O) The Lady Objects *Gloria Stuart* *Lanny Ross*	Boys Town (G) (D) *Spencer Tracy* *Mickey Rooney*	Starlight Over Texas (O) *Tex Ritter*	In Old Mexico (G) (O) *William Boyd* (3855)	Billy the Kid Returns (O) *Roy Rogers* *Smiley Burnette*	The Affairs of Annabel (G) (C) *Joe Penner* *Lucille Ball*	Safety in Numbers (G) (D) *Jones Family* (906)		Personal Secretary *William Gargan* *Joy Hodges*	Secrets of An Actress *Kay Francis* *George Brent*	
Sept. 16	Juvenile Court *Paul Kelly* *Frankie Darro*	Too Hot to Handle *Clark Gable* *Myrna Loy*	Mexicali Kid (O) *Jack Randall*	Sons of the Legion *Donald O'Connor* *Billy Lee* *Billy Cook*	Down in "Arkansaw" *Weaver Bros.* *Pinky Tomlin*	The Renegade Ranger (O) *O'Brien* (884)	Hold That Co-Ed *John Barrymore* *George Murphy* *Marjorie Weaver* (907)		Black Bandit *Bob Baker* *Marjorie Reynolds*	Valley of the Giants *Wayne Morris* *Claire Trevor*	**G. N.**
Sept. 23	The Stranger from Arizona (O) *Buck Jones* *Dorothy Fay*	Listen, Darling *Bartholomew* *Judy Garland*	Wanted by Police (D) *Frankie Darro* *Evalyn Knapp*	Campus Confessions *Betty Grable* *Hank Luisetti* *Eleanore Whitney*		Fugitives for a Night *Frank Albertson* *Adrienne Ames*	Time Out for Murder (G) *Gloria Stuart* *Michael Whalen* (908)		Youth Takes a Fling *Joel McCrea* *Andrea Leeds*	Four Daughters (G) (D) *Lane Sisters* *John Garfield* (359)	Renfrew on White Trail (228) (July 22)
Sept. 30	Girls' School *Ann Shirley* *Nan Grey* *Ralph Bellamy*	Stablemates *Wallace Beery* *Mickey Rooney*	Sweetheart of Sigma Chi (reissue) *Mary Carlisle*	King of Alcatraz *J. Carroll Naish* *Lloyd Nolan*		Room Service (C) *Marx Brothers* (901)	Submarine Patrol *Richard Greene* *Nancy Kelly* (909)	Drums *Raymond Massey* *Sabu* (G) (D)	Road to Reno (G) (C) *Hope Hampton* *Randolph Scott*	Garden of the Moon (G) (M) *Pat O'Brien* *Lindsay*	Utah Trail (O) *Tex Ritter* (229) (Aug. 12)
Oct. 7	You Can't Take It With You (G) (C) *Jean Arthur*	Vacation from Love *Florence Rice*		Touchdown, Army *Mary Carlisle*			Meet the Girls *June Lang* *Lynn Bari*		That Certain Age *Durbin*		

off Alleged o Be in Pay)f Producers

(Continued from page 1)

our locals of I.A.T.S.E. and their ership under direct control and nance of the producers and the iation."

. Kibre, who prepared the comt himself without attorney aid, ded Mr. Bioff, George E. Browne's nal representative who resigned week, has since 1936 been the agent of the producers and the iation."

e complaint specifically charged tudios with interfering and coerctudio employees into Photogra-. Local 659, Laboratory Workers l 583, Sound Technicians Local nd Studio Technicians Local 37, f I.A.T.S.E., by posting notices l studios Jan. 2, 1936, that memip in I.A.T.S.E. locals was a sary condition to employment at tudios.

Bargaining Charge Made

leged also was that since that date ers in the groups have been dethe right to bargain collectively employers because of the agreeentered into by and through the iation, "as the duly designated t and representative of the pros, and the purported representaof four locals of I.A.T.S.E."

rland Holmden and Harold h, international vice-presidents in ze of the I.A.T.S.E. Hollywood s, were not available at their s for statements concerning the e allegations.

k Exhibition Stay n "Klondike" Films

(Continued from page 1)

te. He contended that the picture "prejudicial to the prosecution would prevent a fair, impartial orderly trial" of the guards and als who were held responsible by oroner's jury last week.

een Leaving Wurtzel

LLYWOOD, Sept. 7.—Howard J. n, producer for six months in the Wurtzel unit at 20th Century-Fox, leave the lot on Saturday followis completion of three pictures.

0th-Fox Wires 'Em

A shipment of copper wire, elivered into the heart of he African jungle, has setled a debt by 20th Centuryox to the Masai tribesmen. hen an expedition from he studio penetrated Brits Tanganyika a year ago, the lasais objected to being aid in money for the work s extras, asking that part f their pay come in the orm of copper wire. The lasai women use the wire or decorations. Next to attle, wire is the most valuble commodity in the jungle.

Close of Exhibition Year Sees Key Grosses Leaping

Total for the latest available periods:

	Week Ending Aug. 18-19		Week Ending Aug. 25-26		Week Ending Sept. 1-2	
	No. Theatres	Gross	No. Theatres	Gross	No. Theatres	Gross
Boston	6	$88,000	6	$55,500	6	$73,500
Buffalo	5	34,500	5	48,800	5	47,600
Chicago	7	132,800	7	124,400	7	124,800
Cincinnati	7	45,800	8	58,750	8	52,900
Cleveland	5	50,500	5	40,500	5	47,500
Denver	7	41,500	7	44,850	7	40,525
Detroit	4	36,200	4	56,200	5	57,100
Indianapolis	4	30,100	4	29,800	4	34,000
Kansas City	4	26,700	5	38,000	5	26,200
Los Angeles	11	120,475	11	109,308	11	93,101
Milwaukee	5	31,300	5	40,600	5	28,800
Minneapolis	4	21,300	4	29,500	4	25,900
Montreal	4	22,500	4	29,500	4	26,000
New Haven	4	14,600	4	23,400	4	20,500
New York	8	274,490	9	274,937	9	319,600
Oklahoma City	5	18,500	5	18,600	5	21,900
Omaha	3	22,100	3	34,000	3	23,200
Philadelphia	8	79,800	8	79,300	9	91,000
Pittsburgh	5	49,000	5	44,850	5	60,600
San Francisco	8	76,200	8	78,150	8	82,950
St. Paul	5	13,000	5	19,300	4	14,000
Seattle	7	35,400	7	41,900	7	39,400
Washington	6	62,465	6	62,300	6	74,200
	132	$1,327,230	135	$1,382,445	136	$1,425,276

Key city grosses up to the week ending Sept. 1:

Week Ending	No. Theatres	Gross
Sept. 24-25	144	1,558,698
Oct. 1- 2	148	1,528,286
Oct. 8- 9	147	1,500,826
Oct. 15-16	147	1,587,879
Oct. 22-23	149	1,546,112
Oct. 29-30	146	1,555,682
Nov. 5-6	147	1,510,291
Nov. 12-13	151	1,519,420
Nov. 19-20	152	1,544,974
Nov. 26-27	138	1,419,301
Dec. 3- 4	136	1,612,773
Dec. 10-11	137	1,300,818
Dec. 17-18	137	1,193,642
Dec. 24-25	136	1,076,657
Dec. 31-Jan. 1, 1938	136	1,597,409
Jan. 7- 8	150	1,852,759
Jan. 14-15	145	1,482,955
Jan. 21-22	149	1,535,087
Jan. 28-29	147	1,528,720
Feb. 4- 5	147	1,593,065
Feb. 11-12	149	1,519,866
Feb. 18-19	149	1,520,357
Feb. 25-26	145	1,582,285
Mar. 4- 5	144	1,521,797
Mar. 11-12	144	1,485,345
Mar. 18-19	145	1,443,398
Mar. 25-26	144	1,418,494
April 1- 2	144	1,416,745
April 8- 9	143	1,347,244
April 15-16	143	1,158,856
April 22-23	145	1,516,557
April 29-30	143	1,365,866
May 6- 7	143	1,300,772
May 13-14	140	1,212,731
May 20-21	142	1,319,641
May 27-28	140	1,227,080
June 2- 3	137	1,237,740
June 9-10	136	1,133,098
June 16-17	135	1,077,798
June 23-24	135	1,027,924
June 30-July 1	134	1,068,391
July 7- 8	132	1,093,820
July 14-15	132	1,084,720
July 21-22	134	1,121,350
July 28-29	132	1,203,373
Aug. 4- 5	132	1,219,473
Aug. 11-12	131	1,176,545
Aug. 18-19	132	1,327,230
Aug. 25-26	135	1,382,445
Sept. 1- 2	136	1,425,276

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Thirty-Six Films In Work; 7 Start

(Continued from page 1)

Rio," Columbia; "Listen, Darling," "Stablemates," "The Great Waltz" and "The Shining Hour," M-G-M; "Mr. Wong, Detective," Monogram; "Zaza," "St. Louis Blues," "Disbarred," "Say It in French" and "Frontiersman," Paramount; "Gunga Din" and "Miracle Racket," RKO; "Prairie Moon," Republic; "Topper Takes a Trip," Roach; "Made for Each Other," Selznick; "Jessie James," "Down on the Farm," 20th Century-Fox; "That Certain Age," "Service de Luxe" and "The Storm," Universal; "Trade Wings," Wanger, and "Wings of the Navy," "Going Places," "Dawn Patrol," "They Made Me a Criminal," Warners.

Finished were: "Sweethearts" and "Vacation from Love," M-G-M; "Escape from Yesterday," "Illegal Traffic," "Scotland Yard vs. Bulldog Drummond," Paramount; "Annabela Takes a Tour," RKO; "Down in Arkansaw" and "The Nighthawk," Republic; "A Very Practical Joke," 20th Century-Fox; "Swing That Cheer," "The Last Express" and "Prairie Justice," Universal, and "Torchy in Chinatown," Warners.

In the short subjects field, M-G-M finished two and Columbia, one. None started and none is shooting. M-G-M is preparing four and 18 are being edited.

U.A.-20th-Fox Join In So. Africa House

(Continued from page 1)

cent. The amount will be used to purchase the site from the Katz & Lourie interests, and 75 per cent of the purchase price will be reinvested in the property. This is said to be the first time that 20th Century-Fox has invested in a theatre without obtaining control.

The Johannesburg theatre will be the flagship of a circuit of 40 or 50 theatres in South Africa under independent auspices. Twentieth Century-Fox is sponsoring the move in opposition to the Schlesinger interests from whom distribution of 20th Century-Fox films was withdrawn.

Twentieth Century-Fox has guaranteed all theatres in the circuit 15-year franchises, and U. A.'s participation in the Johannesburg house indicates that this company will also provide product.

No Profit at All

Kansas City, Sept. 7.—Crime didn't pay again.

Mrs. Lena C. Rigney, who, with her husband, Jim Rigney, operates the Westport here, left the theatre the other evening and was crossing the street to her car. A bandit accosted Mrs. Rigney and the young lad with her who was carrying a cardboard box.

The bandit ordered Mrs. Rigney to hand over the "receipts." Mrs. Rigney screamed and ran back to the theatre. The bandit seized the box and ran.

Inside the box were 500 Missouri sales tax tokens.

Banner LINES

AFTER auditioning practically every newspaper columnist in town, McCann-Erickson have signed Danton Walker, *Daily News* Broadway gossiper and rhumba dancer extraordinary, to purvey the patter on the "Gotham Gazette," WABC program for the Gruen Watch Co., which will start Sept. 19.

▼

Trommer's Beer, which has been sponsoring locally on WABC the CBS cooperative beer program, dropped the program as of the past week. Ted Husing, who refused to take a cut in pay as a result of the loss of the local sponsor, also was dropped. Connie Boswell takes leave from the show to join the Pepsodent-Bob Hope setup. Exempting Henny Youngman, what's left for the brewers—Dick Himber's band—isn't much.

▼

Mention above of Henny Youngman is a reminder to pass along one of the nicest stories we've ever heard. Back in Henny's frayed cuff days when he was struggling to get a foothold in radio, he hired Milton Rubin, a press agent, to handle his publicity. Followed coffee and cake dates, but Milton, despite Henny's insistence, refused to accept any fees for his publicity services. Finally Youngman got his break on the Kate Smith show, and from that date on he has been paying Milton 10 per cent of whatever he earns.

▼

Charles Paul, the CBS organist, formerly a band leader in Loew presentation houses, trotted down to the CBS program department recently, described his qualifications as a band leader, and asked that he be given a musical program of his own. The request was granted and his program was titled "Designs in Harmony." Whereupon the new bandleader wired and telephoned all his acquaintances to listen to his new show. Following the inaugural airing Mr. Paul discovered the bad news. Only the CBS stations in the south carry the program.

—JACK BANNER

Hanson Goes West Today

O. B. Hanson, NBC chief engineer, will leave for Hollywood tonight in connection with the construction of his network's new studios there. He will be away three weeks.

Lengel Has Radio Unit

William C. Lengel, literary associates, with offices in New York, London and Hollywood, has established a play and radio department to handle scripts.

Devine Agent for WOPI

J. J. Devine and Associates, special representatives, have been appointed national representatives of WOPI, Bristol, Tenn. The appointment is effective immediately.

Busch Renews on WHN

Busch Jewelry has renewed its contract with WHN for 52 more weeks, effective immediately.

Competition

San Francisco, Sept. 7.—NBC and CBS headquarters here are "blanketing" the city with free window displays, apparently in effort to outshine each other in bid for public attention. CBS plugs call attention to the opening of the new KSFO $350,000 studios. NBC ballyhoo displays are boosts for Red and Blue network shows, released here over KPO and KGO.

Examiner Hearings Ordered by F. C. C.

WASHINGTON, Sept. 7.—The Federal Communications Commission has ordered examiners' hearings on the applications of the Olney Broadcasting Co. for a new 1,210-kilocycle station at Olney, Ill., to operate with 100 watts night, 250 watts day; Nebraska Broadcasting Corp. for a new 1,370-kilocycle station at Fremont, Neb., with 100 watts night, 250 watts day, and KRMC, Jamestown, N. D., for change of frequency from 1,370 to 900 kilocycles and increase of power from 100 watts night, 250 watts day to 500 watts night, 1,000 watts day.

Plans for a new broadcasting station at Valdosta, Ga., have been filed with the F.C.C. by John F. Arrington, Jr., asking for a construction permit for a transmitter to operate on 1,230 kilocycles with 250 watts power.

Sues Over NBC Program

Suit against NBC, Crosley Radio Corp., Bristol-Myers Co. and Pedlar & Ryan, Inc., advertising agency, brought by Beth Brown, was revealed yesterday in the N. Y. Supreme Court when Justice Thomas Noonan denied an application of Crosley to remove the suit to the Federal Court because of the diversity of citizenship.

The suit was brought to restrain the broadcasting of a program entitled, "For Men Only" which advertises the products of Bristol-Myers

Plan New Coast Program

LOS ANGELES, Sept. 7.—Tillamook County Creamery Association will use three CBS stations on the west coast, in this city, San Francisco and Fresno, for a new program starting Sept. 22. Botsford, Constantine & Gardner is the agency. Rio Grande Oil Co., over the same hookup as above, is renewing its dramatic series "Calling All Cars," effective Sept. 15. Hixson, O'Donnell is the agency.

"Spawn" First Lux Show

The production that will return the "Lux Radio Theatre" to the air on Monday will be "Spawn of the North," with a cast that includes George Raft, Fred MacMurray, Dorothy Lamour, John Barrymore and Akim Tamiroff. Will Hays will be heard on the same program in a talk devoted to the film industry's Motion Pictures' Greatest Year drive.

Schaefer Show Extended

The Schaefer "Summertime Revue," which was scheduled to end its network season Sept. 15, has been extended to Oct. 13. The program features Felix Knight and is heard on the NBC-Red network.

▸ Radio Personals ◂

MURRAY CARPENTER, radio time buyer at Compton Advertising, has left on a two-week vacation. . . . Gordon Aymar, Compton's art director, has just returned from a two-week cruise with his family. . . . Hope Hampton, just back from Hollywood, will be interviewed on WOR tomorrow morning at 11:30 by Bide Dudley. . . . Errol Flynn will be on the Chase & Sanborn show Sunday.

+

Vernon Pribble, WTAM; John A. Holman, WBZ-WBZA, and Frank Russell, NBC vice-president in Washington, are in town. . . . George Sterney's orchestra goes into the Coq Rouge Saturday for the fourth return engagement. . . . Paul Wing's book on games is off the presses today.

Mutual Plans 6-Hour Program on Birthday

A special six-hour broadcast will be heard over Mutual Sept. 15, featuring Lee O'Daniel, gubernatorial nominee in Texas, and Elliott Roosevelt, president of the newly formed Texas State network of 23 stations, in connection with the official opening of this new regional chain and the fourth birthday of Mutual.

The program will come from New York, Fort Worth, Chicago, Hollywood and Cincinnati. Others who will participate in the broadcast are Gov. James V. Allred of Texas, Bill Gaxton, Shirley Ross, Bob Hope, Fred Keating, Alfred Wallenstein, Morton Downey, Everett Marshall and Henry Weber.

Brewers Renew Program

The Brewers' Association, sponsoring the "Monday Night Party" on the CBS network, has renewed the program for an additional 13 weeks on the air. The renewal is effective this week. U. S. Advertising Corp. is the agency.

Withdraws KOL Action

SEATTLE, Sept. 7. — The $250,000 damage suit brought several weeks ago by Archie Taft, president of KOL here against KIRO, CBS, United States Senator Homer T. Bone and Customs Collector Saul Haas, has been withdrawn.

P & G Plans New Series

Procter & Gamble will inaugurate a new series over WOV, to be known as the "Ivory Masque." The program, starting Sept. 12, will replace the current "Ivory Tower" series.

Harry Reser to Return

Harry Reser will return to the air in a new weekly series, "Caricatures in Rhythm," over the NBC-Blue, beginning Sept. 9 and extending from 10 to 10:30 P. M.

MacGregor to Hollywood

Ken MacGregor, radio production man for Benton & Bowles in New York, will be transferred to the Hollywood office of the agency.

Delayed U.A.
Meet May B
Called Tod

(Continued from page 1)

presidency, the ratification of a
five-year contract for Georg
Schaefer and the ratification of a
administrative plan which will
the effect of eliminating certain e
tive functions and of transfe
others to the company president.

The post of sales manager, he
A. W. Smith, Jr., is reported
one of those affected. The func
of the office would be consoli
with those of the general manag
distribution in the event the nev
ministrative plan is ratified as it
stands. However, company of
said yesterday there was no cert
that this specific change will be
before the board acts on the plan
whole.

Silverstone Election Doubtf

As indicated earlier, final a
may not be taken by the boar
Mr. Schaefer's new contract, alth
the company and its general ma
of distribution are represented a
ing in agreement on all of the ter
the new pact. Whether the
will proceed with the election of
Silverstone to the presidency als
peared doubtful yesterday after
successive postponements of the s
uled meeting. It was believed in
quarters that today's meeting ma
devoted to "clearing the decks"
second meeting to be held in
two weeks following the arriv
New York of Mr. Korda and
Fairbanks, at which final actio
the more important matters on
board's agenda would be taken.

Midwest Group Hi
Film Stars on Ra

KANSAS CITY, Sept. 7.—Ka
and Missouri Theatres Associa
in convention at the Variety Club
today and tomorrow, reiterated
opposition to the appearance of
stars on the radio, urged distrib
cooperation in establishing con
tion boards as soon as possible
voted to ask cooperation of dist
tors in curbing the growth of
shows and 16mm. competition.

Ed Kuykendall, president of
M.P.T.O.A., expressed his belief
the Neely bill will pass the next
sion of Congress unless distrib
adopt the "10-point program"
down by his organization.

Sign Style Reel Narra

Ilka Chase, stage actress who
prominently featured in "The Won
has been signed by 20th Century-
to narrate the Movietone News T
nicolor short, "Fashion Forecast."
film is the first of a series of
reelers which will be released q
terly.

Hyman Novitsky Sel

OMAHA, Sept. 7.—Hymie Novi
branch manager and co-fran
holder of Republic Pictures Mid
has sold his interests to his part
E. J. Tilton and Harry Warren,
of Des Moines.

rt.
elligent
ispensable
the Motion
ture
ustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

44. NO. 49 NEW YORK, FRIDAY, SEPTEMBER 9, 1938 TEN CENTS

udio Locals etAutonomy Jnder IATSE

e Made Known After LRB Charge Filed

LYWOOD, Sept. 8.—A decision esident George E. Browne and ternational executive board of S.E. to grant autonomy to four locals which have been under ational supervision since 1935 nade known late last night by d Smith, international vice-presi- n charge of the local office with nd Holmden.

announcement came several after the filing of charges of ny unionism against the S.E. before the Regional Labor ons Board by Jeff Kibre, chair- of a motion picture technicians' ittee, members of which were not sed. In explaining the autonomy, Smith said: "President Browne he general executive board are nced that the interests of studio rs would be best served under ational supervision, but there is

(Continued on page 18)

and" Five-Week Take Is $338,250

ced to vacate to make way for uled releases, "Alexander's Rag- Band" left the Roxy last night a spectacular career as a record- er. Opening day, highest single highest single week and longest on of run records crashed before ving Berlin musical. At the end

(Continued on page 17)

A. Branch Refuses cess to L. A. Books

ANGELES, Sept. 8.—United ts exchange officials refused per- on to Albert J. Law and his to make a general inspection eir books in the probe of al- monopoly in distribution and ition in Southern California, Law, special Assistant U. S. At- y General, declared today.

. Law, with Harold Collins, also l Assistant U. S. Attorney Gen- has been here for months inves- ng charges of independent ex- rs that Fox West Coast en- a monopoly of product. Mr.

(Continued on page 6)

adio News—P. 26

Cashier Also Writer

Denver, Sept. 8.—Ruth Hitt, cashier at the Denver, was a columnist on the *Denver News* for one day, pinch-hitting for John Polly, on vacation. Miss Hitt did a neat job, revealing that her pet peeve was tax tokens. She said it was usually easy to spot married people, since they were usually arguing about seeing the film, and generally it is the wife who makes her husband take her to the show.

Marchetti Has Plan to Film Two in Italy

Two deals providing financing by Italian companies of pictures made in that country by American principals were negotiated by Roger Marchetti, Los Angeles and Hollywood attorney, during a two-month stay in Rome. Mr. Marchetti arrived in New York on the *Rex* yesterday.

Under the first of the two deals negotiated, Scalera Brothers, Italian producer-distributors, agree to advance to Mr. Marchetti's principals 10,000,000 lira ($500,000) for the production of one picture. The second deal provides for financing of a smaller budget

(Continued on page 25)

Canada Trade Pact To Follow British

WASHINGTON, Sept. 8.—State Department officials today refused to predict how soon the revised reciprocal trade agreement with Canada would be perfected, but there were indications that action would not be taken until after consummation of a similar agreement now under negotiation with

(Continued on page 25)

Arnold Hints At Moves for An Injunction

Failure to Confer Will Precipitate Action

By BERTRAM F. LINZ

WASHINGTON, Sept. 8.—Failure of the major distributors to respond to the invitation extended by Thurman Arnold, assistant attorney general in charge of anti-trust enforcement, to meet with him for consideration of a suspension of theatre acquisitions during the pendency of the New York suit may lead to an appeal to the courts for an injunction against further additions to theatre holdings, it was indicated here today.

Department officials refused to discuss the situation, but it was intimated that conferences to discuss the suit were expected to be held before the end of this month. If definite plans for such meetings are worked out, it is possible the Government's action may be delayed in order to give the film companies an opportunity to make a voluntary stand-off offer.

Washington observers see chances good that the suit will never go through trial. Department heads are

(Continued on page 18)

Record of 1,000 Prints to Be Set On Drive Picture

Eastman and DuPont Film Manufacturing Co. have contributed 1,600,000 feet of film for use in the production of "The World Is Yours," the short subject being made for Motion Pictures' Greatest Year drive.

The contributions will make possible the preparation of 1,000 prints, which is said to set an all-time record for the industry. Eastman contributed

(Continued on page 5)

U.A. Changes Voted; Smith Resigns Post

Silverstone's Powers Are Enlarged by Board

United Artists' new administrative policy, giving effect to the recent transfer of the company's executive functions to Murray Silverstone and the New York offices, was ratified yesterday by the board of directors at a meeting which stretched from early afternoon into the night.

The immediate effect of the ratification of the plan was the elimination of the post of sales manager, held by A. W. Smith, Jr., and the limitation of the authority formerly vested in Harry D. Buckley, vice-president. The latter, up to the time of Mr. Silverstone's election to the chairmanship of the executive committee, was the company's ranking executive in the east. Much of his former autonomous authority, which existed while the headquarters of the company president were established on the west coast, was transferred yesterday to Mr. Silverstone. The latter replaces Mr. Buckley as the United Artists representative on the M.P.P.D.A. board of

(Continued on page 6)

Warners Calm Over Debenture Contest

Warners' financial department yesterday professed to be undisturbed by the opposition of a bondholders' protective committee to the exchange of the $29,400,000 outstanding six per cent convertible debentures for new debentures to mature in 1948.

More than $16,300,000 in deposit certificates have been issued for the Warner debentures to date under the

(Continued on page 18)

RKO Hearing to Be Held September 29

Federal Judge Francis G. Caffey yesterday fixed Sept. 29 at 10:30 o'clock in Room 905 of the Federal Court Bldg. as the adjourned date for the hearing on the confirmation of the plan of reorganization of RKO.

The adjournment was granted on the request of Col. Hamilton C. Rickaby, attorney for the Atlas Corp., proponent of the plan, who stated that the adjournment was necessary since Judge William Bondy, who will preside at the hearing on that date, was presently on his vacation.

IN this issue Motion Picture Daily considers the current market in the United States for the product of foreign producers, pointing out the source of most of the films from other countries, listing all the foreign pictures scheduled to be available for the 1938-'39 season here, and discussing the theatre outlets for that product. The section begins on Page 21.

Sue 6 Circuits for Use of Bank Night

Suits against six up-state New York theatre companies for money allegedly due for the promotion of Bank Night were revealed yesterday in the N. Y. Supreme Court when the defendants joined in applications for a change of venue of the actions to upstate counties.

Edward Goldstein, as assignee of Affiliated Enterprises, Inc., the plaintiff, charged the defendants, Carroll Theatre Amusement Co., Kallet Theatres, Inc., Livingston Theatre, Inc., Oneida Theatre Co., Deposit Theatres, Inc., and Pakatan Theatres, Inc., with breaching contracts whereby Affiliated was to receive $10 for every Bank Night promoted in the defendants' theatres, and asked judgment ranging from $120 to $650 against the defendants.

The defendants in their applications contended that Affiliated represented falsely that it was the copyright owner of Bank Night and the patent owner of the plan. The defendants assert that the Commissioner of Patents had denied an application of Affiliated for a patent and that it had no exclusive ownership of the use of Bank Night.

Kuykendall to Have Oklahoma Meeting

OKLAHOMA CITY, Sept. 8.—Ed Kuykendall, president of the M.P.T.O.A., will be here tomorrow, to meet directors of the Oklahoma Theatre Owners, Inc., to set a definite date for the national convention.

Mr. Kuykendall has been attending the Kansas-Missouri annual meeting in Kansas City.

Kuykendall Delays Visit

Ed Kuykendall, M. P. T. O. A. president, has postponed his projected New York visit for a week or 10 days, according to advices received here yesterday. He will spend the weekend in Oklahoma City conferring on plans for the organization's national convention there in October and will return to his home at Columbus, Miss., thereafter before coming to New York.

"Spawn" Is Going Strong

"Spawn of the North," following its record opening at the Paramount, set a new mark at the Newark Paramount, where on Wednesday it took $2,700 for the best first-day gross in 12 months.

The second day's take at the New York Paramount exceeded the first day's figure, the Paramount home office stated. The film is scheduled for a run of three weeks.

Preview "Room Service"

RKO sprang a surprise on the audience at Proctor's 58th St. Theatre last night by showing the new Marx Brothers picture, "Room Service." A number of company executives attended.

Show "Road to Reno"

Universal's "Road to Reno" was given an unannounced preview at Proctor's, New Rochelle, Wednesday night. Hope Hampton, the star, spoke after the showing of the film. She was accompanied by her husband, Jules Brulatour.

◂ Purely Personal ▸

BEN GOETZ and SONJA HENIE are due Monday on the *Normandie*. Other arrivals on the ship include ROBERT DONAT, KITTY CARLISLE, GILBERT MILLER, PEGGY HOPKINS JOYCE, ALFRED LUNT and LYNN FONTANNE and MRS. JEANNE CHAUCHOIN, mother of CLAUDETTE COLBERT.

•

WAYNE MORRIS, in town for personal appearances with "Valley of the Giants" at the Strand, went into the new Dobbs hat store on Park Ave. and walked out the possessor of a Vicuna cap—cost $25.

•

J. W. PIPER, Paramount manager in Japan, left New York yesterday for Japan. With MRS. PIPER he will sail from California, first spending several days at the studios.

•

ED SULLIVAN, Hollywood columnist for the *News*, told the crowd at the Police Athletic League show at Yankee Stadium Wednesday about the industry's promotion drive.

•

STANTON GRIFFIS, chairman of the Paramount executive committee, will arrive in New York on the *Normandie* Monday after a six-week vacation in Europe.

•

ARTHUR LOEW is due today by plane from a quick trip to the M-G-M studio. He plans a European trip late this month.

•

HAL HORNE arrived yesterday on the coast for conferences with WALT and ROY DISNEY, whom he represents in the east.

•

JAMES R. NAIRN, advertising director of Famous Players Canadian Corp., is in town for a few days.

•

HARRY ARTHUR, Fanchon & Marco vice-president, plans to return to St. Louis over the weekend.

•

MARTHA SCOTT has been signed by MYRON SELZNICK, Ltd., (N. Y.) to a managerial contract.

•

JOSEPH SANFELIPPO rounds out 24 years as Pathe projectionist this week.

TOM MEAD, Universal Newsreel editor, who was injured in an automobile accident two weeks ago, will be able to leave the Hospital for the Ruptured and Crippled within the next week to convalesce at his home.

•

IRVING BERLIN, EARL CARROLL and MRS. ED SULLIVAN and daughter, BETTY, arrived yesterday from the coast on the American Airlines' *Mercury*.

•

ARTHUR LEE and ARTHUR JARRATT of G. B. are expected in New York Monday. MR. JARRATT plans to sail for England Wednesday.

•

LYNN FARNOL, director of advertising and publicity for United Artists, returned to New York from Chicago by plane yesterday.

•

HARRY COHN, ED ALPERSON, BEN BERNIE and PETE HARRISON have reservations on the coast-bound TWA *Skychief* today.

•

WILLIAM WYLER, Goldwyn producer, has booked passage for Hollywood Sunday on the TWA *Skychief*.

"Daughters" Sets Mark

The Stanley in Jersey City, reporting to the Warner home office, stated that the opening day's take for "Four Daughters" was larger than any since the theatre abandoned its stage show policy seven years ago.

The Warner theatres in Philadelphia, in selling "Four Daughters," are using a trailer which features the Jack L. Warner statement, "I Have Seen 'Four Daughters'," now being used in the national exploitation campaign for the film.

Denver Club Gets Start

DENVER, Sept. 8.—With the setting aside of Wednesday afternoons for bridge parties for women, fall activities have started at the Rocky Mountain Screen Club room in the Cosmopolitan Hotel. One evening a week some exchange or theatre group will act as host. Other activities are being worked out by A. G. Edwards.

Reviews Declare "Spawn" Exciting, Enjoyable Film

The reviewers of New York's daily papers found "Spawn of the North" exciting and enjoyable entertainment, and so declared in reviews which were unanimous in their favorable opinion of the film. Excerpts from their criticisms follow:

Herald Tribune— . . . A rousing, old fashioned spectacle. . . . "Spawn of the North," in its particular category, is a handsome and exciting show.

Journal American— . . . Expertly photographed, acted and handled, the film is something special in the way of outdoor productions. . . . Slick performances.

Mirror—A rousing, whoop-la melodrama, produced on a stupendous scale. . . . The fans will find it a lavish example of movies at their gaudy best. . . . They will love it.

News— . . . A gripping, melodramatic film under masterly direction. . . . Paramount has produced a picture that's as salable as salt.

Post— . . . Very exciting indeed. . . . A fight . . . turns out to be the best movie fight in years. . . . Maximum pace and suspense.

Sun— . . . Vivid with color and action. . . . It is honest and robust entertainment. . . . Its cast is good. . . . It moves with mounting suspense.

Times— . . . Director Hathaway has built excitement steadily. . . a brawling, robustious, 110 per cent male melodrama. . . . Some impressive shots.

World Telegram— . . . Fast and furious, engrossing and entertaining and extremely well acted and directed. . . . Has some first rate comedy . . . entertainment that is good fun.

Laboratory Worke
To Decide on Cou

Having set a Sept. 12 deadlin
laboratories to sign contracts or f
strike, Motion Picture Labor
Technicians Union, Local 702,
hold a special membership meetin
morrow to decide on a course o
tion.

No laboratory has signed a
tract, although negotiations have
in progress for weeks. It was
however, that discussions by
union's negotiating committee
been progressing favorably with
eral companies. The union chiefl
mands recognition as the bargai
agency, in addition to minimum
scales and working conditions.

The Du Art Laboratory s
which started several weeks ago
continue until demands are met,
cording to the union.

Whytock Joins Smal

HOLLYWOOD, Sept. 8.—Grant
Whytock today joined Edward S
as a production assistant and edit
supervisor. Mr. Whytock was
merly with Rex Ingram here
abroad and occupied a similar pos
with Mr. Small in the old Reli
Picture setup.

RKO Gets Miss Spitz

S. Barret McCormick, RKO d
tor of advertising and publicity,
signed Antoinette Spitzer as hom
fice specialist on Walt Disney
licity.

"U" Board Meet Rout

The Universal board of dire
met yesterday in a routine busi
session. The meeting had been s
uled for last Thursday but was
poned because of the weekend holi

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)
MARTIN QUIGLEY, Editor-in-Chief and
lisher; J. M. JERAULD, Managing E
JAMES A. CRON, Advertising Manager.
TORIAL STAFF. Charles S. Aaronson, Jack
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A. Kane, Irene Kuhn, Joseph Priore.
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William R. Weaver, editor. WASHING
Albee Building, Bertram F. Linz, represen
CHICAGO: 624 S. Michigan Ave., C. B. O'
manager. AMSTERDAM: 87 Waalstraat;
de Schaap, representative. BERLIN: St
strasse 2, Berlin W. 35; Joachim K. Rute
representative. BUDAPEST: Szamos-Utc
Budapest I; Endre Hevesi, representative. BU
AIRES: Avallaneda 3949; N. Bruski, repre
tive. COPENHAGEN: Rosengaarden 14;
Winther, representative. HELSINKI: Fre
gatan 19C; Charlotte Laszlo, represen
LONDON 4 Golden Square, W. 1: cable ad
Quigpubco, London; Hope Williams, ma
MELBOURNE: Regent Theatre Buildings,
Collins St.; Cliff Holt, representative. ME
CITY: Apartado 269, James Lockhart, repre
tive. MONTEVIDEO: P. O. Box 664; Paul
representative. MOSCOW: Petrovski P
Beatrice Stern, representative. PARIS: 21,
de Berri; Pierre Autre, representative. PRA
Chelny trh 2, Prague 1; Harry Knopf, repre
tive. RIO DE JANEIRO: Caixa Postal
L. S. Marinho, representative. ROME: 54
Della Mercede; Joseph D. Ravotto, represent
SANTIAGO de CHILE: Casilla 13300; A. V
mann, representative. SHANGHAI: Rooms
Capital Theatre Building, 142 Museum Road;
Koehler, representative. STOCKHOLM: K
gatan 36; Ragnar Allberg, representative. TO
880 Sasazuka, Ichikawa-shi, Chiba-Ken; H.
naga, representative.
Entered as second class matter June 10,
at the post office at New York, N. Y.,
the act of March 3, 1879.
Subscription rates per year $6 in the Am
and foreign $12. Single copies 10 cents.

HOLD THAT POSE, GOVERNOR!

HOLD THAT CLINCH, GEORGE AND MARJORIE!

HOLD THAT HALEY, FULLBACK JOAN!

HOLD THAT PLAYTIME MR. EXHIBITOR, *you'll be needing it for hold-overs!*

For a Fall up-swing mop-up 20th's timely showmanship again brings you the sensationally new!

- Goofier political shenanigans than "Thanks A Million". . . football more screwball than "Pigskin Parade". . . and wilder-eyed than "Life Begins in College!" Even Darryl F. Zanuck never equalled it for happy, howling laughter!

HOLD THAT CO-ED

A JAMMING, WHAMMING FUN-FOR-AL

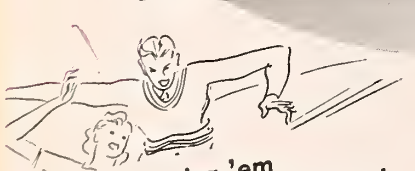
A vote-chasing, ga-ga govern parks his swing-bandwagon on crack-pot campus! The cutest trick in college gives the coach a co-education! The world's only female fullback kicks in the clinches! Varsity cut-ups and Suzy-cuties sing and spark! S-R-O... here we go! Yeah... man!

HOLD THAT CO-ED

JOHN
BARRYMORE · GEORGE
MURPHY · MARJORIE
WEAVER

JACK
HALEY · JOAN
DAVIS

GEORGE BARBIER · RUTH TERRY
DONALD MEEK · JOHNNY DOWNS



They'll sing 'em and swing 'em!

'All American Swing,' 'Hold That Co-Ed,' 'Here Am I Doing It' by Mack Gordon & Harry Revel. 'Heads High' by Lew Pollack & Lew Brown. 'Limpy Dimp' by Sidney Clare, Jule Styne & Nicholas Castle

Directed by George Marshall
Associate Producer David Hempstead · Screen play by Karl Tunberg, Don Ettlinger and Jack Yellen
Original story by Karl Tunberg and Don Ettlinger
Dances staged by Nicholas Castle and Geneva Sawyer

Darryl F. Zanuck
in Charge of Production

THIS IS ONE OF THE MOVIE QUIZ $250,000.00 CONTEST PICTURES

20th CENTURY FOX
THE KEYSTONE OF YOUR FUTURE

Printed in U. S. A.

MOTION PICTURE
DAILY

Ad. Libs

t of Frank McGrann's exploita- lepartment at Columbia came the for the swell ad campaign tieup d on "You Can't Take It With ' with the savings banks of Man- n, Bronx and Westchester. The ppeared in the leading New York s, and was executed by the New- mmett advertising agency.

▼

umentator

anny Reiner of Monogram's ad- sing and publicity department, an interesting sideline. He is a nentator, and next week he will that capacity at the Forest Hills tre and the Long Island Show in connection with a stage unit, ues of 1939."

▼

e Tieup

splendid stunt for exhibitor ps with schools lies in the ch of Time plan to initiate a thly current affairs quiz for sroom use, based on the reel. decision, says Louis de Roche- t, followed returns on a ques- naire to 2,500 teachers, with ajority in favor of the plan.

▼

erest Rouser

enty of patron interest should be sed by the Warner stunt to select id for the four proposed "Jane n" films based on the cartoon The contest: eight days, 150 s over the country, picturing one date for the role each day, read- oting their selection. Papers in- d have a combined circulation of 0,000. Contest starts Sept. 19.

▼

licated

lumbia's advertising and publicity rtment, under Maurice Bergman, turned a neat and attractive bit ork in the 20-page book, dedicated rank Capra and containing a pho- aphic record of the highlights of Can't Take It With You" and layers and guiding hands. Finely ed, its very appearance implies a icture.

▼

the Dogs

here's a handy chance for the bitor to cash in on M-G-M's Hot to Handle," via the k Hellinger-sponsored contest ll the papers running his syn- ted column. A name for na Loy's dog is the object of contest, with a dog and $50 ash as the prize.

▼

chberg a Winner

erman D. Hochberg, of the War- home office poster art department, won the B. Altman & Co. contest the best poster expressing the ing of the new fall selling season. Hochberg work can be seen in first floor arcade at Altman's.

▼

al Cleanup

hen "In Old Chicago" hit Dublin, R. H. Hightower, who operates Martin houses, promoted "Cleanup k—Remember the Chicago Fire," lting in a fine combination of civic t and picture exploitation.

The Newsreel Parade

Cardinal Hayes lying in state in St. Patrick's Cathedral, the Gold Cup Regatta in Detroit, football practice by Dartmouth and Navy and the Thompson Trophy Race at Cleveland are among the high spots of the newsreels which will be shown today.

The reels and their contents follow:

MOVIETONE NEWS—Mt. Rushmore monument in South Dakota nearing completion. Cardinal Hayes. Lucky Teeter and troupe smash cars in Toronto. Cleveland air races. Miss America contest. The new trans-Atlantic liner, *Queen Elizabeth*, on the ways in Scotland. Gold Cup Regatta in Detroit. Baseball in Japan. Dartmouth and Navy football practice. Lew Lehr comments on bear antics.

NEWS OF THE DAY—Czech army maneuvers. Colored folks in Newport News, Va., in baptism ceremonies. Cardinal Hayes. Cleveland air races. Gold Cup Regatta. Dartmouth, Navy football practice. Ski jumping on Long Island beach.

PARAMOUNT NEWS—Gold Cup Race. California kidnapping. One-man submarine demonstration in Michigan. Children's outdoor art exhibition. Model airplane races at Akron. Freckle contest among Maine youngsters. Twenty-four-year-old youth sails around world in 32-foot boat. College All-Stars play professional football team in New York.

RKO - PATHE NEWS — Navy football practice. John L. Lewis in Mexico City for International Labor conference. Tuna fishing contest in Nova Scotia. Michigan—unique tractor made from truck chassis. Paterno Castle torn down on Riverside Drive. Motorcycle races in California. Mississippi River channel dynamited to make it deeper. Cleveland air races.

UNIVERSAL NEWSREEL — Cardinal Hayes. Syracuse endurance flight. Harvest festival in Czechoslovakia. Michigan submarine demonstration. Negro baptism in Virginia. Jitterbugs in Venice, Cal. Gold Cup Race in Detroit. Navy football. Sullivan-Kilrain fight reenacted. Automobile race up Pike's Peak.

Says Director Guild Membership Doubled

Los Angeles, Sept. 8.—Membership in the Screen Directors' Guild, in all three classifications, directors, assistants and unit managers, has doubled from May 11 to Aug. 15, J. P. MacGowan, executive secretary of the organization, testified today at the hearing before National Labor Relations Board Trial Examiner William Ringer on the guild petition to be declared the collective bargaining agency for these groups.

Mr. MacGowan, principal witness at the session, gave figures purporting to show that the guild has a preponderant majority of such workers on all major lots. W. F. Fitzgerald, unit manager, also testified, telling of his duties and relating that he on several occasions was in charge of directing of the shooting of portions of a picture without the guidance of a director. The hearing will recess tomorrow to permit Mr. Ringer to visit the set of "The St. Louis Blues," at Paramount, to witness the work of director, assistants and unit manager.

J. P. MacGowan, executive secretary of the guild, resumed the stand this afternoon and under questioning by William Walsh, National Labor Relations Board attorney, disclosed various salaries received by directors. Salaries as disclosed by him were: John Ford, $6,250 weekly; Alan Dwan, $1,350; George Marshall, $1,500; William Seiter, $3,250; David Butler, $3,000; Irving Cummings, $2,500; Roy Del Ruth, $4,873; Sidney Lanfield, $2,250; Walter Lang, $2,000; Ernst Lubitsch, $5,000; Wesley Ruggles, $4,025; Al Santell, $4,000; Frank Lloyd, $3,500; John M. Stahl, $4,000; James Whale, $3,000; Henry Koster, $1,750; Cecil B. DeMille, $75,000 per picture.

To Ask Columbia Print

Application will be made today to the N. Y. Supreme Court by Ferdinand Voteur for an order directing Columbia to turn over to him a copy of "The Man Who Lived Twice." Voteur, who is plaintiff in a suit seeking an injunction against exhibition of the picture, and an accounting of the profits on the ground of alleged plagiarism, seeks a copy of the picture to aid him in his attempt to prove similarity.

Large Audience at Penn News Opening

An overflow invited audience attended the opening of the 456-seat Penn Newsreel Theatre on 34th St. opposite Penn Station last night. The guests, among them numerous theatre and film men, were impressed with the spaciousness of the house, not usually identified with newsreel operation, and its comfort.

An unusual feature is entrances on 34th and 35th Sts., and the street-to-street construction job was a difficult one. The project, including the site, cost $143,000. Principals of Penn Newsreel Theatres, Inc., are Stanley Heller, William Klein and Joseph Steiner, who holds the office of managing director.

In addition to the five newsreels and March of Time, the opening bill has "The Memories Linger On," a nostalgic combination of newsreel and old-time film clips harking back 20 years. It is the first of a series being produced by Bert Ennis, who, incidentally, is handling promotion for the theatre.

Prices are 15 cents to 1 P. M., 25 cents thereafter.

Wage-Hour Ruling on Theatres Ready Soon

Washington, Sept. 8.—Wage and Hour Administrator Elmer F. Andrews is preparing a definition of interstate commerce by which to measure the application of the new Labor Standards Act to various industries, which may definitely solve the problem of affiliated theatres, which, it has been suggested, may be brought under the law as establishments whose activities affect interstate trade.

The general opinion, however, is that the administrator will hold theatres of all sorts to be local service organizations, exempt from the provisions of the act.

"Home Town" Retitled

The William K. Howard-Bernard Steele production, scheduled for filming at Eastern Service Studios, has had a title change from "Home Town" to "It Might Have Been You." Hal Mohr, Hollywood cameraman who was engaged for the production, has arrived in New York.

Record of 1,000 Prints to Be Set On Drive Picture

(*Continued from page 1*)

1,000,000 feet of film and DuPont 600,000 feet.

Campaign headquarters also reported the receipt of a $2,000 contribution from National Screen Service, through Herman Robbins, president, as a token of the company's close identification with the purposes of the drive. The company furnished the campaign trailers now in use at actual manufacturing cost.

The sixth of the trailers was completed and started on its way to exchanges yesterday. Prepared by Monroe Greenthal and Truman Talley, it is a clear and concise statement on the "Movie Quiz" contest, with Ed Thorgerson narrating. Advance orders for the trailer are reported exceeding those for any of the preceding ones.

Approximately $2,000 was donated by a group of 200 Bronx business men who attended a community rally at the Prospect Theatre yesterday, which was held to advance plans for promoting the drive in the Bronx. The contributions followed a talk by Hal Hode on the theme that "trade follows the movies."

Local "Movie Quiz" contests have been inaugurated by community and individual theatres in many parts of the country, supplementing the national contest. Typical of these is the one originated by the Sidney Lust circuit in Washington, D. C., and Maryland, in which a second quiz booklet is distributed for the local contest, in which separate prizes are offered and decisions made by local judges.

Asks Canada Movie Week

Toronto, Sept. 8.—Dewey D. Bloom, chairman of the Canadian publicity and radio committee for the industry's better business campaign, is promoting a proposal for a special Canadian Movie Week as an added feature of the drive, the Canadian event to be staged in October.

In unfolding his plan, Mr. Bloom, who is M-G-M's Canadian promotion manager, declared that the "week" would have exclusively Canadian features apart from the "Movie Quiz" contest and newspaper advertising already on schedule.

Nathanson at Winnipeg

Toronto, Sept. 8.—The presence of President N. L. Nathanson at the western managers' convention of Famous Players Canadian Corp., at Winnipeg this week, is without precedent. His interest was so aroused in the cooperative business drive that he decided to make the trip in order to infuse a maximum degree of enthusiasm for the campaign.

An address by Mr. Nathanson at the meeting, previously regarded as a closed session, was reported by the Canadian Press Association and was carried by many newspapers.

Wilcox Out of "Exposed"

Hollywood, Aug. 8.—Straining a tendon on the set, Robert Wilcox was today removed from the cast of Universal's "Exposed." Otto Kruger was substituted.

U.A. Changes Voted; Smith Resigns Post

(Continued from page 1)

directors, such representation customarily being assigned to the highest ranking executive in each home office.

The projected election of Mr. Silverstone to the United Artists presidency did not materialize at yesterday's meeting, however. Indications are that the election will take place at a meeting to be held here in a week or 10 days, which will be set immediately following the arrival in New York from England of Alexander Korda and Douglas Fairbanks. Both are expected here next week.

No Action on Schaefer

Although it was reliably reported that the board was prepared to ratify a new five-year contract for George J. Schaefer as general manager of domestic distribution at yesterday's meeting, such action did not materialize, either. Mr. Schaefer was noncommital when questioned about the new contract but did indicate that final action might be expected within a short while. It is known that the company has met all of the conditions requested by Mr. Schaefer on the new pact. Mr. Silverstone made it clear following the meeting that Mr. Schaefer's authority in distribution was not impinged.

Mr. Smith's duties will be absorbed in part by Mr. Schaefer and in part by district sales managers of the company.

Dennis F. O'Brien, representative of Mary Pickford, came into town from vacation to provide a quorum for the twice-postponed meeting. He left several hours before the session was concluded, however. Miss Pickford left for Hollywood by plane in advance of the meeting to confer with Samuel Goldwyn and Charles Chaplin, presumably on the major matters which hold over to the next meeting of the board. She was also represented by Willard S. McKay, New York attorney.

Emanuel Silverstone Present

Others at the meeting included James Mulvey, Mr. Goldwyn's representative; Charles Schwartz, Mr. Chaplin's representative; Edward C. Raftery, representative of Mr. Fairbanks; Emanuel Silverstone, Mr. Korda's representative; Murray Silverstone and Harry Muller, comptroller.

Mr. Silverstone disclosed that the profit-sharing plan for United Artists producers will be put into effect at the end of the year and will cover the product delivered up to that time. The participation in 50 per cent of the company's net will be on the basis of merit of each production delivered by the company's producers, he said.

He reported that the board had given consideration to the problem of foreign markets and the restrictions and limitations confronting all distributors in these fields. He described the problem as one to which considerable thought is being given by all companies and indicated that means of coping with it will be forthcoming in the near future.

"Our best procedure until that time," he observed, "is to concentrate on serving the markets which haven't been lost already."

Mr. Silverstone disclosed that no negotiations have been or are being conducted by United Artists for the release of any pictures made by B. P. Schulberg, as reported from Hollywood. He also denied the report that Mr. Fairbanks would not produce the one picture which he announced earlier this season.

Out Hollywood Way

Hollywood, Sept. 8. — Dorothy Lamour will co-star with Jack Benny in "Man About Town," Paramount, under the direction of Mark Sandrich.

Mrs. William B. Walrath, head of the Evanston, Ill., "Cradle," has been invited by Jack L. Warner, to come to Hollywood to collaborate on the screenplay of "Give Me a Baby," based on the institution . . . As soon as he finishes "The Great Waltz," at M-G-M, Al Shean will return to the stage in "Father Malachy's Miracle," to be presented on the coast by Charles K. Gordon . . . Marcella Burke has been signed by RKO to write the screenplay for the Douglas Corrigan picture.

Warners is planning another production with the background of its recently completed color picture, "Heart of the North," a Northwest Mounted picture . . . Barry Richards, production head of Standard Pictures, has revised his schedule and will make two series of pictures, release of which has not yet been set. The first will be based on the general title of "The Hedley Family," showing family life in a small California town. The second will be based on the "Keyhole Kerry" mystery detective stories.

Paramount is planning a sequel to "Sing You Sinners," with the "Beebe Family" again the chief characters. The title has been set as "Sing Some More," and will retain the cast of Bing Crosby, Fred MacMurray, Donald O'Connor, Elizabeth Patterson and Ellen Drew. Wesley Ruggles again will be producing director.

✚

Casting—Preston Foster, Barton MacLane and Charles Bickford in "The Storm," Universal . . . Jack Mulhall and J. Farrel MacDonald in "The Last Express," also Universal . . . Sheila Bromley and Harvey Stephens in "Women in the Wind," Warners . . . James Stephenson, Dick Purcell and Brandon Tynan in "Nancy Drew, Detective," Warners . . . Jane Wyman has been loaned by Warners to 20th Century-Fox for "Tailspin" . . . Irene Hervey in "Say It in French," Paramount... Roger Converse and Harry Barris in "The Shining Hour," M-G-M . . . Charles Grapewin in "Stand Up and Fight," M-G-M.

✚

Writers and Story Buys—Cameron Rogers has been signed to do the screenplay of "Kit Carson, Avenger," from the King Features syndicate serial by Evelyn Wells which Edward Small will produce . . . Universal has bought "Almost an Angel," original by Ralph Block and Frederick Kohner, for Danielle Darrieux . . . Ben Grauman Kohn is working on "Plane 66," Universal . . . Lester Cole is adapting an untitled original at the same lot . . . W. P. Lipscomb has been signed by Paramount to work on "Air Raid," which Jeff Lazarus will produce . . . Don Hartman and Frank Butler are working on Paramount's "Never Say Die."

✚

Title Changes—Universal has decided upon "The Eagle Scout" for the title of the Boy Scout serial in which Jackie Cooper stars . . . Warners has changed the title of "Password to Larkspur Lane" to "Nancy Drew, Detective," and "Hot Heiress" to "Kiss and Run."

✚

Contracts—Sig Herzig has a new writing pact at Warners.

U.A. Branch Refuses Access to L. A. Books

(Continued from page 1)

Law declared U. A. exchange officials had promised him data if he made specific requests but would not permit him to make a general probe into the records. This attitude, Mr. Law said he was told, was due to the New York anti-trust suit of the Government. He said, however, no issue will be made of the exchange's refusal but that he would make an outside investigation covering U. A.

United Artists is the first company not to allow free inspection of books here. Mr. Law and Mr. Collins are finishing up viewing the 20th Century-Fox records and will have a report ready for Attorney General Homer Cummings in two or three weeks.

"Ragtime Band" Is Oklahoma Smash

Oklahoma City, Sept. 8.—"Alexander's Ragtime Band" was a runaway at the Midwest. The $10,000 gross was more than double par for the house.

"Love Finds Andy Hardy" held up to $2,800 in its second week at the Tower. None of the other first runs had anything to get excited about.

Total first run business was $21,900. Average is $17,200.

Estimated takings:

Week Ending Aug. 31:

"BOY MEETS GIRL" (W. B.)
CRITERION—(1,500), 25c-35c-40c, 6 days. **Gross:** $4,000. (Average, $5,200)

Week Ending Sept. 1:

"KEEP SMILING" (20th-Fox)
"MR. MOTO TAKES A CHANCE" (20th-Fox)
LIBERTY—(1,200), 20c-25c, 4 days. **Gross:** $1,800. (Average, $1,800)

"MYSTERY HOUSE" (F. N.)
"PENROD'S DOUBLE TROUBLE" (F.N.)
LIBERTY—(1,200), 20c-25c, 3 days. **Gross:** $700. (Average, $700)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
MIDWEST — (1,500), 25c-35c-40c, 7 days. **Gross:** $10,000. (Average. $4,500)

"CALL OF THE YUKON" (Republic)
"LIFE BEGINS WITH LOVE" (Col.)
STATE—(1,100), 20c-25c, 7 days. **Gross:** $2,600. (Average, $2,500)

"LOVE FINDS ANDY HARDY" (M-G-M)
TOWER—(1,000), 25c-35c, 7 days, 2nd week, moved from Criterion. **Gross:** $2,800. (Average, $2,500)

Twin Cities' Top "Million With a Sho

Minneapolis, Sept. 8.—"I'll
a Million" with a Major Bowes s
led the box-office field in Minnea
at the Orpheum with a gross of $
000. Average is $4,800.

"Alexander's Ragtime Band," in
second week at the State was good
$8,200, over normal by $3,800. It
moved to the Century for a third w

In St. Paul, "Spawn of the No
was high at the Paramount wit
gross of $5,000, up by $600.

Total first run business in Mi
apolis was $25,900. Average is $
800. Total first run business in
Paul was $14,000. Average is $13,

Estimated takings for the week
ing Sept. 1:

Minneapolis:

"LITTLE TOUGH GUY" (Univ.)
CENTURY — (1,600), 25c-40c, 7
Gross: $3,200. (Average, $4,000)

"I'LL GIVE A MILLION" (20th-F
ORPHEUM — (2,900), 25c-40c, 7
Stage: Bowes International Revue.
$13,000. (Average, $4,800)

"ALEXANDER'S RAGTIME BAN
(20th-Fox)
STATE—(2,300), 25c-40c, 7 days, 2nd
Gross: $8,200. (Average, $4,400)

"LETTER OF INTRODUCTION" (U
WORLD—(400), 25c-55c, 7 days, 3rd
Gross: $1,500. (Average, $1,600)

St. Paul:

"LETTER OF INTRODUCTION" (U
ORPHEUM — (2,000), 25c-40c, 7
Gross: $3,800. (Average, $3,200)

"SPAWN OF THE NORTH" (Pa
PARAMOUNT—(2,500), 25c-40c, 7
Gross: $5,000. (Average, $4,400)

"LITTLE TOUGH GUY" (Univ.)
RIVIERA—(1,000), 25c, 7 days.
$2,600. (Average, $2,400)

"MEN ARE SUCH FOOLS" (W.
"SMASHING THE RACKETS" (R
TOWER—(1,000), 25c, 7 days.
$1,800. (Average, $1,600)

"ROMANCE OF THE LIMBERLO
(Monogram)
WORLD—(400), 25c-35c, 7 days.
$800. (Average, $1,600)

"Band" $11,400 2 Week Omaha Lead

Omaha, Sept. 8. — Alexan
Ragtime Band," dualled with "
the Wall," continued record-brea
business by pulling $11,400 in its
ond week at the Orpheum top
seven-day average by $4,200.

"Love Finds Andy Hardy" and "
Are Such Fools" were held an e
three days at the Omaha.

Total first run business was $23,
Average is $16,700.

Estimated takings:

Week Ending Aug. 31:

"THE GLADIATOR" (Col.)
"CITY STREETS" (Col.)
BRANDEIS—(1,200), 25c-35c-40c, 7
Gross: $4.200. (Average, $4,000)

"LOVE FINDS ANDY HARDY" (M-
"MEN ARE SUCH FOOLS" (W.
(2nd week, 3 days)
"SPAWN OF THE NORTH" (Par
"BULLDOG DRUMMOND IN AF
(Para.)
(4 days)
OMAHA—(2,200), 25c-40c, 7 days.
$7,600. (Average, $5,500)

Week Ending Sept. 1:

"ALEXANDER'S RAGTIME BA
(20th-Fox) (2nd Week)
*** "OVER THE WALL" (W. B.)**
ORPHEUM — (3,000), 25c-40c, 7
Gross: $11,400. (Average, $7,200)

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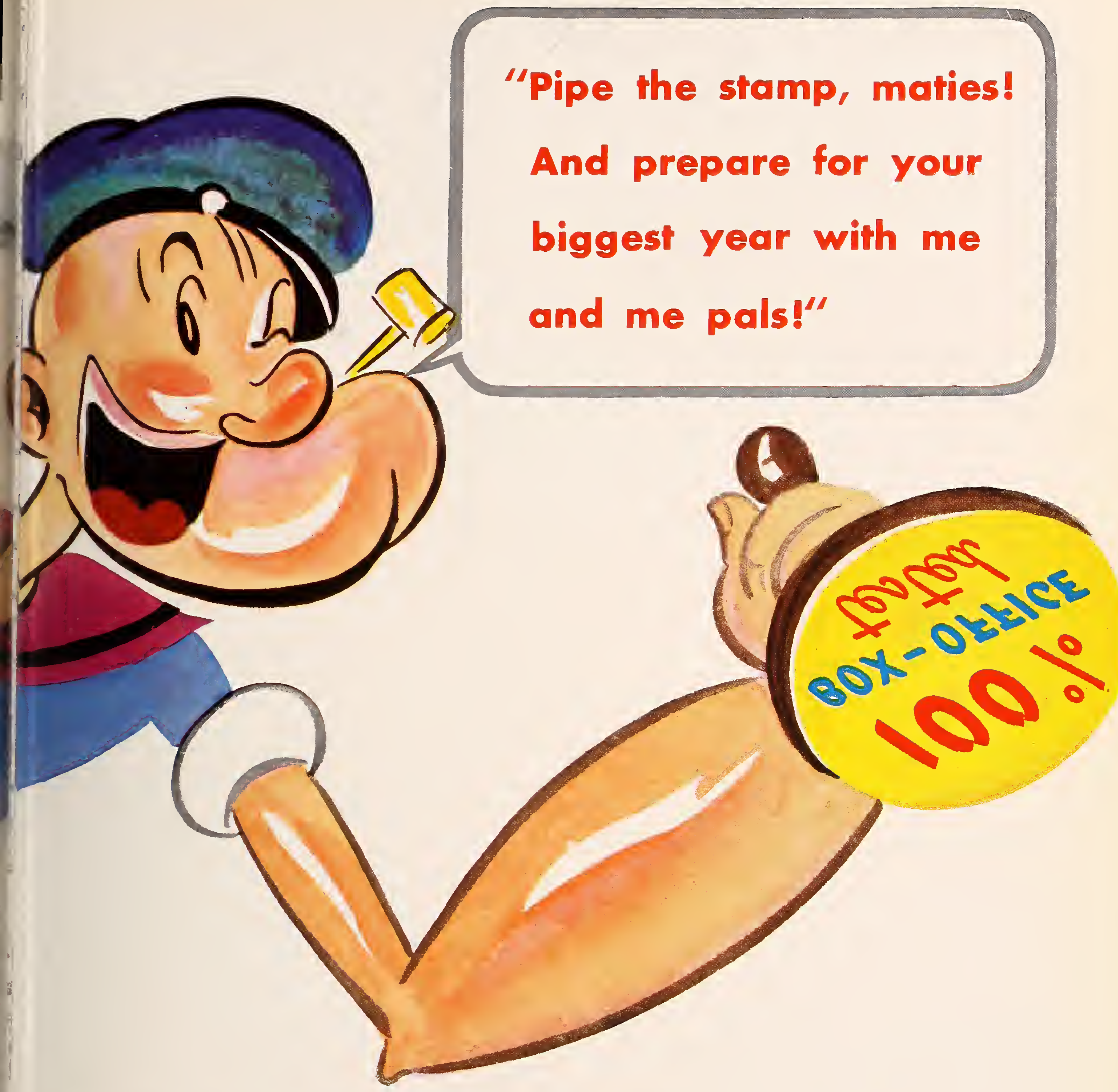
*Second feature changed.

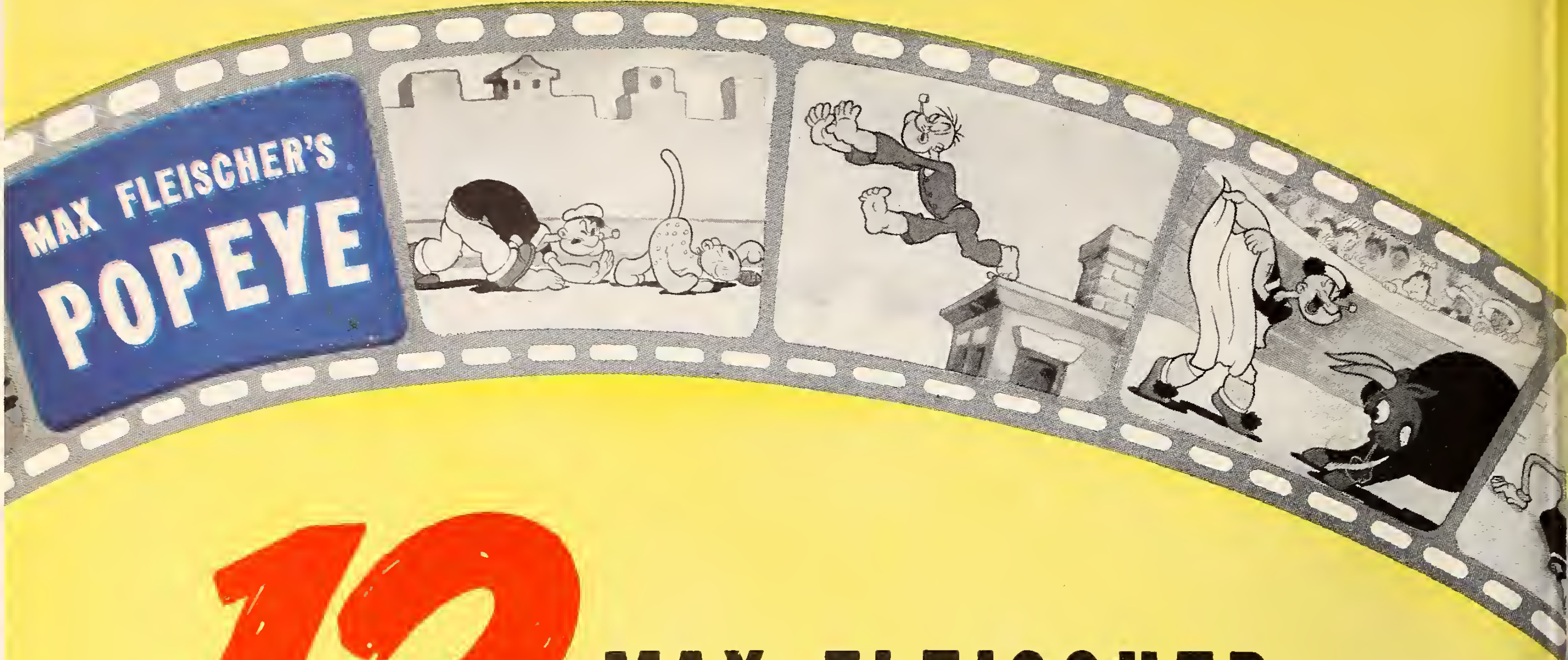

"Pipe the stamp, maties! And prepare for your biggest year with me and me pals!"
100% BOX-OFFICE tested

PARAMOUNT SHORT-SUBJECTS

100% BOX-OFFICE *tested*

1938-39

angement with King Features Syndi-
ic. and Segar. Popeye character copy-
1929 by King Features Syndicate Inc.



12 MAX FLEISCHER POPEYES

y arrangement with King Features Syndi-
ate Inc. and Segar. Popeye character copy-
ght 1929 by King Features Syndicate Inc

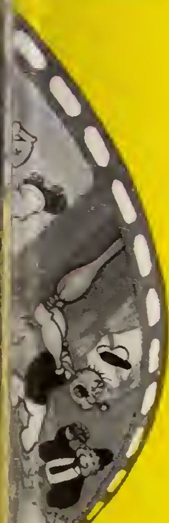
"*Shorts Sell Seats!*" During the new box-office season—as in the past—Popeye and his gang will be the standout seat-sellers in the field of shorts. Bad Man Bluto, sweet heroine Olive Oyl, Wimpy the hamburger muncher, and Popeye and his magic can of spinach, will again be magic names at your box-office. And what better box-office insurance can the exhibitor have than the myriads of daily newspaper readers who follow the King Features comic strip, and the hundreds of active Popeye Clubs throughout the country!

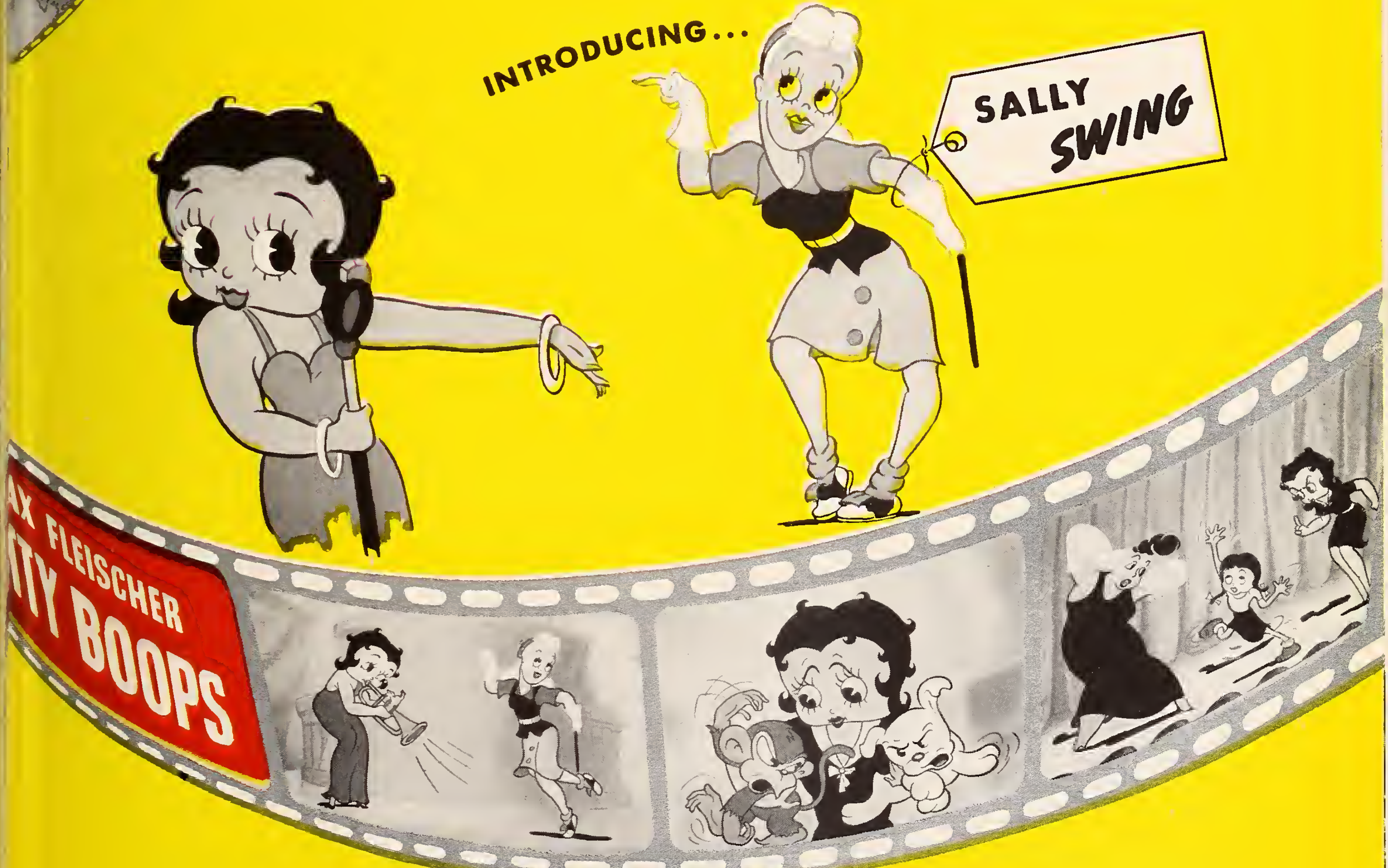
100%
BOX-OFFICE
tested

100%
BOX-OFFICE
tested

12 MAX FLEISCHER BETTY BOOPS

Betty Boop introduces Sally Swing, a lively little lady who will keep 'em jammin' into your box-office. Her familiar, famous associates, Grampy and Pudgy, will be back, joining in the inimitable animated antics which have made this series one of the best in the business. Swing out and smile, Mr. Exhibitor, for Betty Boop and Sally Swing will have 'em truckin' and Susie Q'in into your box-office!




INTRODUCING...
SALLY SWING
AX FLEISCHER
TTY BOOPS

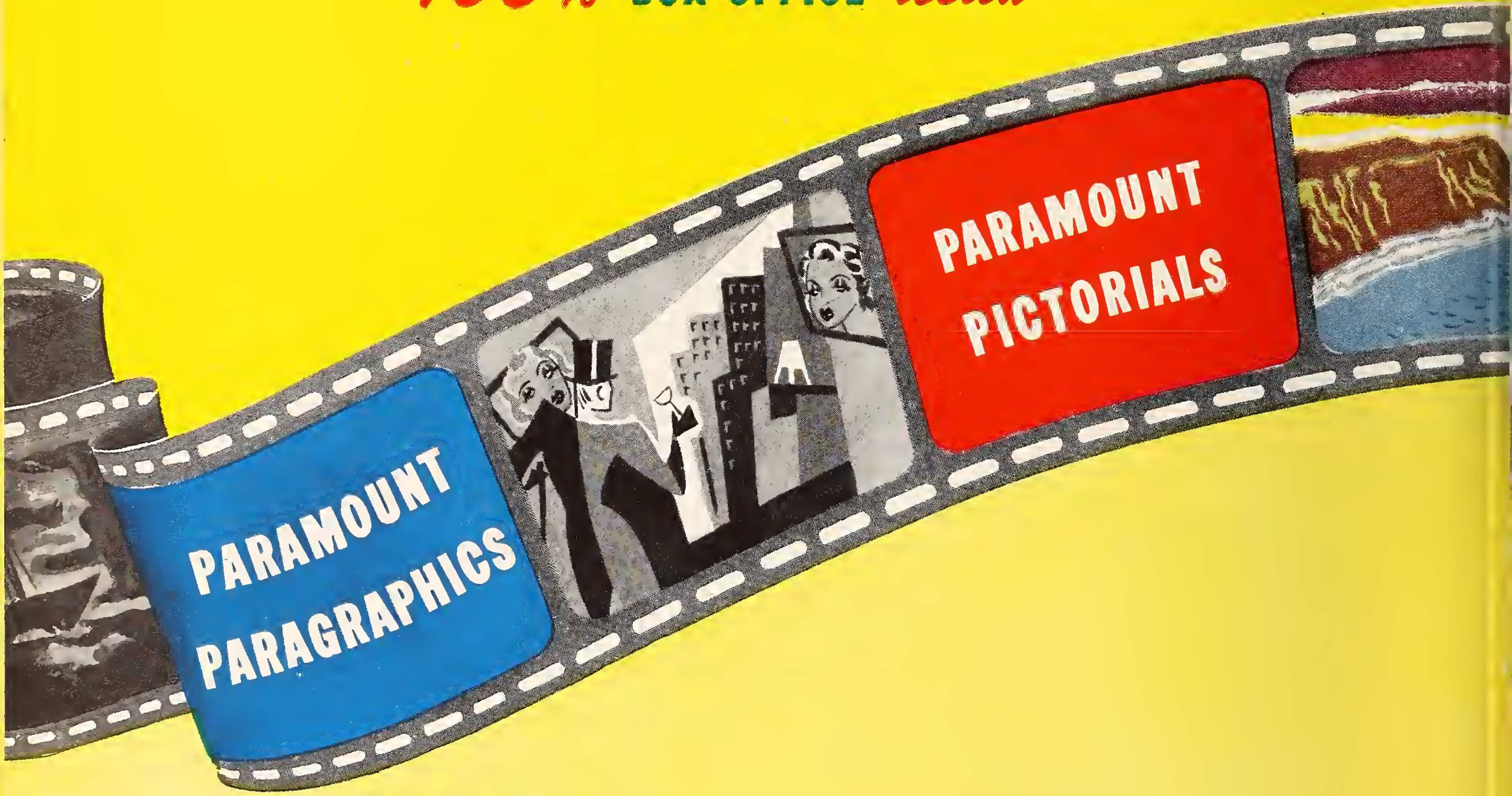
100% BOX-OFFICE tested

13

PARAMOUNT PARAGRAPHICS

What's new in short subjects? The answer to that frequent question is contained in Paragraphics—an amazingly entertaining melange of human facts, fancies and foibles. Newness and novelty comprise the keynote for every foot of these reels. So much so, that whole new series of shorts have been derived from them. It was out of Paragraphics, for example, that the "Popular Science" and "Unusual Occupations" series originated. Paragraphics have proved themselves a seat-selling added attraction in theatres everywhere.

100% **BOX-OFFICE** *tested*



12

PARAMOUNT PICTORIALS

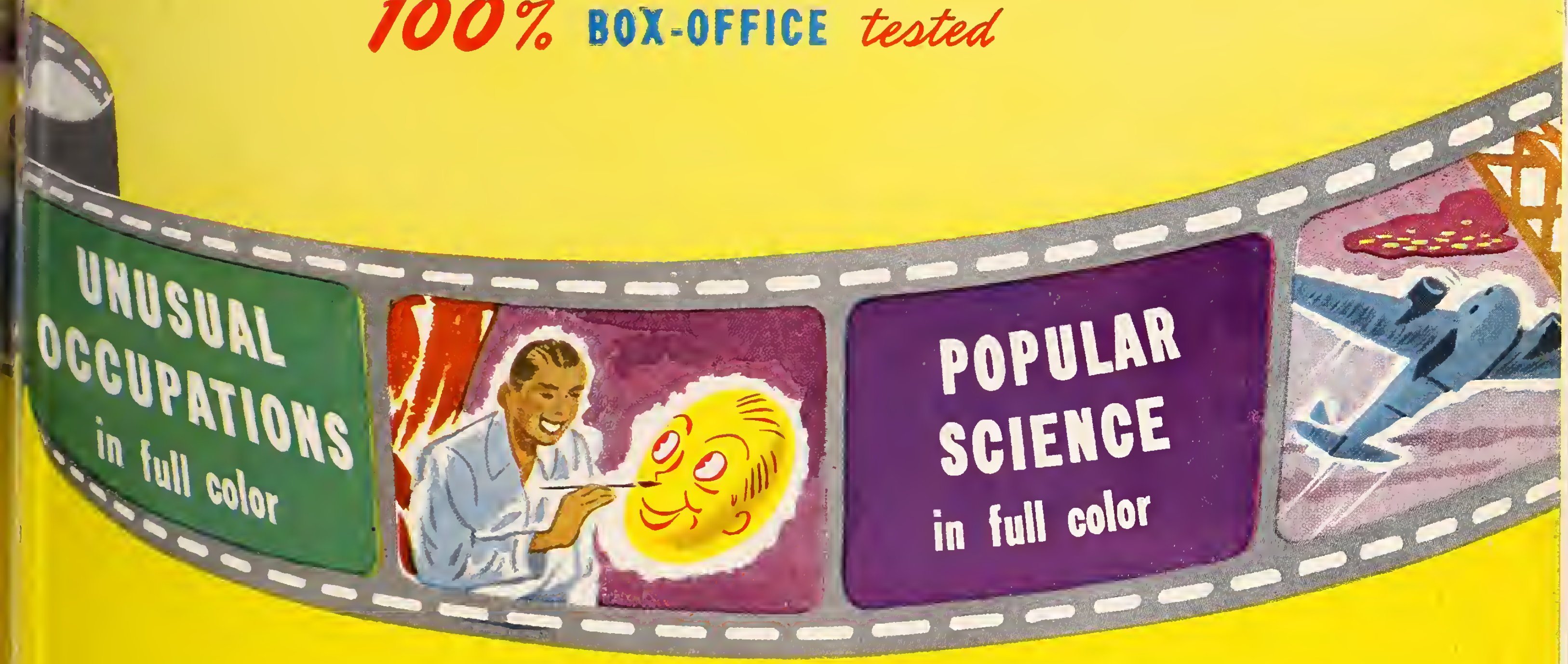
Adventures in out-of-the-way corners of the world, scenic wonders, personalities, startling oddities make this series the most colorful and fascinating of its type presented to a picture-wise public. They have that quality of universality which makes them appeal to every sort of moviegoer. Many of them will be photographed in color by ace color cameraman Robert C. Bruce, adding immeasurably to their pictorial beauty.

100% **BOX-OFFICE** *tested*

6 UNUSUAL OCCUPATIONS *in Full Color*

Definitely the shorts "scoop" of the past season, "Unusual Occupations" have been quick to capture audience attention because they have a strong vicarious appeal to people saddled by regular routine jobs. New and fascinating material has been unearthed to make these shorts even more popular at the box-office in the new season.

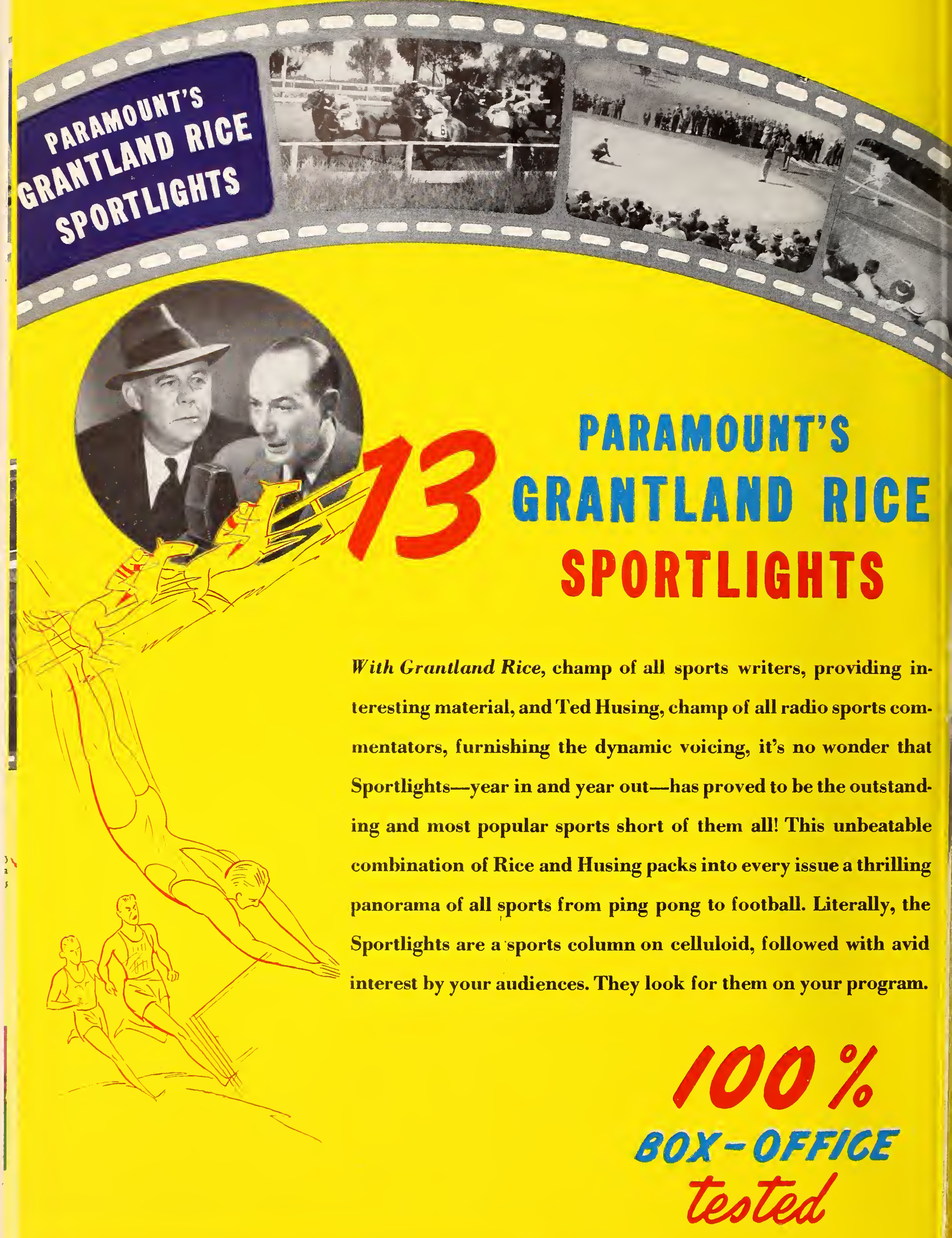
100% **BOX-OFFICE** *tested*



6 POPULAR SCIENCE *in Full Color*

Firmly established in the world of shorts, Paramount and "Popular Science Monthly" again present this popular and fascinating series, which invades the realm of the scientific miracle workers. Specifically designed to appeal to men, women and children, because it presents in interesting dramatic and spectacular fashion the application of scientific development to everyday life. Presold to millions of readers of "Popular Science Monthly", this short has proved itself an entertainment asset on any program.

100% **BOX-OFFICE** *tested*



13 PARAMOUNT'S GRANTLAND RICE SPORTLIGHTS

With Grantland Rice, champ of all sports writers, providing interesting material, and Ted Husing, champ of all radio sports commentators, furnishing the dynamic voicing, it's no wonder that Sportlights—year in and year out—has proved to be the outstanding and most popular sports short of them all! This unbeatable combination of Rice and Husing packs into every issue a thrilling panorama of all sports from ping pong to football. Literally, the Sportlights are a sports column on celluloid, followed with avid interest by your audiences. They look for them on your program.

100% BOX-OFFICE tested

15

PARAMOUNT HEADLINERS

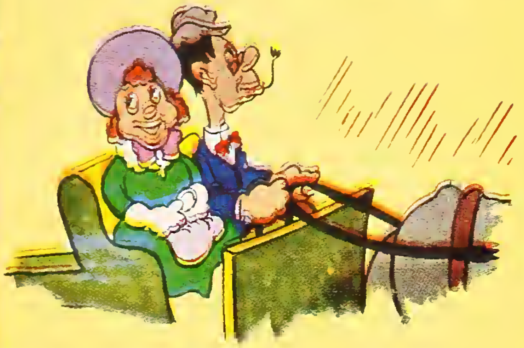
Praising the "Headliner" series has gotten to be a habit in the trade, for they are the high spots on any program. Fortified with the favorites of radio, stage and screen, "Headliners" are sockfull of the music of the moment, played and sung in the styles made popular with the masses by the Big-timers. Production novelty and sparkle take them far out of the class of "just another short!" The "Headliners" are headed for their biggest year. Let them make music at the box-office for you!

100%

BOX-OFFICE

tested

PARAMOUNT HEADLINERS



6 PARAMOUNT COLOR CLASSICS

The Color Classics are in a class by themselves. They are the only 3-dimensional, all-color shorts made. Their content invariably tell a story with the gags and trick effects that appeal to all classes of audiences. Improving in popular interest each season, the new series will demand even greater attention at the box-office than ever before!

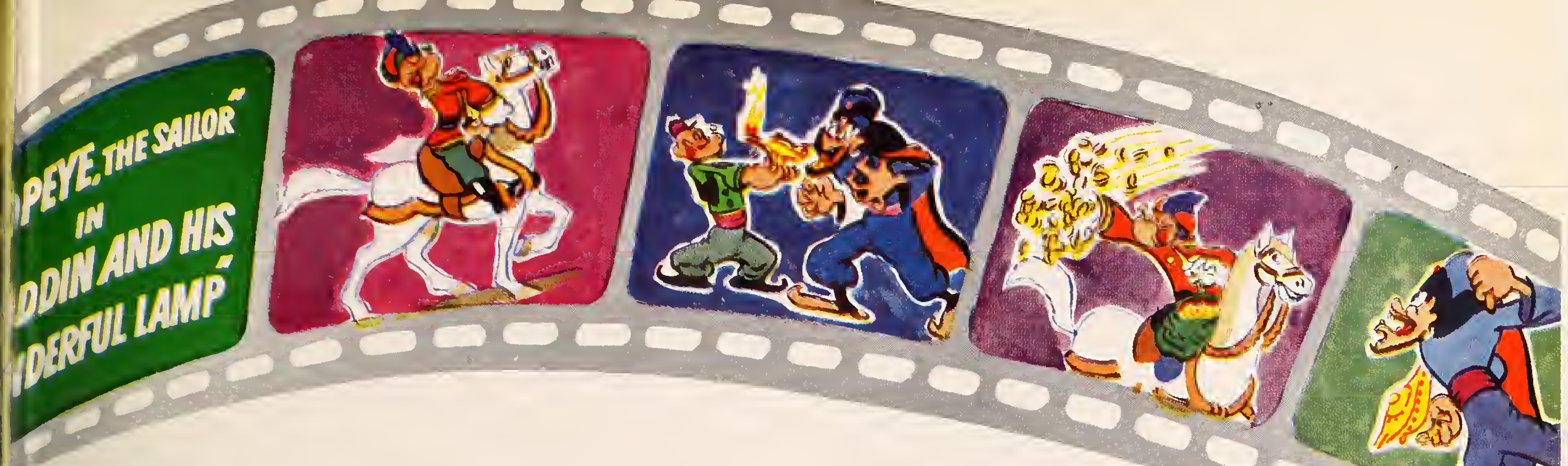
100% BOX-OFFICE *tested*

COLOR CLASSICS
COLOR CRUISES

7 PARAMOUNT COLOR CRUISES

Again Paramount is first with a new series of shorts which fill a real need in the industry. The camera takes you to foreign ports . . . reveals the glamor . . . the strange customs . . . the colorful people . . . catches the sights and sounds of those heavens beyond the horizon. Of intense interest to the "stay-at-homes" as well as to those who look forward every now and then to taking a cruise sometime . . . somewhere! Smart showmen will keep pace with the industry by being among the first to show this series!

100% BOX-OFFI *tested*


PEYE, THE SAILOR"
IN
DDIN AND HIS
DERFUL LAMP"

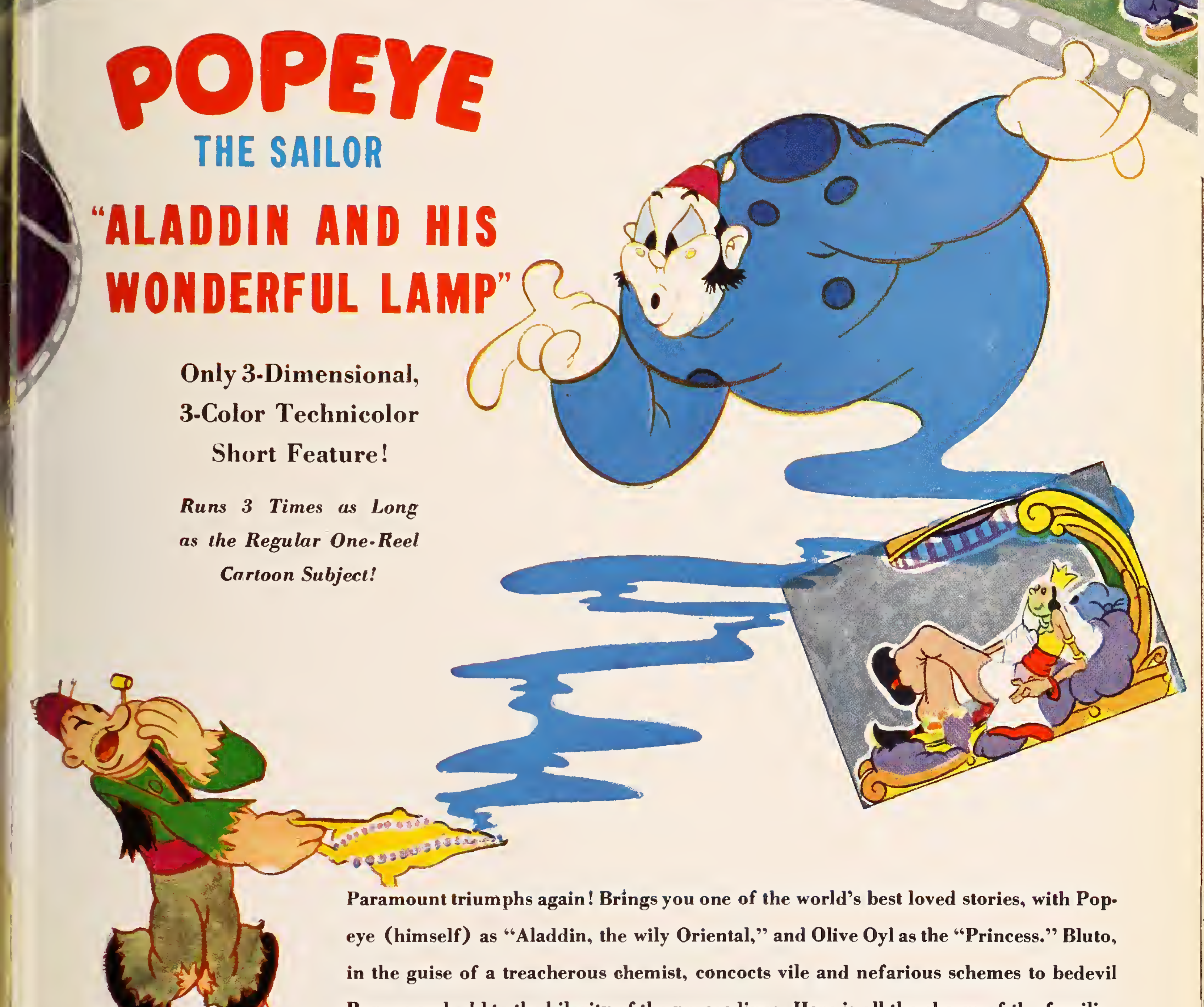
POPEYE

THE SAILOR

"ALADDIN AND HIS WONDERFUL LAMP"

Only 3-Dimensional, 3-Color Technicolor Short Feature!

Runs 3 Times as Long as the Regular One-Reel Cartoon Subject!

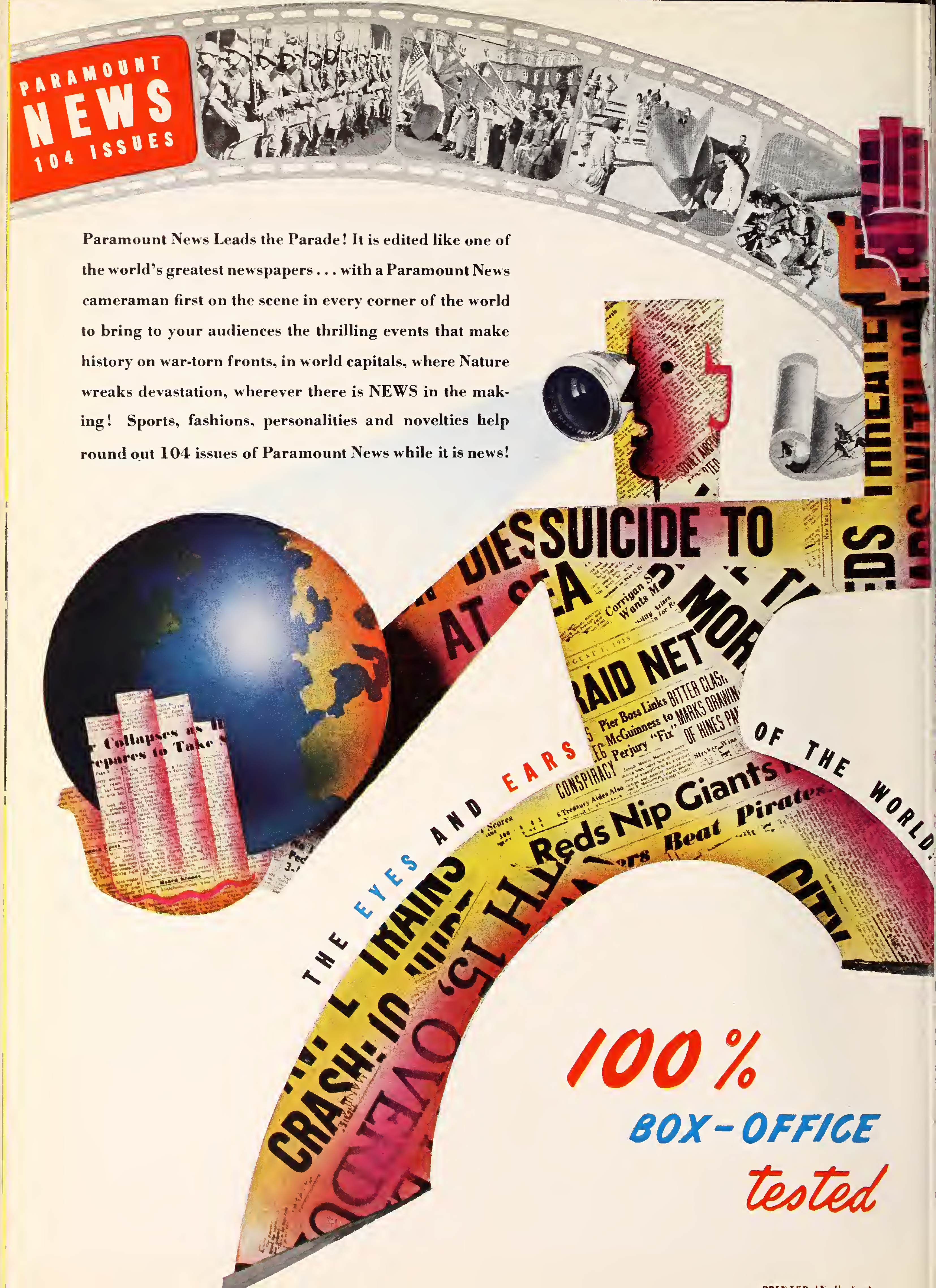

ast me, maties, if this here Orient
't a wonderful place! All I does is
bs this magic lamp, and out pops
his genie feller what helps me rescue
Olive and foil the villain. Blow me
down, but this lamp's almost as
good as me trusky can of spinach!"

Paramount triumphs again! Brings you one of the world's best loved stories, with Popeye (himself) as "Aladdin, the wily Oriental," and Olive Oyl as the "Princess." Bluto, in the guise of a treacherous chemist, concocts vile and nefarious schemes to bedevil Popeye and add to the hilarity of the proceedings. Here is all the charm of the familiar story streamlined into a fast-moving production on a lavish scale . . . with thrilling action, special music, rib-tickling gags . . . and the whole done in scintillating Technicolor. The wizardry of Max Fleischer and his corps of skilled craftsmen achieves new and astounding entertainment magic in "ALADDIN"—destined to garner uprecedented public attention and reap great rewards at the ticket window!

By arrangement with King Features Syndicate Inc. and Segar. Popeye character copyright 1929 by King Features Syndicate Inc.

100% **BOX-OFFICE** *tested*

PARAMOUNT NEWS 104 ISSUES


SUICIDE TO
AT SEA
RAID NET
Corrigan Wants
Pier Boss Links
McGuinness to
Perjury "Fix"
CONSPIRACY
Reds Nip Giants
Beat Pirates
CRASH: IN
Collapses as
Prepares to Take
THE EYES AND EARS OF THE WORLD
100% BOX-OFFICE tested

Paramount News Leads the Parade! It is edited like one of the world's greatest newspapers . . . with a Paramount News cameraman first on the scene in every corner of the world to bring to your audiences the thrilling events that make history on war-torn fronts, in world capitals, where Nature wreaks devastation, wherever there is NEWS in the making! Sports, fashions, personalities and novelties help round out 104 issues of Paramount News while it is news!

PRINTED IN U. S. A.

"Band" Five-Week Take Is $338,250

(Continued from page 1)

of the five-week run, the attendance total was 762,263 with a gross of $338,250.

Starting Aug. 5, the film's record at the Roxy, according to the treasurer's figures, follows:

Grosses	
First Week	$87,489.84
Second Week	77,237.77
Third Week	63,645.32
Fourth Week	55,461.90
Fifth Week	54,416.00

Attendance	
First Week	192,520
Second Week	168,088
Third Week	145,588
Fourth Week	130,057
Fifth Week	126,010

Irving Lesser, manager of the Roxy, points out that the gross figures are net and that the Government 10 per cent tax for the five weeks, totaling $28,320, on 55-cent and 75-cent admissions, swells the total paid by patrons to a still more impressive figure.

The picture smashed the highest single day attendance record previously held by "Wake Up and Live," which tallied 33,145. The Berlin musical hit 34,149 on its first Saturday. It was the first film to go five weeks at the Roxy, topping the four-week runs of "Street Angel," "The Cock-Eyed World," "Common Clay," "Baby Take a Bow," "Happy Landing" and "In Old Chicago.'

At the end of the first week, the 151,315 opening week attendance record held by "Thin Ice" had fallen to "Alexander's Ragtime Band's" 192,520. And it held its pace thereafter. It will go into RKO neighborhood theatres in the metropolitan area in a week.

K.C. Orpheum Reopens

Kansas City, Sept. 8. — The Orpheum is again open, after having been redecorated and reequipped, as RKO's first run downtown house here. The Mainstreet was given up by the theatre company some weeks ago.

Robert J. Haley, former manager of the RKO-Liberty in New Orleans, is managing the Orpheum.

E. E. Webber threw open the new Colonial at 3840-46 Woodland Ave., Aug. 26, on the site of the former Colonial which burned early last spring. The new $100,000 house seats 950 persons on one floor.

Remodel at Santa Clara

San Francisco, Sept. 8.—About $25,000 is being spent to remodel the old Casa Grande in Santa Clara, recently acquired by Rotus Harvey, Harvey Amusement Co., and Gerald Hardy. Rechristened the Santa Clara, the 1,000-seat house will be ready early in September.

Haley, Menjou Are Cast

Hollywood, Sept. 8.—Jack Haley Adolphe Menjou and Irene Whelan have been given the top roles in the next 20th Century-Fox musical, "Thanks for Everything," which William Seiter will direct. Harry Joe Brown will produce from the Harry Tugend screenplay. Nat Gordon and Harry Revel are writing the songs.

Hollywood Previews

"While New York Sleeps"

(20th Century-Fox)

Hollywood, Sept. 8. — This high-gear, synchro-mes metropolitan melodrama throws the Roving Reporters series into a tempo hard but profitable to maintain. Few newspaper-police stories of any origin or period have had more soundly conceived plot or sprightlier dialogue. Probably none has held suspense so long with so little evident effort. It entertains mightily.

The playing personnel is Michael Whalen, satisfactory as a reporter; Chick Chandler, a hit as his photographer; Harold Huber, immensely effective as a gay gangster; Jean Rogers and Joan Woodbury, acceptable as the girls in the case; Robert Kellard, Marc Lawrence, Sidney Blackmer, William Demarest, Cliff Clark and Edward Gargan. Frances Hyland and Albert Ray cooked up a sweet screenplay from a story by Frank Fenton and Lynn Root. Sol Wurtzel gave it commanding production and H. Bruce Humberstone's direction is probably his best to date.

The story, too complex for adequate condensation, is about a reporter who doubts that a reported suicide is really a suicide and sets out to prove it murder. A fake murder which turns out to be real, a series of bond robberies, a lot of practical jokes with plot significance and a serio-comic romantic complication are among the ingredients.

Running time, 60 minutes. "G" Roscoe Williams

"The Missing Guest"

(Universal)

Hollywood, Sept. 8.—Formula appurtenances of mystery stories such as "ghosts," an old, long unused house, secret rooms, hidden stairs, thunder and lightning, and wierd noises stalk through the story of "The Missing Guest." The cast is topped by Paul Kelly, Constance Moore and William Lundigan. The picture maintains suspense, treated with comedy, throughout.

John Rawlins directed from a screenplay by Charles Martin and Paul Perez. The story is from Erich Philippi's "Secret of the Blue Room." Barney A. Sarecky was the associate producer. Others in the cast are Edwin Stanley, Selmer Jackson, William Wayne, George Cooper, Patrick J. Kelly, Florence Wix, Pat Flick and Harlan Briggs, all of whom contribute acceptable performances in support of the principles.

Kelly, a newspaperman, is sent to the old house, being reopened by its owners after 20 years, to solve the mystery of "The Blue Room," in which its former owner had died. After gaining admittance to the party in progress, Kelly solves the mystery, only with the death of Lundigan, however.

Running time, 65 minutes. "G." Vance King

"Hold That Co-Ed"

(20th Century-Fox)

Washington, Sept. 8.—A mixture of farce and satire, "Hold That Co-Ed" is a hilarious contribution to the annual football picture lists. The satire is based on the late Huey Long's adventures with subsidized football in Louisiana, with John Barrymore giving a rowdy, lunatic portrayal as the governor who sponsors the state university's football team when he realizes the publicity benefits to be gained. Barrymore works hard, is given some genuinely funny lines, and helps George Murphy, Marjorie Weaver, Joan Davis and Jack Haley in lifting the film out of the touchdown-in-the-last-minute category.

Karl Tunberg, Don Ettlinger and Jack Yellen have done a fine job with the screenplay and Gordon and Revel, Pollack and Brown and Clare, Styne and Castle have compounded some sprightly tunes. George Marshall has directed with an eye to pleasing every type of patron and the seasonal story should lend itself readily to exploitation. The political and sports angles, especially timely, are merciless in their truthfulness, but are never biting or sarcastic in their implications. The lampooning is good natured, jolly and wholesome.

The idea behind the story is novel and the treatment is fresh. Barrymore decides to run for the U. S. Senate. Opposed to him for the nomination is George Barbier, who has the backing of the state's large college alumni. Jack Haley and Marjorie Weaver are Barrymore's assistants and they advise him to lure the alumni vote by taking an interest in collegiate football. He takes over a jerkwater college, gives Coach Murphy a $1,000,000 stadium, combs the byways for pro footballers, hires a 200-piece band, and uses the resulting fanfare as a springboard with which to defeat his opponent. Joan Davis is used as a co-ed whose educated toe adds the points after touchdown.

Running time, 85 minutes. "G." Robert S. O'Neill

Variety Club

Pittsburgh

Pittsburgh, Sept. 8.—Bill Zeilor finally got away on his vacation. Everybody congratulating Brian McDonald on his week's booking at the Stanley. Barker Harry Kalmine responsible. The latter has brought his family back from Atlantic City where they spent the summer. Dr. Larry Beinhauer and his bride have gone to Nova Scotia on their honeymoon.

H. Rambusch, John Eberson and C. Kenny, visitors from the Washington Tent. Mike Cullen has sent in his World Series reservations from Columbus. Harry Feldman again Aetna Life Insurance top salesman for the year. Don Stitt transferred to the Harris theatre in Jeanette, Pa.

Rosey Rowswell, who broadcasts the Pirates games over KDKA and WWSW, has been signed to write a daily column in the *Sun-Telegraph*. Joe Kaliski welcomed back from Washington to his original tent.

Minneapolis

Minneapolis, Sept. 8.—The remodeled quarters of Variety Club in the Nicollet Hotel are practically ready for occupancy, and W. A. Steffes, chief barker, has set Sept. 16 as the day for the formal dedication. There will be a dinner dance at which 250 are expected. More than $8,000 was spent in remodeling operations.

Griffith Promotes Five

Oklahoma City, Sept. 8. — Five promotions of Griffith Amusement Co. managers include Carl Benefiel, city manager at Enid, Okla., to Pampa, Tex., as city manager; George Limerick, Cleburne, Tex., manager, to Enid, succeeding Benefiel; Frank Aydelotte, city manager at Drumright, to Cleburne, as city manager; Galy Varnell, Hugo, Okla., city manager, to Drumright in the same capacity, and Taylor Joyce, assistant at Griffith's Stillwater, Okla., theatre, will manage two Griffith theatres in Hugo, Okla., as city manager.

Asks Receiver Be Named

Oklahoma City, Sept. 8.—The U. S. Airconditioning Corp. of Oklahoma and Texas, has asked the U. S. District Court here to appoint a receiver for Dyer Theatre Supply, Inc., Oklahoma City, and asks judgment on open account for goods, wares and merchandise amounting to $311.26. The supply company has until Sept. 26 to answer.

Building 3 in Oklahoma

Oklahoma City, Sept. 8.—Three new houses are under way in this territory. Roy Creason is building a 400-seat theatre at Eufala, Okla., M. R. Parks another 400-seat house at Disney, Okla., and the Griffith Amusement Co. a 1,100-seat house at Enid, Okla.

Rudolph Kuehn Promoted

Jersey City, Sept. 8.—Rudolph A. Kuehn, managing director of the Stanley here for the past four years, has been promoted to district manager of Warner theatres in Hudson County. George Kelly, formerly of the Fabian in Hoboken, will replace Mr. Kuehn.

Studio Locals Get Autonomy Under IATSE

(Continued from page 1)

a small minority which resorts to villification and instigation of trouble, demoralizing proper procedure for betterment of conditions for the membership. Consequently, it is necessary to take this action."

Last year members of Photographers Local 659, Laboratory Technicians Local 583, Sound Technicians Local 695 and Studio Technicians Local 37 voted to continue under international supervision in a poll called by Mr. Browne following agitation by intramural "progressive" groups.

To Call Meetings

Mr. Smith's statement said, "Meetings for nomination of officers for studio workers affiliated with the I.A.T.S.E. were ordered Tuesday from New York by International President George E. Browne. I will call meetings immediately. This follows the fact that a committee appointed by International President Browne and the general executive board of the Alliance has been in session for the past 10 days. The general executive board does not feel that the international alliance in general should be subject to these unwarranted attacks, and from now on it will be the duty of each of our west coast studio locals to clean its own house with respect to subversive elements in the ranks retarding progress.

"The action filed yesterday before the N.L.R.B. by one individual previously shown to represent a small minority of less than 84 out of 12,000 members is only another attempt to discredit I.A.T.S.E. officials. It seems apparent that the action filed was a last attempt to discolor the previous action of the committee appointed by the international president and general executive board to benefit the I.A.T.S.E. membership in studios.

Autonomy Lost in 1935

"Autonomy was taken away from the four locals in 1935 following reorganization of the group after the disastrous studio strike during which the I.A.T.S.E. lost much of its work. The American Society of Cinematographers, non-labor affiliate, obtained a 10-year contract with producers covering first cameramen's work and the International Brotherhood of Electrical Workers obtained much of the electrical work formerly going to the I.A.T.S.E. With the signing of the basic agreement with producers prior to the suspension of autonomy of the studio locals, the I.A.T.S.E. gained closed shop conditions and regained jurisdictional lines with the exception of cinematographers who in the major studios still must belong to the A.S.C. However, all assistant cameramen and first cameramen on independent productions must be I.A.T.S.E. members.

"Also affected by the new order is Makeup Artists Local 706, which joined the I.A.T.S.E. last year following the Federated Motion Picture Crafts strike. Although autonomous at that time, members and officers had petitioned the I.A. to take the local under international supervision."

Short Subject Reviews

"Stage Fright"

(RKO)

This Leon Errol comedy has many moments of interesting humorous developments. Errol comes home drunk and raises heated objections to his wife's pursuit of amateur dramatics. She doesn't quite like his inebriation either. At length and for revenge she gets him on the stage of the playhouse, where, after he is properly scared, he passes out in a "prop" trunk. He comes to later, interrupts the play and proves himself something of an actor. It holds to a good comic theme throughout. Running time, 18 mins. "G."

"The Frog Pond"

(Columbia)

This cartoon in Technicolor has animation touches that will tickle the sensibilities of the entire audience. The frogs involved are interrupted in their merrymaking by a tough, brutal member of their species who forces them to cater to his whims. The put up with him for a while and then proceed to deal out the jolts. The big moments come in at this point and when they have passed the brute is safely lodged in jail. Running time, 6½ mins. "G."

"Brave Little Tailor"

(Disney-RKO)

Here we have Mickey Mouse in another delightful and whimsically treated version of a fairy tale. The action is unwound with ingenious animation. Locations and effects are startling in their departure from accepted forms. This is another of those films that firmly cements the cartoon character in the hearts of every filmgoer. It will be accepted everywhere. Running time, 9 mins. "G."

"Violent Is the Word for Curly"

(Columbia)

Here is more Three Stooges comedy that runs through the complete line of slapstick humor for telling effect. The laughs will come easy as the boys rise from super-service gas station attendants to dabble in college faculty life. This one is on a par with their best to date. Running time, 18 mins. "G."

"Under a Gypsy Moon"

(Nu-Atlas-RKO)

Here is 10 minutes of Gypsy music, dancing and other related activities done in average style. There is little purpose to the film other than to serve as a vehicle for the talents of the various acts involved. Music is interesting. Running time, 10 mins. "G."

"Gypsy Melody"

(Musart Film Prod.)

The exhibitor with a clientele that appreciates Russian music and folk songs should do well in presenting this short. There is little to it outside of music, dancing and singing, with the emphasis on the latter. Julio Martinez Oyanguren, Uruguayan guitar virtuoso, does a number with unusual artistry. There is a slight plot to the film involving a singer and her romantic affairs. The musical background seems to be the real thing. The entire action takes place in a night club. Running time, 18 mins. "G."

"Gym Jams"

(Columbia)

Krazy Kat operates a gymnasium. His methods are in great demand by various animal folk who are fitted with ingenious appliances. An escaped hippo "gangster" crashes the establishment and orders Krazy to change his figure to outwit the police. Krazy takes him over the jumps and concludes his treatment in a steam cabinet which reduces his client to pint size. Satisfactory. Running time, 6½ mins. "G."

"The Cavalcade of Stuff"

(Astor Productions)

The first of a new series featuring Colonel Stoopnagle, this subject is what might be expected, considering the leading figure. It is really amusing and gave an audience at the Rivoli Theatre on Broadway a case of the "giggles." It is one of those nonsensical "newsreels" and with Stoopnagle's entertaining "explanatory" comment, the short is enjoyable. Running time, 10 mins. "G."

"Community Sing No. 11"

(Columbia)

Where the audience prefers to entertain itself this short should find a spot. Gene Morgan in his persuasive style coaxes the audience with such numbers as "Silver Threads Among the Gold," "In My Merry Oldsmobile" and others of similar vintage. It's done well. Running time, 10 mins. "G."

"Demons of the Deep"

(Columbia)

This News World of Sports issue offers sequences depicting the hooking and capture of big game fish. The photography is good. Among the various fish taken are giant sharks, swordfish and a few big ones that take the bait from the surf. It should go over. Running time, 9 mins. "G."

Harris May Take Aldine

Pittsburgh, Sept. 8.—It is reliably reported here that the Harris Amusement Co. has taken over the old Aldine for a combination of vaudeville and pictures. Although closed for several years, Loew's has been paying rent on the Aldine continually under the terms of a long-term lease, now expired.

Fulton Managers Shifted

Kansas City, Sept. 8. — Clarence Kidwell, formerly assistant manager of W. D. Fulton's Howard at Arkansas City, Kan., has been made manager of the State, Fulton house in Kansas City, Kan. Ben Hill, State manager for several years, now is handling the Tivoli, one of Fulton's Kansas City, Mo., suburbans.

Arnold Hints At Moves for An Injunctio

(Continued from page 1)

understood to be receptive to offer for a consent decree, provided the secure the major points at which th aim, and are willing, it is said, t forego some of the less importan points to save the money and time involved in a trial. This attitude is given additional point by suggestions tha the Government's petition asked fo more than the department believes ca reasonably be secured from the court and there is always the possibility tha the courts may not see eye to eye wit the department on its charges.

Counsel for major defendants expec to meet with U. S. Assistant Attorney Generals Thurman Arnold an Paul Williams in Washington befor the end of the month, it was learne here yesterday on good authority.

The principal reason given for th delay in responding to Mr. Arnold' invitation to discuss the necessity fo the Government proceeding with a application for a temporary injunctio is the absence of Col. William J Donovan, chief counsel for RKO. Colonel Donovan is expected back from a European vacation Sept. 19, and indications are that counsel for defendants, after acquainting him with th objectives of the proposed Washington meeting, will move promptl thereafter to agree on a meeting dat with the Department of Justice officials.

Will Study Consent Decree

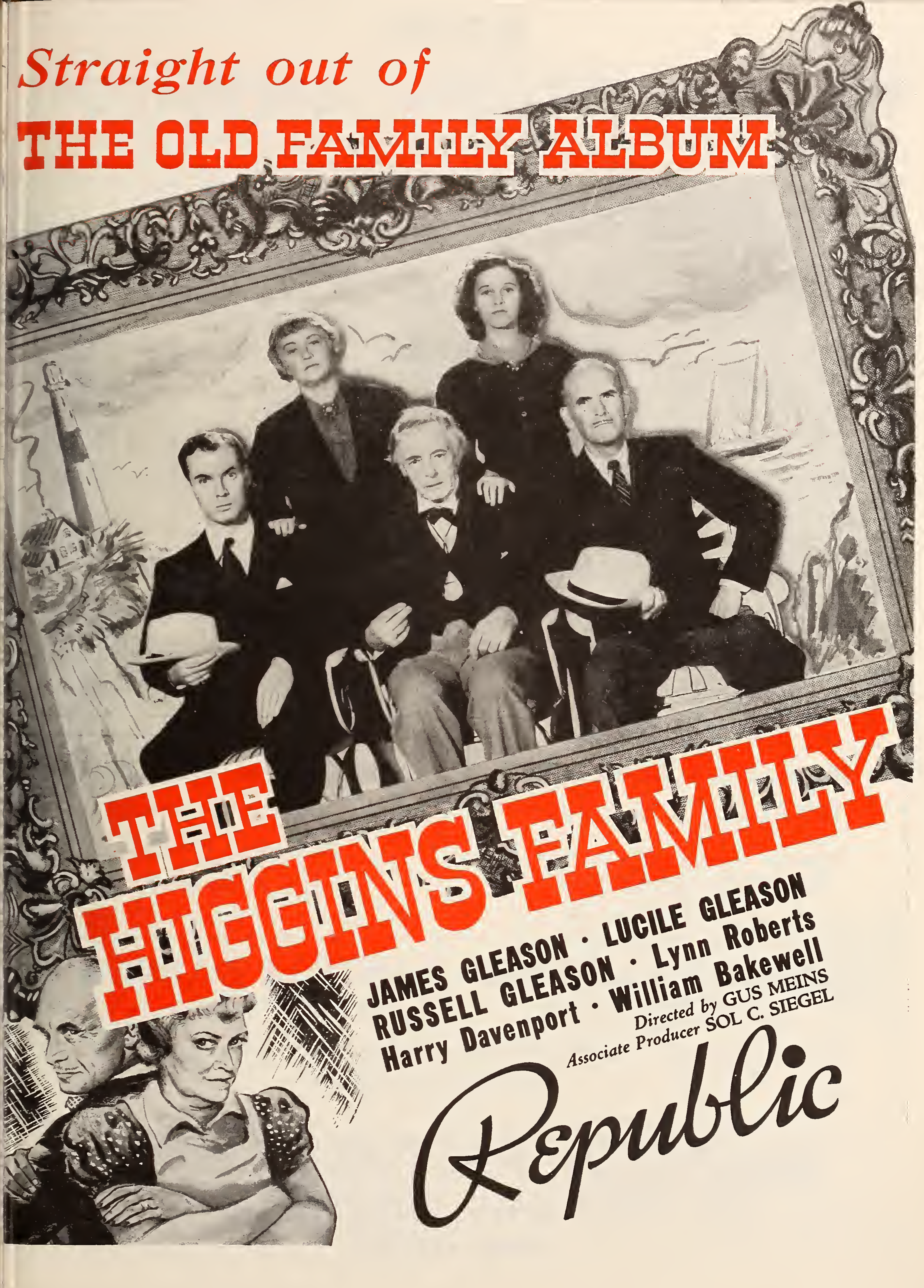
Although Mr. Arnold has advise the five theatre-owning defendant who have been invited to the conference that he wishes to discuss a agreement on maintaining the *statu quo* in current theatre operations i order to obviate the necessity of th Government's moving for an injunction, it is taken for granted in lega circles here that the subject of a consent decree will be explored also a the forthcoming meeting. The Government has repeatedly evidenced it willingness to discuss the subject wit the defendants but the latter give no evidence on which to base a belief that much progress could be made toward a consent decree without a basic modification of the objectives of the Government action, particularly with regard to separation of exhibition from production-distribution.

Warners Calm Over Debenture Contest

(Continued from page 1)

exchange plan, it was said by a company official, and large additional amounts have been promised. Notice of the exchange was issued to debenture holders July 25.

The protective committee has written bondholders that "the company should offer some substantial benefit as an inducement for granting this extension." The committee seeks authorizations enabling it to enter negotiations with the company. John Nickerson is chairman of the committee and Douglas G. Wagner secretary. Both are brokers.



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Foreign Product Faces Bright Year

ncreased Interest in Imports to Result in Total of 75 to 100 Films This Season Compared to Only 27 Last Year

Encouraged by the increased num- r of houses available for foreign guage pictures, and stimulated by e success which attended the dis- ibution of "Mayerling," the foreign nguage film business is set for its ost ambitious season.

The increased interest in foreign lm trading will be responsible for the nportation of somewhere between 75 nd 100 pictures for the current sea- on against a reported 27 released last ear.

Every incoming ship from Europe bringing somebody with a film or film deal, and a wider market makes em more confident of success.

Important among the foreign film aders who have just returned from aris with new deals are the Brandt rothers and E. I. Lopert of Pax ilms. John E. Otterson, former resident of Paramount, recently re- urned announcing that he had bought e American rights to 25 pictures for he Interallied Pictures Corporation.

Have 34 French Films

In addition to these picture men ere are many others dealing for one, wo or more films. Julian Levy, work- g with John Tapernoux in the re- rganization of French Motion Pic- ure Corporation, reports they brought 34 films last season and this, of hich 17 have not been released as et but are being booked now.

Although he has had wide experi- nce as both exhibitor and distribu- or, Martin Lewis of the Fifth Ave- ue Playhouse is not going into the arket until the fall. He arranged or his entire summer by organizing e first annual International Film estival from July 1 to Aug. 31.

World Has Large Group

Listed among interesting releases om World Pictures Corporation, in- luding "Grand Illusion," highly raised by Sam Goldwyn, are nine rench films, four English and five ustrian pictures. They will also chedule six shorts featuring world amous concert artists. This is the ompany which handled "Monastery" the United States, basing the pic- re on material filmed in France. Monastery" had a long run and a nancial success. "Grand Illusion" will pen at the Filmarte Sept. 12.

J. H. Hoffberg, Inc., American dis- ributors of the Irish money-maker, "Kathleen," is handling more different language films than any other company. The schedule includes four American exploitation pictures, two French productions, four Irish, two Yiddish films, six Polish films, five Czechoslovakian, four Swedish, two Italian and two Dutch films. All will have English titles.

Mayer & Burstyn, distributors of "The New Gulliver," originally Russian, have dubbed it in English and will release it this season as "Gulliver's Travels."

Danubia Lines Up Seven

Bruno Zwicker has acquired the American distribution rights for the next five years to a reissue of "Two Hearts in Waltz Time," which opened at the World Theatre in New York.

Danubia Pictures, Inc., handling Hungarian language features and short subjects, has lined up seven new features for the 1938-'39 schedule. These are "The Borrowed Castle," "Marika," "Magda Is Expelled," "Heart for Heart," "Family Bonus" and "Girls of Today."

Acquire Chinese Picture

George Barnett and Henry Aries, operating as Modern Film Company, have a Japanese film which they have been holding for release until there is less anti-Japanese feeling in America. They believe the film is fine enough to attract large audiences here when, as and if the war emotionalism subsides. This company also recently acquired American distribution rights to "Sable Cicada," an historical Chinese romance, China's first bid for recognition at the American box-office, and it also plans to distribute "Man's Paradise," and a Valentino revival, "Son of the Shiek."

The product available for purchase for American release is greater than it has been for some time, because Europe, with the exception of the dictator countries, is a wide open field for anyone who can get the money together to make one picture.

The French market, highly competitive, has boosted its cash advance demand for American rights from the top of $5,000 to $7,500 to something closer to $15,000 to $20,000.

Finish Jewish Feature

"The Singing Blacksmith," all-Jewish musical starring Moishe Oysher, has been completed under the direction of Edgar G. Ulmer and will be released in September by New Star Films.

Cinema Arts Plans Four

Moe Goldman of Foreign Cinema Arts has disclosed that his company will produce four features, to be released in the 1938-'39 season. Two will be filmed in Europe and two will be made at the Biograph studios.

U. S. Market Active For Mexican Films

The American market for Mexican pictures has become extremely active in the last year, for Mexican pictures have improved considerably and are finding a profitable distribution in the areas where there is a Mexican population. There are approximately 70 theatres in California, Nevada, New Mexico, Texas and Colorado showing Mexican-made pictures. "El Rancho Grande" has been the biggest money maker.

Because of the concentration of Mexicans in this geographical area, the distribution of Mexican pictures is probably the most important of the foreign language markets to native language clientele.

To Release Irish Film

Guaranteed Pictures is distributing "Irish and Proud of It," first of a series of six Irish pictures. M. D. Sikawitt, president of the company, also has disclosed that the company will handle American distribution of several Polish, French and Ukrainian productions.

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Foreign Language Releases For the 1938-39 Season

AMKINO

Peter the First	Russian

WILLIAM ALEXANDER

Dawn Over Ireland	Irish
The Mystery of Limerick	Irish

AVRAMENKO

Cossacks Beyond the Danube	Ukrainian

BEST FILM CO.

The Call	French
Cloistered	French

DANUBIA PICTURES

The Borrowed Castle	Hungarian
Magda is Expelled	Hungarian
Heart for Heart	Hungarian
Family Bonus	Hungarian

EMPRESS PICTURES

Un Carnet du Bal (Life Dances On)	French
The Runaways of Saint-Agil	French
Alibi	French
The Chess Player	French
Altitude 3,200	French
Port-Arthur	French

FOREIGN CINEMA ARTS

The Dybbuk	Jewish
The Vow	Jewish
Sisters	Jewish
Kol Nidre Nights	Jewish
Mirele Efros	Jewish
Bal Tshuve	Jewish

FRENCH MOTION PICTURE

Angel in the Shade	French
Under His Spell	French
Freedom in My-Song	French
Parisian Laughter	French
Un de la Legion	French
Murder in the Palace	French

GALLIC FILMS

The Depression is Over	French
Affairs of Maupassant	French
The Story of a Cheat	French
Lucretia Borgia	French

GUARANTEED PICTURES

Irish and Proud of It	Irish
The Early Bird	Irish
Devil's Rock	Irish
Luck of the Irish	Irish

J. H. HOFFBERG

Volga Boatman	French
Kathleen	Irish
Karal Hynek	Czechoslovakian
Svanda Dudak	Czechslovakian
Hostess of the Wild Beauty	Czechslovakian
Song of the Lark	Czechslovakian
Business is Business	Czechslovakian
Uncle from America	Czechslovakian
Hotel Paradise	Swedish
Ada Don't Do That	Polish
Wedding of Palo	Danish-Greenland
Oranje Hein	Holland
Boy from the Regiment	Holland

INTERNATIONAL CINEMART

The Charm of La Boheme	Austrian

FRANK KASSLER

Dark Eyes	French

LENAUER INTERNATIONAL

The Lie of Nina Petrovna	French
Pearls of the Crown	French-English-Italian
They Were Five	French
Moscow Nights	French
Drole dc Drame	French
The Puritan	French
Queen of Spades	French

MAYER & BURSTYN

The Lower Depths	French
Club de Femmes	French
Generals Without Buttons	French
Ramous	French
In the Streets	French
Death of a Swan	French
Shadows of the Past	Austrian

METROPOLIS

Mr. Flow	French
The Golem	French
Symphony of Love	French

MODERN FILMS

Le Grand Refrain	French
Daughter of Samurai	German-Japanese
Foch	French
Le Femme Nue	French

MUSART FILMS

Life of Tchaikowsky	Ukrainian
The Last Century	Ukrainian

NATIONAL PICTURES

Legions of Honor	French
La Glu	French
Montmarte	French
Fear	French
Happy Days	French
April Showers	French
Gigolette	French
Franco de Prote	French
Jeunes Fillies de Paris	French

NEW STAR FILMS

The Singing Blacksmith	Jewish
Idle Inn	Jewish
Children of Nature	Jewish

PAX FILMS

Mayerling
Courier de Lyons
Princess Tarakanova

PREMIER TRADING CORP.

Rose of Tralee	Irish
Mountains O' Mourne	Irish
Kobiety nad przepascia	Polish
Zdazylo sie	Polish
Pan Redaktor szaleje	Polish
Natalka Poltavka	Ukrainian

SCANDINAVIAN TALKING PICTURES

Bergslagsfolk	Swedish
The Great John Ericcson	Swedish
Fram For Framgang	Swedish
Intermezzo	Swedish
Skicka Hem No. 7	Swedish
Sol Over Sverige	Swedish
Under Falsk Flagg	Swedish
Baldwin's Brollop	Swedish
Hemma	Swedish
Bara En Bagare	Swedish
The Anderson Family	Swedish
Bra Mennesker (Real People)	Norwegian
Sol Over Danmark	Danish
Weekend	Danish

U F A

Capriccio	German
Pour Le Merite	German
Andalusische Naechte	German
Die Vier	German
Heimat	German
Nanon	German
Nordlight	German
Eine Nacht im Mai	German
Gastpiel Im Paradies	German

WORLD PICTURES

Grand Illusion	French-English-German
Marseillaise	French
Mollenard	French
Life and Loves of Beethoven	French
La Tendre Enemie	French
Itto	French
Street Without a Name	French
My Song of Love	French
Don Quixote	French
Ski Chase	Austrian
Slalom	Austrian
Witch Night	Swedish

BRUNO ZWICKER

Two Hearts in Waltz Time	Austrian

DIRECT FROM "EIRE"
"IRISH AND PROUD OF IT"
featuring
RICHARD HAYWARD DINA SHERIDAN
LIAM GAFFNEY GEORGE PEMBROKE
Biggest and Most Expensive Irish Picture Ever Made
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The Great International
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Sacha Guitry's gayest comedy
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Also available—the following proven,
artistic box-office successes:
DANIELLE DARRIEUX
in
"THE DEPRESSION IS OVER"
(La Crise est Finie)
HENRY KOSTER'S
"THE AFFAIRS OF
MAUPASSANT"
and
ABEL GANCE'S
"LUCREZIA BORGIA"
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★★★ — NEW YORK DAILY NEWS
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729 7th Ave., N. Y. C. MEd. 3-3813-4

Foreign Cinema Arts' Releases
729—7TH AVE., NEW YORK CITY
ALL-JEWISH
(English Titles)
"TKIES KAHF" (THE VOW)
released Sept. 15
"HER SISTER'S BRIDEGROOM"
released Oct. 15
"KOL NIDRE NIGHTS"
released Nov. 15
"MIRELE EFRUS"
released Dec. 15
"MOTHER"
released Jan. 15, 1939
"BAL-TSHUVE"
released Feb. 15, 1939

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IRISH PICTURES
"ROSE OF TRALEE"
"MOUNTAINS O' MOURNE"

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†**PARISIAN LAUGHTER,** with Maurice Chevalier at his best.

†**FREEDOM IN MY SONG,** epic comedy, starring Georges Milton, "the Eddie Cantor of France."

†**ANGEL IN THE SHADE,** stark drama of provincial life, starring Fernandel.

BEWARE OF THE PAINT, charming comedy with Simone Simon.

†**UNDER HIS SPELL,** stark drama of love in the tropics.

HELENE, from Vicki Baum's story, starring Madeleine Renaud.

DR. KNOCK, hilarious satire, featuring Louis Jouvet.

MERLUSSE, poignant drama of unwanted children, by Marcel Pagnol.

THE LATE MATHIAS PASCAL, starring Isa Miranda and Pierre Blanchard.

***LA MATERNELLE,** the great French masterpiece, directed by Jean Benoit-Levy.

***JANOSIK,** "The Robin Hood of the Mountains."

*SOUS LES TOITS DE PARIS
*LE MILLION
*A NOUS LA LIBERTE
} The immortal classics directed by René Clair.

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"PEARLS OF THE CROWN"

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WITH a reputation built on its selective trade contacts in the farthest reaches of the commercial globe, this organization invites your attention to the series of profitable surprises it is about to introduce.

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INQUIRY SOLICITED
IN ANY LANGUAGE
FROM RIO TO SHANGHAI

Foreign Films Find 200 Outlets Here Now

THE American market for foreign language pictures has grown to a place where the 1938-'39 season will open with at least 200 established theatre outlets and somewhere between 75 and 100 reported productions available for exhibition.

There has been a permanent but variable market for foreign language pictures since 1930, but exhibition outlets have multiplied approximately four times in the last three years and the number of imported negatives will be nearly trebled within a year.

The market for foreign language productions has developed from the occasional importation of "artistic" production for exhibition in "art" theatres to a business of intense competition and considerable proportions.

French Films Gaining

The first pictures that were imported in foreign languages came principally from Russia, Italy and Germany. They received the acclaim of critics for their socalled artistic qualities and the patronage of a highly selective audience which saw in them a new and different technique.

Concurrently these pictures found their way into exhibition in theatres in neighborhoods and localities highly populated with people who spoke the language of the picture.

The business enjoyed a small profit and some prestige.

France, which had not been a particularly potent factor in picture making for American distribution, benefited from the influx of German refugee experts, suddenly skyrocketed into favor and has achieved a dominant place, for the time being at least.

"Mayerling" Big Success

Impetus to French pictures has been given by "Mayerling." The film, acclaimed first for its artistic qualities, bolstered by the performances of Danielle Darrieux and Charles Boyer, hit the high point of foreign language distribution. In addition to its bookings in theatres specializing in foreign pictures and its bookings in houses catering to French audiences, it earned contracts in a number of metropolitan circuit theatres. It has played approximately 700 engagements representing top business in its field.

Prior to the ascendency of the French pictures, German films were the most successful of the imports. "The reason is simple," said Max Goldberg, head of Gallic Films. "You could put German pictures in many more spots because there are more people who understand German in this country than any other language. In New York alone there are 600,000 people familiar enough with the German language to enjoy a German picture. The Jewish portion of that group has withdrawn its support from German pictures and consequently the German picture is on the decline."

Audience Is Increasing

There is no doubt, however, that the American audience for all foreign language pictures is increasing. With 30 theatres in New York regularly showing imports, 250 at one time or another this past year had an occasional foreign language film. The movement gains every time a "Mayerling" is shown, for pictures of that type get out of the "art" classification and into circuit theatres, so that many persons who have never seen a foreign film are introduced to a good one and become prospective patrons for others.

So variable is this special end of the picture business, however, that there is no accurate gauge of the number of persons in the importing and distributing of foreign films, nor of the number of negatives which will be brought in from year to year. The Hays office put the production code seal on 41 last year, whereas many more came in.

The Brandt circuit is currently using foreign pictures as second features occasionally, Warners are permitting some of the theatre managers on their circuit to make their own selection of foreign films.

West Coast Good Market

Outside of New York, the west coast is the best foreign language picture market in the United States. Proof of this is found in the report of a second circuit to open there soon for foreign language releases exclusively. This will give the coast nine art theatres as outlets.

E. I. Lopert, president of Pax Films, appraises the current situation as a series of individual gambles. He says the foreign field is misleading as to profits, when it is remembered that such pictures as "Crime et Chatiment" ("Crime and Punishment") which was released to almost hysterical applause by critics, grossed only about $10,000.

It is Mr. Lopert's contention that a foreign picture must play 100 theatres before it can be considered a real success, a statement entirely at variance with the expressed opinion of another expert who insists that 50 or 60 theatres around the country—some say 40—are all that can be devoted to foreign language picture showings to maintain a "healthy situation."

The percentage of foreign language pictures answering the American box office requirements is small.

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"Cloistered"
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FOREIGN PICTURES FOR AMERICAN PEOPLE

Now Distributing—

CLUB DE FEMMES
("Girls Club")
with
DANIELLE DARRIEUX

"Wittier, Happier, More Likeable than 'The Women'."—New York Sun.

"The Maedchen in Uniform have grown older but not wiser."—New York Herald-Tribune.

LOWER DEPTHS
"A mature, impressive, extraordinarily fascinating production."
Frank S. Nugent—New York Times.

GENERALS WITHOUT BUTTONS
19 weeks on Broadway. Deligh
comedy. Not a war picture.

ETERNAL MASK (Swiss)
Chosen best foreign film in 1937
the National Board of Review.

GULLIVER'S TRAVELS
Swift's novel brought to the scre
with 5,000 Lilliputians.
Available in two versions—Russian a
English.

Coming this Fall—

DAUGHTERS of the DANCE
Awarded first prize at the Paris Exposition. The first picture about the lives and romances of ballet dancers.

SONG OF THE STREETS
The youth of the Paris underworld sings and suffers, loves and laughs in the post war years.

MOZART
The love story of a genius.
An English picture.
Music by the London Symphony O
chestra.
Conducted by Sir Thomas Beecham.

REMOUS ("Whirlpool")
The most controversial French pictu
ever produced.
A mature film for mature peop

TWO GREAT PICTURES!
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GREEN FIELDS
Outstanding box-office success in the field of
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MOTION PICTURE
DAILY

Distribution Nationally Is Plan of Moss

A nationwide distributing organiza- n to develop the market for French ures here will be set up immedi- ely by B. S. Moss, head of Empress ctures, Inc., which he organized this eek in association with Paul Graetz Paris.

For the 1938-'39 season the com- ny has a schedule of eight films hich were selected by Mr. Graetz's ganization as among the most suit- le of the French output for Ameri- n release. Production plans for 39-'40 are now in work, and Mr. oss and his American associates will vise the Paris organization on the pe of product to be made.

For the first time, French pictures ill be produced with an eye not only the international market generally t American theatres specifically, id Mr. Moss, and he has advised aking one or two big musicals, since e medium is universally understood udgets, he said, will go as high as 200,000 or $300,000, with the Ameri- an company helping to finance, and ories and casts being subject to ap- roval here.

To Name Regional Men

Several regional distribution repre- entatives will be appointed, with rints available in those areas. The ompany will operate its own Broad- ay show window, negotiations for a heatre being under way. Mr. Moss aid that in addition to the theatres ow playing foreign films, his organi- ation will endeavor to create a wider narket and that it is planned to road- how some of the films.

Mr. Moss said his 25 years' experi- nce in the industry has proved to im that it is difficult to establish any ew idea in the business, but once it is roved successful it becomes much in lemand. The same, he said, will prob- ably apply in his present endeavor. A heatre owner for many years, Mr. Moss pioneered as the operator of the first "art" theatre in New York, the Cameo. The Criterion on Broadway is the ace house of his present circuit.

Wall Street

Fractional Board Losses

	Open	High	Low	Close	Net Change
Col.	14¾	14¾	14½	14½	— ⅜
G. T. E. ...	15½	15½	15½	15½	— ½
Loew	51½	52	51¼	51⅝	— ⅜
Para.	11¼	11½	11⅛	11¼	— ⅜
Para. 2.....	11⅞	11⅞	11¾	11⅞	.....
Pathe	9¾	10	9¾	10	— ¼
RKO	2⅜	2⅜	2¼	2¼	— ⅛
20th Fox ..	26⅛	26⅞	26	26⅜	— ½
W. B.	6½	6⅝	6½	6½	— ⅛

Curb Generally Off

	Open	High	Low	Close	Net Change
G. N.	½	½	½	½	+1|16
Sonotone ..	1½	1½	1½	1½	— ⅛
Tech.	21	21	20½	20⅝	— ⅝
Trans-Lux .	2⅛	2⅛	2⅛	2⅛	.....
Univ. Corp.	3¾	3¾	3¾	3¾	.....

Bonds Decline

	High	Low	Close	Net Change
Loew 3½s '46.....	101	100¾	100¾	— ¼
W. B. 6s '39......	76⅛	76⅛	76⅛	— ⅜

(Quotations at close of Sept. 8)

G.N. May Renew Its British Film Deal

New Grand National will discuss a new distribution deal with Associated British Film Distributors before concluding any deal for the British rights, Edward L. Alperson, vice-president, said yesterday.

Grand National's two-year distribution deal with A.B.F.D. will expire at the end of this month. Mr. Alperson's statement is regarded as significant in view of the overtures made during the past week for British distribution rights to New Grand National product by Louis Jackson, head of Anglo American Films of London. No action was taken on Mr. Jackson's proposal by New Grand National prior to the London financier's departure from New York Wednesday.

Mr. Alperson will leave for the coast by plane today to complete arrangements for the company's new product lineup there. He said that the product announcement should be ready by next week.

Indications are that the company will retain the name Grand National, but may dispense with the prefix "New," Mr. Alperson said when questioned about a possible change in the company's name. He plans to return to New York in about a week.

CEA Will Consider Television Problem

By AUBREY FLANAGAN

LONDON, Sept. 8.—The question of television and its relation to exhibition is slated to be brought to the front at next Wednesday's meeting of the general council of the Cinematograph Exhibitors' Association at Glasgow by Major A. J. Gale.

He will seek a solid trade policy in television, and may suggest a resolution calling for a joint discussion of the matter among the C.E.A., Kinematograph Renters' Society (distributors) and the British Broadcasting Co. on the use of films in broadcasts. He may advise C.E.A. members to refrain from committing themselves on television equipment contracts.

Other matters to be discussed will be apathy of members in contributing information for the small exhibitor campaign, which may be abandoned. The circuits may be challenged for their indifference to the C.E.A. policy on programs, rentals and the like. Further C.E.A.-K.R.S. conferences are expected to be sought on the overbuilding problem.

The C.E.A. has notified the London County Council that it plans to contest legally the seat price ruling of the council, which aroused vigorous exhibitor opposition recently. Meanwhile, the new Gaumont Holloway and other houses are voluntarily observing the new regulations.

Ricketson Shifts Men

DENVER, Sept. 8.—Manager changes made by Rick Ricketson, Fox Intermountain head, include: Gerald Whitney, at the Webber until the house closed for the summer, to La Junta, Col., as city manager, succeeding Ned Collins, who has been sent to Durango, Col. Ed King of Durango moves over the mountains to Walsenburg, Co., succeeding Harry Lane, recently at the Valencia, who is awaiting assignment.

Canada Trade Pact To Follow British

(*Continued from page* 1)

the United Kingdom, in which the British Dominions are highly interested.

The Canadian agreement still has several months to run, not expiring until Jan. 1 next, and, it was said, there are few major points to be taken up in connection with its revision for extension. No information was available as to whether motion pictures would figure prominently in the New Deal.

Italy Ejects British Unit Producing Head

ROME, Sept. 8.—Italian authorities yesterday revoked the production permit of Mario Zampi, production director of the Two Cities Film Co., recently formed in London, and "invited" him to leave the country, although he is an Italian citizen, because "the president of the company is a Jew."

Mr. Zampi had come to Rome to produce "Source of Irritation," which was to feature two British players, Romney Brent and Elsa Lanchester, wife of Charles Laughton. The producer had not come to Rome until after having obtained permission from the Fascist authorities to make the film. He left Rome for London this morning. Two Cities was formed recently to produce and distribute, taking its name from the capitals of the two countries, Rome and London.

To Do Film in England

LONDON, Sept. 8.—The Two Cities Film Co., Italian-British company recently formed, will begin the production of "Source of Irritation" at the Sound City Studio Sept. 25. Mario Zampi will be producer-director.

Strand 2nd Week of Shows Betters First

The second week of the stage show policy at the Strand on Broadway proved better than the first, with a take of $45,000 for "Boy Meets Girl" and Ben Bernie and his band, $1,000 more than the initial week. The second stanza had the benefit of the Labor Day weekend.

Acts are being lined up for the start of the new vaudeville policy at the Brooklyn Strand next Friday. The Andrews Sisters have been engaged as headliners of the five-act show, which will run approximately 55 minutes. Ted King's orchestra, a Brooklyn favorite, will be in the pit. "Boy Meets Girl" will be the film attraction.

The Brooklyn house will discard its present policy of double features for the new combination shows, which will be changed weekly. Prices may be raised slightly. The theatre will be closed next Thursday to prepare for the change.

Hoffberg Gets Picture

J. H. Hoffberg has acquired national distribution rights to "Forbidden Territory," directed by Phil Rosen and featuring Gregory Ratoff, Binnie Barnes, Tamara Desni and Anthony Bushell. Mr. Hoffberg plans to leave late this month on his annual nation-wide sales promotion trip.

Marchetti Has Plan to Film Two in Italy

(*Continued from page* 1)

picture by Cine-Citta, Mr. Marchetti said.

Under the plan, his principals, whom he said he was not at liberty to identify at this time, would furnish a producer, director, star, writer, cameraman and soundman—all to be Americans—for the pictures involved in the deals. The Italian sponsors would be granted distribution rights to the pictures in world territories with the exception of North, South and Central America, England and Australia. The American principals would retain the latter distribution rights. An English and Italian version of each picture would be made.

Sees American Participation

Mr. Marchetti believes the plan will make it financially feasible for Americans to participate in Italian production despite the restrictions on withdrawal of money from that country. He said that the deals negotiated would not be final until they had been approved by his Hollywood principals.

"It is up to them to accept or reject them," he said.

Although declining to identify his principals other than to describe them as a "group of well known producers," Mr. Marchetti stated on his departure for Jtaly in July that Edward Small and B. P. Schulberg were willing to make pictures in Italy under his plan. He is attorney for Bing Crosby, among other Hollywood personalities.

Claims Over-emphasis

Questioned concerning the possible effect on his plan of the currently reported anti-Semetic feeling in Italy, Mr. Marchetti said that, although he believed the reports to be over-emphasized in view of the absence of any official action by the Italian Government, he had asked for—and expects to receive within the next few days—formal assurances from official sources that non-Aryans who may elect to work on the proposed productions would in no wise be embarrassed or inconvenienced while in Italy. He said that no obstacles to obtaining such assurances had been encountered and he expected to have them in official order within the next few days.

He plans to leave for Hollywood early next week.

Ohio Censors More Active

COLUMBUS, Sept. 8.—The Ohio censors reviewed 546 reels during the five-week period in August, from which 55 eliminations were ordered. Seven reels were rejected for the week ending Sept. 2. This compares with 349 reels reviewed and 24 eliminations ordered in July, 1938, and 575 reels with 27 eliminations in August, 1937.

Best Film Head Returns

Sam Singer, president of Best Film Co., has returned from a 10-week trip to Maine and has reopened offices at 630 Ninth Ave., where he will distribute "The Call" and "Cloistered," the former set to open in Boston, Oct. 1.

Banner LINES

DESPITE the raves Cliff Fadiman's "Information Please" has evoked, NBC has been unable to sell the program commercially. And with most of the season's deals already set, it now appears that "Information Please" will continue to be unloved by a client.

Usually a sustaining program of this type is cancelled if after a reasonable time it remains unsold, but in this instance NBC is said to be determined to keep it on the air if for no other reason than it is a good "dress" program for the Blue network. And a good dress program it is indeed, for the Blue or any other network.

▼

The original price for the Fadiman show was $2,500 a week, and that's been cut down to about $1,800, and still it remains unsold. Meanwhile, Mr. Fadiman has been working for little money, and while there is small doubt that he derives lots of fun working in the show, we think he hardly would be willing to continue at a sustaining fee. Wherefore, Mr. Fadiman in recent weeks has been appearing regularly on the RCA-NBC "Magic Key" program, a show that pays one of the nicest fees in radio. However, lest this latter observation be construed in a wrong light, we submit that NBC, by seeing to it that he is given an opportunity to obtain some commercial fees, exhibits good business sense, for not only will it encourage Mr. Fadiman to continue with "Information Please," a show which is a delight, but it may, by setting the example, encourage some outside sponsor to risk a bet on Mr. Fadiman.

▼

Colgate-Palmolive-Peet, according to a CBS release, will call its forthcoming Jim McWilliams show the "Colgate Ask-It-Basket," indicating that the George Washington Coffee Co. has emerged best in a controversy about title rights that has been going on between those clients. For some seasons the coffee company has sponsored Mr. McWilliams in a popular program titled "Uncle Jim's Question Bee." When the soap company weaned away Mr. McWilliams from George Washington, it expected to label his program by that title, but the coffee house insisted the title belonged to them, and apparently they've won their point. It can be inferred, therefore, that George Washington may come back to the air with a program titled "Uncle Jim's Question Bee," while the real "Uncle Jim" carries on anonymously in his new setup.

▼

William Hartley, editor of *Screen Book*, in a talk opposing screen double features on WMCA the other evening, described as Utopian the life of a film reviewer. He said, "I'm not obliged to sit through double features. As an editor, I attend four or five previews a week. These previews present only one film, no shorts and no newsreels. I certainly hope that the studios don't try to get even with their critics by running double previews."

—JACK BANNER

Maine Unit Plans to Air Mutual Program

The Maine Development Commission will sponsor Marjorie Mills as the "Girl from Maine" in a new series over Mutual starting Oct. 11. The contract, for 26 weeks, was placed through Brook, Smith, French & Dorrance.

Presented twice weekly on Tuesdays and Thursdays the program will be heard from 2:45 to 3 P. M. over WNAC, WICC, WTAG, WEAN, WICC and WTIC, and from 2:15 to 2:30 P. M. over WOR, WGR, WBAL, WHK, WSAI, WNBF, WFIL, CKLW, WCAE, WOL, WHKC and WBAX. The program will originate in the studios of WNAC, Boston.

Jubilesta Program Set

KANSAS CITY, Sept. 8.—The Jubilesta, biggest piece of outside competition exhibitors here have during the year, has been completed and will go into the Municipal Auditorium Sept. 17-25. The program includes Hugh Herbert, Uncle Ezra, Eleanore Whitney, Connie Boswell, Jimmy Grier, Nick Lucas, Joe Cook, the Rocket Girl, Jimmy Dorsey, George Burns and Gracie Allen, and other national headliners. Lincoln Dickey is managing the show.

Must Pay to Air Games

ST. LOUIS, Sept. 8.—St. Louis radio stations that broadcast football games from Missouri and Illinois universities this year must pay for the privilege, $100 a game at Missouri and at Illinois $100 if the broadcast is sponsored and $50 if it is a sustainer. In no event will either school permit broadcasts to be sponsored by beer or liquor interests. KMOX, KSD and KXOK are arranging for several broadcasts of important games on the schedules of the two schools.

Sales Offices Combined

SAN FRANCISCO, Sept. 8.—Following the resignation of J. K. Craig as sales manager of Radio Sales, Inc., here, the office has been consolidated with that of the CBS network sales office here. The personnel of the office now includes Henry M. Jackson, sales manager, and Clyde F. Coombs and Charles E. Morrin, salesmen. Radio Sales is a sales division representing the CBS owned and operated stations.

Air Hayes Eulogy Today

The special eulogy to the late Patrick Cardinal Hayes delivered by Archbishop John F. Rummel of New Orleans will be heard over WOR and the local NBC stations, WEAF and WJZ, direct from the funeral services at St. Patrick's Cathedral this morning at 11:15 A. M. on.

P & G Appoints Compton

Compton Advertising of New York has been appointed by Procter & Gamble Co. to handle the Fluffo account, effective immediately. Compton's opening campaign for the product will include radio.

Completing Transmitter

CHICAGO, Sept. 8.—Work on the new WGN transmitter is rapidly being finished. The new radiator, one of the largest in the world, has been completed.

"Voices" on the Air

William Jennings Bryan's voice will be heard over WHN Sept. 15 at 8:45 P. M. when a new program, "Voices of Yesteryear," bows in. Robert Vincent, owner of a large collection of re-recorded voices, will have charge of the program. Dramatizations leading up to the incidents discussed on the records will precede the discs. Voices of other noted figures to be heard are P. T. Barnum, Theodore Roosevelt, Thomas A. Edison, Andrew Carnegie, Robert Peary, Sarah Bernhardt, William McKinley and many others.

Examiner Hearings Are Dated by F. C. C.

WASHINGTON, Sept. 8.—Tentative dates for examiners' hearings on a number of broadcasting applications have been scheduled by the Federal Communications Commission, as follows:

Oct. 5: Applications of Radio Enterprises, Inc., for a new 1,310-kilocycle station at Victoria, Tex., with 100 watts night, 250 watts day; Coastal Broadcasting Co., for a 1,420-kilocycle station at Brunswick, Ga., with 100 watts night, 250 watts day.

Nov. 1: Applications of Drohlich Brothers for a 1,500-kilocycle station at Sedalia, Mo., with 100 watts night, 250 watts day, and KPAC, Port Arthur, Tex., for change of frequency from 1,260 to 1,220 kilocycles and extension of time from day to unlimited.

Nov. 2: Applications of Eastern Nevada Broadcasting Co. for a 1,500-kilocycle, 100-watt daytime station at Ely, Nev.; Cuyahoga Valley Broadcasting Co., for a 1,500-kilocycle, 100-watt daytime station at Cleveland, and M. C. Reese for a 1,200-kilocycle station at Phoenix, Ariz., with 100 watts night, 250 watts day.

Nov. 4: Applications of Summit Radio Corp., for a 1,530-kilocycle, 1,000-watt station at Akron.

Nov. 15: Applications of KRSC, Seattle, for increase of power from 250 to 500 watts, and WTOL, Toledo, for extension of time from day to unlimited.

Ludwig Bauman on WHN

Ludwig Bauman, Inc., has entered into a 52-week contract with WHN for a new quiz series starting Sept. 14 at 8:30 P.M. Harry S. Goodman agency placed the account. Other new WHN accounts are for the White Laboratory, spot announcements, and the Moody Bible Institute, the latter placed through Critchfield & Co., of Chicago.

Olmstead Back at Y & R

Clarence Olmstead has resumed his activities as talent buyer for Young & Rubicam. His headquarters will be in New York, with Therese Lewis as his assistant. Joseph R. Stauffer will continue as Hollywood talent buyer for the agency.

Sproul, Pettit at KDKA

PITTSBURGH, Sept. 8.—Derby Sproul has been appointed program manager, and Clarence Pettit is to be the director of public relations at KDKA.

▸ Radio Personals ◂

GENE MORGAN, WMCA a nouncer, starting immediatel be the announcer on "Five St Final." . . . Tommy Dorsey resum his broadcasts from New York Sep 14. . . . Jimmie Shields has been sig as the tenor soloist on the new Ed Duchin Pall Mall cigarette progra through Frank Cooper of Rockwel O'Keefe. . . . Jack Hartley, assista director of special events; Stockt Helffrich, assistant manager of th script division, and Pat Kelly, chi announcer, all of NBC, will be amo the visiting lecturers for this fall course in radio broadcasting at Ci College. . . . Mary Small tonig makes her second consecutive gue appearance on Cal Tinney's "If I Ha a Chance" program over NBC.

Hollywood

Ed Sammis, feature editor of th CBS publicity department in Ne York, is vacationing here with Mr Sammis . . . Holly Noble, publicit writer with the New York office CBS, has rejoined the network afte a two-month leave and is now in th Hollywood office . . . Commerci Credit Co., through O'Dean, Sheldo and Canaday of New York, has place "It Happened So Quick," 15 minut transcription, with KFI for 13 week . . . KFI reports renewal for one yea of Lyons Van and Storage Co.'s pr gram, "Moving Stories of Life," tra scriptions, through Charles H. Mayn agency . . . KARM in Fresno has bee added to the CBS net broadcastin "Hollywood Hotel" starting Sept. . . . P. Lorillard Co., has renewed it Don Lee system show, "Don't You Be lieve It," Tuesdays and Thursdays, fo a year.

Hughes Starts Progran

SAN FRANCISCO, Sept. 8.—John Hughes, newscaster, has launched new Monday through Friday newsca at 7:15 P. M., on KFRC and fou other Mutual-Don Lee stations, fo Paul Jones cigarettes, a Philip Morri product. KFRC also has accepted 39-week renewal on "Little Orpha Annie," for Ovaltine. Twelve station will release the show.

Purchase WNEW Show

Richard Brooks' "Little Things i Life" on WNEW has been purchase for sponsorship by Michaels Department Store for 39 weeks, through th Levy advertising agency. Another ne WNEW contract is for a series o talks sponsored by the American Bureau of Chiropractic, Inc., beginnin Sept. 13 for 52 weeks.

Beth Brown Loses Point

N. Y. Supreme Court Justice Danie H. Hofstadter yesterday denied an application of Pedlar & Ryan, Inc., advertising agents, for an order direct ing Beth Brown, plaintiff in a suit fo an injunction, accounting of profit and damages of $100,000 against i NBC, Crosley Radio Corp. and Bristol-Myers Co., to serve separate com plaints against Pedlar & Ryan.

The plaintiff on Wednesday filed suit to enjoin the broadcasting of Bristol-Myers' program, "For Men Only. She claims exclusive rights to the titl

As Standard as
THE AMERICAN MOVIE

MONTH-AFTER-MONTH check-ups invariably show that the bulk of motion picture productions are filmed on Eastman Super X. Prime reason is consistently superlative photographic quality. Like the American motion picture itself, Super X is the world's standard of excellence. Eastman Kodak Co., Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

EASTMAN *SUPER X*

PANCHROMATIC NEGATIVE

Very soon – 'Garden of the Moon.' Very, very big-time. Dialogue fast and fresh. Terrific novelty line-up of tip-top talent. Nifty song numbers. All *so* neatly handled. A smash – but *certainly*. Warner Bros., producers.

DO NOT RE

ert.
telligent
d
dispensable
the Motion
cture
dustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

44. NO. 50 NEW YORK, MONDAY, SEPTEMBER 12, 1938 TEN CENTS

tagehands to Get 6% Raises In N. Y. Area

tion Is Taken Under Three-Year Pact

 six per cent salary increase has n granted to stagehands in New rk and Brooklyn, retroactive to pt. 1, as a result of negotiations be-en a circuit committee and the ex-tive board of Theatrical Protective ion No. 1, New York stagehands.

The increase is pursuant to an eement made three years ago by ich a six per cent wage boost was en last year and a similar increase mised for this fall. While the prom-d boost was contingent on an ad-stment of working conditions, the atres decided to grant it prior to nsummation of the discussions as a ken of good faith.

The new conditions and wage scales ll be written into contracts which ay be ready for signatures this week,

(Continued on page 12)

llied Collecting ember Complaints

Allied units throughout the country e receiving recitals of grievances om exhibitors which are being for-arded to the Department of Justice r use in bolstering the Government's ti-trust action against the major mpanies.

The statements of fact, as they are rmed by Allied, were requested by e Department. Abram F. Myers, llied's general counsel, instructed unsel for the local units to gather ch information for the Government's se. The statements relate to alleged fair practices as set out in the Gov-rnment's bill of complaint.

David Loew Suspends Production to Jan. 1

Hollywood, Sept. 11.—David L. Loew, who has just completed his sixth Joe E. Brown film, "Flirting With Fate," will suspend operations of Loew Productions from Oct. 1 to Jan. 1.

He will arrive in New York early in October, and will leave Nov. 15 for a tour of South America before returning to Hollywood. His future releasing affiliation has not been determined.

Radio News—P. 15

A. H. Schwartz Dead; Funeral Set for Today

Death Came Suddenly at Lake Placid Home

Abraham H. Schwartz, head of the Century Circuit, operating 30 theatres in Brooklyn and on Long sland, died unexpectedly Friday afternoon after an illness of two weeks. He was 54 years old. The funeral will be held today at 2 P.M. in Temple Beth Emeth, Brooklyn.

Honorary pallbearers at the funeral will include former Mayor James J. Walker, H. Clay Miner, Albert A. Hovell, Samuel D. Holiner, Andrew Nelson, John Reis, David Schlein, Henry J. Grupe and Dr. Ralph M. Beach.

Mr. Schwartz died at his summer home at Lake Placid, where he had been under doctor's care for intestinal flu. His illness, however, was not believed to be serious.

Mr. Schwartz was a pioneer New York exhibitor and active in Brooklyn communal and civic life. His philan-

(Continued on page 15)

Nine Loew Men Get Gift Trips to Europe

Nine members of Loew's field sales staff will be given trips to Europe next month as a reward for their standing in the company's world-wide sales competition which ended Aug. 25, William F. Rodgers, general sales manager, said yesterday. The contest was the outgrowth of sales rivalry between the domestic and international departments, the latter headed by Arthur M. Loew.

Those who will make the trip are Charles E. Kessnich, Atlanta, and John J. Maloney, Pittsburgh, district managers; Burtus Bishop, Jr., Charlotte; Walter E. Banford, St. Louis;

(Continued on page 15)

NLRB Hearing This Week on Kibre Case

Hollywood, Sept. 11.—Dr. Towne Nylander, regional director of the N.L.R.B., will hold a hearing during the week on the Jeff Kibre charge that William Bioff accepted $100,000 in exchange for control of four film technicians' unions.

Joseph M. Schenck, named in connection with the charge, arrived here this weekend reiterating his denial that there was any basis for the accusation. Pat Casey, producers' labor representative, and Mr. Bioff, also have branded the charge as ridiculous.

LAWYERS AGAINST TRADE MOVES NOW

Counsel No Action Until After Conference with Thurman Arnold

Industry action on a voluntary trade practice program should be held in abeyance until counsel for the five major defendants in the Government equity action have held their conference with representatives of the Department of Justice in Washington later this month, in the opinion of major company attorneys.

This was ascertained by Motion Picture Daily from a canvass of the viewpoints of a majority of the legal representatives of the eight major defendants in the Federal action. As a result, it is anticipated that representations closely paralleling this majority viewpoint will be made to Sidney R. Kent, chairman, and the distributors' negotiating committee which he heads some time this week.

Whether or not the legal viewpoint will be rejected by the committee or company heads in favor of instantaneous action on a trade practice program could not be ascertained officially, but a preponderance of evidence

(Continued on page 12)

Deems Taylor to Work with Disney

Hollywood, Sept. 11.—Walt Disney has closed a deal with Deems Taylor, noted music director, critic and composer, to collaborate with Leopold Stokowski and himself on a cartoon feature to start within a month and take 18 months to two years to produce.

While "Sorcerer's Apprentice," for which Mr. Stokowski originally was signed by Disney may be retained as part of the subject matter, they may start from scratch.

Disney will break ground for his $1,500,000 studio in Burbank Sept. 12.

Campaign Offices Are Moved to RKO Bldg. from Loew's

Campaign headquarters of Motion Pictures' Greatest Year were transferred from the Loew's State Building to the 22nd floor of the RKO Building in Rockefeller Center over the weekend.

Loew's donated the office space for campaign headquarters without rental until such time as the space was requested by a permanent tenant. The space formerly occupied was leased on long term recently.

The Broadway committee for the drive has designated Sept. 15 for an elaborate celebration to be known as "Broadway's Salute to Motion Pictures' Greatest Year." A program of entertainment and speeches by celebrities will be staged from 8 to 9 P. M. The street will be decorated and all

(Continued on page 12)

Buckley Continues Second in Command

Clarifying the new executive position of Harry D. Buckley, United Artists vice-president, company officials stated Saturday that despite the transfer of some of his executive functions to Murray Silverstone, the company's new chief executive, he would continue to serve as alternate for the

(Continued on page 12)

Strand Loses Door, But Gets $34,000

Riotous scenes occurred at the Strand over the weekend as the theatre did an estimated $34,000 over Friday, Saturday and Sunday for its second combination film and stage show. The attraction is "Valley of the Giants" plus Ozzie Nelson and his band, Johnny "Scat" Davis and Harriet Hilliard.

Friday's early birds broke down a door in the inner lobby in their crush to get into the theatre, the first time, says the Strand, this has occurred

(Continued on page 12)

20th-Fox Sales Up 13% Over Last Year

The 20th Century-Fox sales record on 1938-'39 contracts is 13 per cent ahead of the same time last year, according to a sales department tabulation late last week. The boost was made possible by the closing of many local circuits in recent weeks, the department said, chiefly in the east, northeast and midwest. More contracts are being sold to small town exhibitors this year, it was said.

N. Y. "Divorce" Bill To Await Court Test

Sponsorship of a theatre "divorcement" bill in New York State will, as elsewhere in the country, depend on the outcome of Paramount's forthcoming appeal in the Supreme Court seeking to invalidate the North Dakota statute, according to Harry G. Kosch, counsel for New York Allied.

The organization is considering the introduction of such a measure in the legislature next winter, however. A definite decision may be made at the annual convention in Atlantic City next month.

Among other phases of Allied's proposed legislative program, Mr. Kosch says the unit will sponsor a bill restricting the activities of Ascap and will oppose measures for two men in a booth and extending the scope of the existing theatre matron regulations.

Buys Out Interest In Monogram Branch

DES MOINES, Sept. 11.—An agreement has been reached after a conference among Eddie Golden, vice-president of Monogram, F. E. Judd of Monogram Film Distributors, Inc., here, and L. O. Ringler of Omaha, whereby Monogram Film Distributors, Inc., has bought the interest of Mr. Ringler in that corporation and has sold to him the Omaha Monogram exchange.

Mr. Ringler will form a new corporation to handle the Nebraska franchise and the two offices will operate as separate units. The deal was ratified at a meeting of the Monogram stockholders and F. E. Judd was elected head of the Des Moines firm.

Producers, Unions Set Mexico Truce

By JAMES R. LOCKHART

MEXICO CITY, Sept. 11.—Producers and the two warring unions arrived at a truce stage here today when the latter agreed to the exhibition of completed pictures. They continue to insist, however, that no pictures now in work be offered for exhibition in Mexico, threatening a boycott in the event exhibition of the new product is attempted.

Local newspapers asserted they had been informed that Hollywood is undertaking a movement to kill the production phase of the Mexican industry. General opinion here, however, is that the story is unfounded.

Selznick Buys Serial

HOLLYWOOD, Sept. 11. — David O. Selznick has purchased picture rights to the newspaper serial, "The Married Life of Helen and Warren."

SOCK!
PLUS SPEED!
PLUS ECONOMY!
TRAILER-MADE SERVICE

Purely Personal

STEPHEN PALLOS, sales manager for ALEXANDER KORDA, will arrive in New York today from London on the *Normandie* to confer on sales plans for "Drums." SABU, star of the picture, will arrive on the *Aquitania* tomorrow for personal appearances in connection with the film.

•

MRS. NATALIE KALMUS of Technicolor is scheduled to sail Wednesday on the *Normandie*. Others booked on the boat are BOB GOLDSTEIN, agent; FERNAND GRAVET, PAUL DRAPER and EDDIE MORAN, Roach writer.

•

LEON S. SNIDER, Australian exhibitor, is scheduled to sail from the coast Wednesday for Sydney. His partner, GEORGE B. DEAN, is due here shortly.

•

ERNEST C. ROLLS, who has been preparing shows here for the J. C. Williamson Theatres in Australia, will leave today for Sydney.

•

J. H. SEIDELMAN, Universal foreign manager, will arrive in New York Thursday on the *Washington* after five months abroad.

•

VYVYAN DONNER has scheduled spring apparel for her second "Fashion Forecasts" one-reeler in color for Movietone.

•

LOU POLLOCK, Universal eastern advertising and publicity manager, returned yesterday from a Bermuda vacation.

•

E. M. SAUNDERS, M-G-M western division manager, is due today from an extended trip through his territory.

•

NORMAN ELSON, Brandt theatres division manager, has returned from a honeymoon trip in Canada.

•

AUSTIN KEOUGH, Paramount vice-president and secretary, is expected back from vacation today.

•

KAY FRANCIS will come east some time next month en route to a vacation in Europe.

•

OSCAR HAMMERSTEIN returned over the weekend from Europe.

MPTO Meet Oct. 30

Oklahoma City, Sept. 11.—The M.P.T.O.A. national convention will be held here Oct. 30, 31 and Nov. 1. The proposed dates were confirmed here today by Ed Kuykendall, president, after conferring with Morris Loewenstein, president of the local organization, which will be host to the national delegates.

A meeting of the board of M.P.T.O.A. will be held here concurrently to elect officers for the ensuing term. It is not known yet whether Mr. Kuykendall will be a candidate for reelection.

BEN GOETZ, M-G-M British production head, will arrive in New York from England on the *Normandie* today. Other passengers are SONJA HENIE, ALFRED LUNT and LYNN FONTANNE, KITTY CARLISLE, GILBERT MILLER and MRS. JEANNE CHAUCHOIN, mother of CLAUDETTE COLBERT.

•

ALBERT LEWIN, Paramount producer of "Spawn of the North" and now completing "Zaza," plans a trip to Europe early next month prior to starting on the first of two other films.

•

SCOTT FARON was guest of honor Friday night at a testimonial dinner and smoker given him by Ross Federal Service at the Times Square Hotel.

•

HAL HODE will discuss the adaptation of stories and plays for the screen on Station WNYC tomorrow at 6:30 P. M., on the Film Forum program.

•

EDITH CRAIG, who has been appearing recently in RKO pictures, is back in town after four years to appear in a Broadway play.

•

LOUIS NIZER is expected back in New York from the coast and a Hawaiian vacation tomorrow.

NY Critics Are Unanimous In Praise of "Boys Town"

New York's daily newspaper critics found "Boys Town" an unusually moving and effective picture, and gave high praise to Spencer Tracy and Mickey Rooney in the leading roles. Excerpts from the reviews follow.

Herald Tribune— . . . A provocative and sometimes moving offering. . . . An actual experiment in the salvation of small souls has been turned into an unusual and absorbing motion picture.

Journal American— . . . An important and genuinely affecting screen drama. . . . The picture has action and humor as well as heart-warming sentiment.

Mirror—Stirring in its intense sincerity . . . a vigorously rousing movie . . . Packed with action and melodramatic incident . . . a grand film which will make a deep impression.

News— . . . There is a ring of reality throughout the drama. . . . Its more sentimental happenings have the audience sniffling aloud.

Post—The casting of Spencer Tracy is an extremely happy event. . . . It is a picture that must touch deeply anyone capable of feeling sympathy.

Sun— . . . Has its heart-quickening moments . . . dignified and appealing picture.

Times— . . . Gets off to a grand start . . . consistently interesting and frequently touching motion picture.

World Telegram— . . . Has the virtue of superb acting, meritorious direction and a plot which is vigorous, lively and entertaining. . . . A film which is in every way worthwhile seeing.

New Union Deman Made on Fleisch

A demand by the United Americ Artists & Professional Work Union for a semi-closed shop for new Fleischer studio in Florida disrupted negotiations between the on a new working agreement, it learned over the weekend.

Fleischer agreed to submit union's demand that a percentag all new employes should be supp by the union to a vote of the e ployes at the Florida studio wit the next few weeks, but the offer refused by the union which insis upon an immediate agreement. studio agreed to all other work conditions and to concessions for e ployes who move to Florida.

A spokesman for the studio that it had submitted the maxim that it is willing to concede on points to the union and that it wo proceed to move to Florida schedule with or without its un employes.

Brooklyn Vitaphone Plant Resumes Toda

The Vitaphone studios in Brookl operated by Warners for short subj production in the east, will resu activity today. Two subjects are pected to be placed in production.

A Floyd Gibbons troupe will be location until Wednesday. At studio Clyde Lucas and his band begin on a "Melody Master." A tw reel musical revue is scheduled to st Wednesday.

Nathanson-Republic Sig

Gilbert Nathanson, head of Repu lic Pictures of Minneapolis, has sign a new franchise contract with Repu lic for five years, retroactive to July

MOTION PICTURE
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Beatrice Stern, representative. PARIS: 21, R
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tive. RIO DE JANEIRO: Caixa Postal 355
L. S. Marinho, representative. ROME: 54 V
Della Mercede; Joseph D. Ravotto, representati
SANTIAGO de CHILE: Casilla 13300; A. Weis
mann, representative. SHANGHAI: Rooms 38-
Capital Theatre Building, 142 Museum Road; J.
Koehler, representative. STOCKHOLM: Kung
gatan 86; Ragnar Allberg, representative. TOKY
880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tom
naga, representative.

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IT'S
THE MAGIC
TOUCH OF
SHOWMANSHIP

MAGIC?
How did you
like this cute trick
from UNIVERSAL?

DANIELLE
DARRIEUX
in
The
RAGE of PARIS

A JOE PASTE
PRODUCTION

UNIVERSAL PICTURES

AND *NOW* LADIES and GENTLEMEN,

PRESTO!

Appearing September 16th
—for National Release!

MOVIE QUIZ
$250000.00
CONTEST
PICTURES

Girl finds Boy
with eyes for Love
—but no mind for Marriage!

JOEL McCREA
ANDREA LEEDS
in

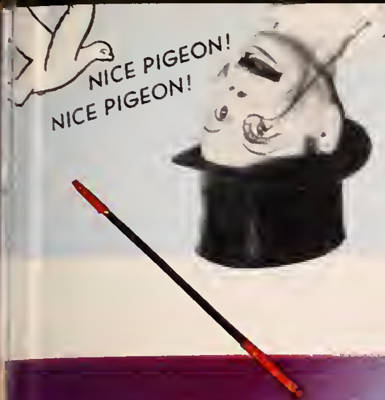
"YOUTH TAKES A FLING"

WITH
DOROTHEA KENT • FRANK JENKS • VIRGINIA GREY
GRANT MITCHELL • ISABEL JEANS • MARION MARTIN

Screen play by
MYLES CONNOLLY *and* **TOM REED**
Original Story by
PHIL EPSTEIN

DIRECTED BY
ARCHIE
MAYO

A **JOE PASTERNAK** PRODUCTION


NICE PIGEON!
NICE PIGEON!

MAGIC? It's sweeping the country . . .

"LETTER OF INTRODUCTION"

. . . right into the box office!

UNIVERSAL PICTURES

AND NOW

The Rainbow Girl
of Music and
Loveliness!

HOOPLA!

Look what we have here

[September 30th
Release]

NEW UNIVERSAL presents

DEANNA DURBIN

in

THAT CERTAIN AGE

with

MELVYN DOUGLAS

JACKIE COOPER
IRENE RICH
NANCY CARROLL
JOHN HALLIDAY

JACKIE SEARL · JUANITA QUIGLEY

Screen Play by
Bruce Manning

From an original story by
F. Hugh Herbert

Music by Jimmy McHugh and Harold Adamson

DIRECTED BY
EDWARD LUDWIG

A **JOE PASTERNAK** PRODUCTION

THIS IS ONE OF THE
MOVIE QUIZ
$250,000.00
CONTEST
PICTURES

ABRACADABRA!

(Meaning Release October 14th by UNIVERSAL)

CONSTANCE BENNETT

in

SERVICE DE LUXE

with

VINCENT PRICE

CHARLIE RUGGLES
HELEN BRODERICK
MISCHA AUER
JOY HODGES

A
NEW UNIVERSAL
PICTURE

Produced by
EDMUND GRAINGER
Directed by
ROWLAND V. LEE

AND THEN — SEPTEMBER 23rd!

...WHEN GRASS WIDOWS AND DUDE RANCH COWBOYS MEET IN RENO...

RANDOLPH SCOTT in

THE ROAD TO RENO

CO-STARRING

HOPE HAMPTON

with

Helen BRODERICK
Alan MARSHAL
Glenda FARRELL
Samuel S. HINDS
David OLIVER

Screen Play by
ROY CHANSELOR
and
ADELE COMANDINI
Story by Charles Kenyon and F. Hugh Herbert
Based on the novel "The Road to Reno" by I. A. R. Wylie
Directed by S. SYLVAN SIMON • Produced by EDMUND GRAINGER

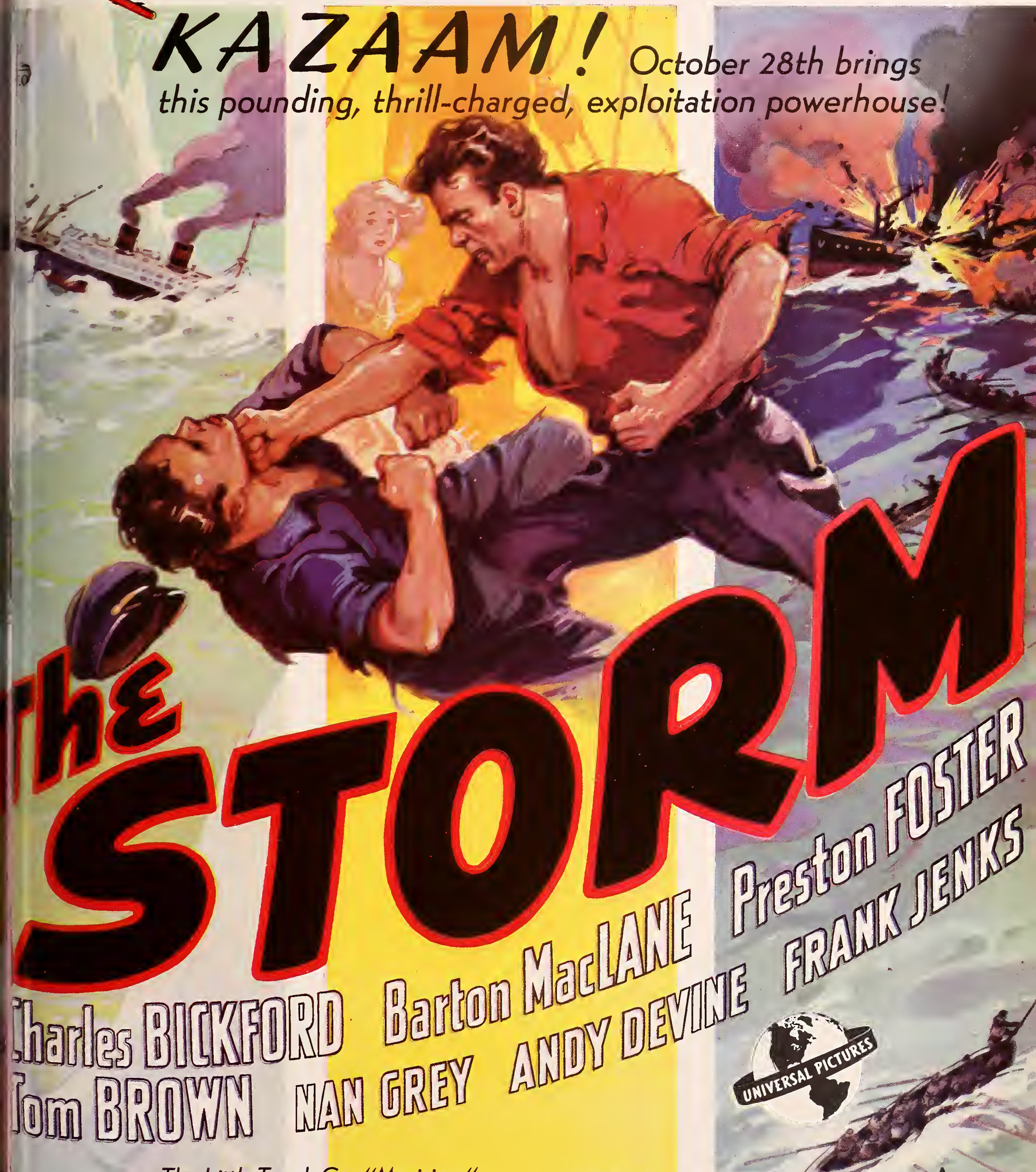
A
EW UNIVERSAL
PICTURE

MAGIC! Here was a wand that's still changing empty seats into golden receipts!

"LITTLE TOUGH GUY

AND NOW

KAZAAM! October 28th brings this pounding, thrill-charged, exploitation powerhouse!

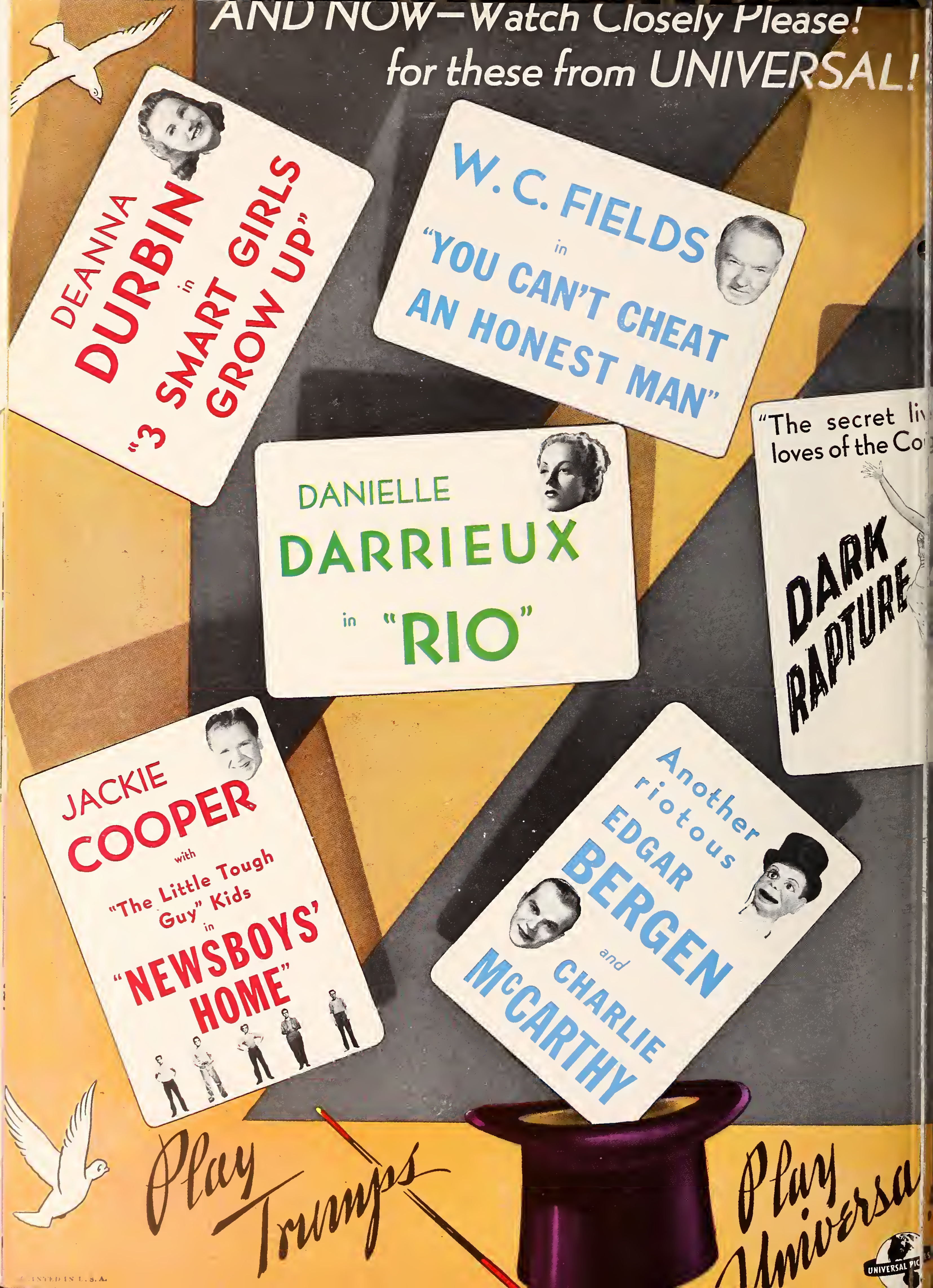

The STORM
Charles BICKFORD
Barton MacLANE
Preston FOSTER
Tom BROWN
NAN GREY
ANDY DEVINE
FRANK JENKS
UNIVERSAL PICTURES

DUCED BY
EN GOLDSMITH

The Little Tough Guy "Magicians"

DIRECTED BY
HAROLD YOUNG

A
NEW UNIVERSAL
PICTURE


AND NOW—Watch Closely Please!
for these from UNIVERSAL!
DEANNA DURBIN in "3 SMART GIRLS GROW UP"
W. C. FIELDS in "YOU CAN'T CHEAT AN HONEST MAN"
DANIELLE DARRIEUX in "RIO"
"The secret li
loves of the Co
DARK RAPTURE
JACKIE COOPER with "The Little Tough Guy" Kids in "NEWSBOYS' HOME"
Another riotous EDGAR BERGEN and CHARLIE McCARTHY
Play Trumps
Play Universa
UNIVERSAL PIC
INTED IN U.S.A.

Cassil Is Elected President of KMTA

KANSAS CITY, Sept. 11. — The M.T.A. closed their two-day con- ntion here by electing Frank Cassil president, Homer Strowig as vice- sident, and George Harttmann as retary-treasurer. Officers are di- tors.

Additional directors are: For Kan- —Mrs. Charles Barron Pratt, O. Sullivan and C. A. Schultz, and for ssouri—Tom Edwards and Ed Rol- .

The organization strongly urged mediate establishment of concilia- n boards composed equally of dis- butors and independent exhibitors d with everyone who appears be- e it agreeing to abide by its de- ion. The convention demanded that ducers cease supplying 16mm film free shows or in situations detri- ntal to regularly operated theatres. also disapproved serving entertain- nt film to any account for free civic merchant shows.

The K.M.T.A. will notify all com- nies like General Motors and Stand- d Oil that before giving their free ows they should attempt to co- erate with local theatre manage- ents. The convention okayed the ievance Board's effort to settle a mplaint of five independent theatres St. Joseph against excessive clear- ce and a mandatory price bottom of cents for subsequents which inde- ndents claim Dubinsky Brothers are posing upon them. They want the ivilege of getting 20 cents on shorter earance.

Co-Ed" Opens in Capital

WASHINGTON, Sept. 11.—An elab- ate premiere was held here Friday r "Hold That Co-Ed" at Loew's apitol. The presentation in this city as due to its background which in- lves political angles. In addition to 0th Century-Fox and Loew's officials, e opening was also attended by foot- all teams from Georgetown, Mary- nd and George Washington univer- ties. The Washington Redskins, a rofessional team, also was on hand. arter Barron and his staff handled etails.

Wall Street

Board Closes Generally Off

	Open	High	Low	Close	Net Change
ol.	14	14⅛	13⅞	14⅛	— ⅜
ol. pfd.	31½	31½	31½	31½	+ ½
. K.	174	174	173½	173½	—2½
. T. E.	15	15½	15	15½	.....
A.O. pfd.	78	78	78	78	—2
oew	51⅜	51⅜	49⅞	50	—1⅝
oew pfd.	107	107	107	107	+1⅝
ara.	11	11	10½	10¾	— ½
ara. 1	89¼	89¼	88½	88½	—1½
ara. 2	11½	11½	11¼	11½	— ⅜
athe	9½	9⅝	9½	9½	— ½
KO	2¼	2¼	2⅛	2¼	.....
0th Fox	26⅛	26⅛	25⅜	25⅜	—1
0th pfd.	34⅛	34⅛	33⅝	33⅝	— ⅞
niv. pfd.	41	41	41	41	—1
V. B.	6⅜	6⅜	6¼	6⅜	— ⅛

Light Changes on Curb

	Open	High	Low	Close	Net Change
. N.	7/16	7/16	7/16	7/16	—1/16
onotone	1½	1½	1½	1½	.....
ech.	20⅝	20⅝	19¾	20	— ⅝
niv. Corp.	3¾	3⅞	3¾	3⅞	+ ⅛

Loew's Bonds Increase

	High	Low	Close	Net Change
oew 3½s '46	101	100¾	101	+ ¼
ara. B'way 3s '55	62	62	62	.....
ara. Pict. '47	80	80	80	—1½
W. B. 6s '39	76	75½	75½	— ⅝

(Quotations at close of Sept. 11)

Theatre Council to Reconvene Tomorrow

Lampooning of Hollywood and motion pictures in general, which was demonstrated to be the favorite indoor sport of delegates to the American Theatre Council at its convention here last year, is scheduled to be renewed tomorrow when the council's second annual convention opens at noon at the Astor.

Other aims of the meeting are described as the "revival of the road" for the legitimate theatre, which was an aim of last year's convention, too; discussion of the recent agreement to curb ticket speculation on Broadway by fixing maximum price advances which can be placed on night and matinee tickets; discussion of plans for making the council a permanent organization and discussion of plans for a 1939 international "theatre festival."

The convention will open with a luncheon tomorrow, to be followed by an afternoon business session. It will conclude on Wednesday with a morning, luncheon and afternoon business session and a midnight supper.

Col.-B. & K. Deal Set

The B. & K. circuit, Chicago, has renewed its term franchise with Columbia for "a number of years," A. Montague, Columbia general sales manager, said Saturday. The deal covers all of the company's product, including westerns, serials and shorts, for 39 of the circuit's houses.

Loew's Books "Tracy"

Loew's metropolitan circuit has booked "Dick Tracy Returns," Republic's serial.

The Old Warrior

Lew Lehr is due back from a European holiday in about a week and the boys at Movietone News are expecting to hear some tall stories about his reviving old memories about the Big Fracas, in which he was a top sergeant. It seems Lew on his present trip has been visiting the battlefields of France, where he rolled in the mud 20 years ago. When Movietone heard about it, Dan Doherty wired the Paris office to get some publicity stills for the fan magazines.

Decision Reserved In Bank Night Suit

Decision has been reserved by N. Y. Supreme Court Justice Samuel H. Hofstadter on the application of Carroll Theatre Amusement Co., Kallet Theatres, Inc., Livingston Theatre Co., Oneida Theatre Co., Deposit Theatres, Inc., and Pakatan Theatres, Inc., to remove the trial of the suits filed against them by Edward Goldstein, as assignee of Affiliated Enterprises, Inc., from New York City to upstate New York. Goldstein is suing to recover judgment ranging from $120 to $650 for promotion of Bank Night.

Close Accessory Deal

Trailer-Made, Inc., has closed a 10-year franchise deal with J. R. Powers of Exhibitor Poster Service Exchange, Minneapolis, for handling its product in that territory.

New York Preview

"Valley of the Giants"

(Warners)

Here is a rousing melodrama amid the tall timber, done in striking Technicolor, and with more than a fair share of the spectacular, the suspense-laden and the thrilling to delight the heart of the most exacting action fan among the screen audience, no matter what the age or preferences.

Call it an old theme if you will, this story of a young man's fight to protect the land of his parents against the thieving attacks of the timberland grabbers of the early years of the century. But when it has color to paint its scene, and when that scene is a backdrop of giant redwood trees, forming the "valley of the giants," and when it is a hard-hitting yarn with plenty of scrapping, plunging trees, roaring fires, crashing trestles and the like, it is entertainment in a "motion" picture, with accent on the motion. It gets down to the fundamentals of screen fare, and should be a ready opportunity for the showman to sell to all his customers.

The exhibitor may well remember that it is taken from the novel by Peter B. Kyne, who has more than a little following. William Keighley directed the screenplay by Seton I. Miller and Michael Fessier with one idea obviously in mind, action and then more action. Wayne Morris and Claire Trevor share the leads, while Frank McHugh supplies a laugh on occasion; Alan Hale, as a giant lumberman, practically steals the picture and Charles Bickford is the villain of the piece.

Bickford goes west to grab the redwood land from young Wayne, having cleaned out eastern and midwestern forests. Miss Trevor, partner in a gambling establishment, goes along to assist in whatever deal is made. Wayne, protecting not only his own property, but the lumberman living on neighboring land, fights back. Highlighted by a runaway train loaded with timber, which crashes through a trestle, the dynamiting of a dam across a stream and the spectacular burning of the town's land office, Bickford is defeated, and Wayne wins both property and girl.

Running time, 79 minutes. "G."

CHARLES S. AARONSON

Remodeling 'U' Plant Will Cost $1,000,000

HOLLYWOOD, Sept. 11. — Universal today announced a $1,000,000 construction and remodeling campaign involving the erection of a six-story administration building and two large modern stages to get under way shortly. M. J. Fox, vice-president, will arrive in New York Monday to confer on details with Nate J. Blumberg and J. Cheever Cowdin, the latter having approved plans and expenditures while here on a recent visit. The expansion program originally was planned during the regime of Charles R. Rogers and William Koenig, whose leaving caused a postponement. The six-story building is to be of class A construction and will house executives, producers, writers and directors. It will also contain recreation and gym rooms. The present 10 sound stages to be remodeled and furnished with up-to-date equipment. The old "Phantom of the Opera" stage is to be remodeled and soundproofed as will stage D now used as a prop and storage room. Present offices are to be remodeled and refitted.

English Unions Seek Film Act Compliance

By AUBREY FLANAGAN

LONDON, Sept. 11.—The Trades Union Congress on Friday unanimously resolved to take any action which may be necessary to obtain the compliance of employers with the labor terms of the Films Act, and to expedite negotiations for collective agreements for all workers.

The Congress deplored the alleged recent evasions by certain producers. Likewise passed was a resolution of the Electrical Trades Union demanding the institution by the Government of a 48-hour week for the film industry. One of the E. T. U. executives accused the Cinematograph Exhibitors' Association of being adverse to all forms of trade unionism.

Get Out Disney Booklet

S. Barret McCormick and his advertising and publicity staff have turned out a smart little 9¼x12¼ wire-bound announcement booklet on Walt Disney's product. The covers are red cardboard and the inside printing on heavy paper is done with the beautiful color work that usually distinguishes Disney's Christmas cards. Eighteen Disney subjects are listed, including six specials, with a manual for promotion.

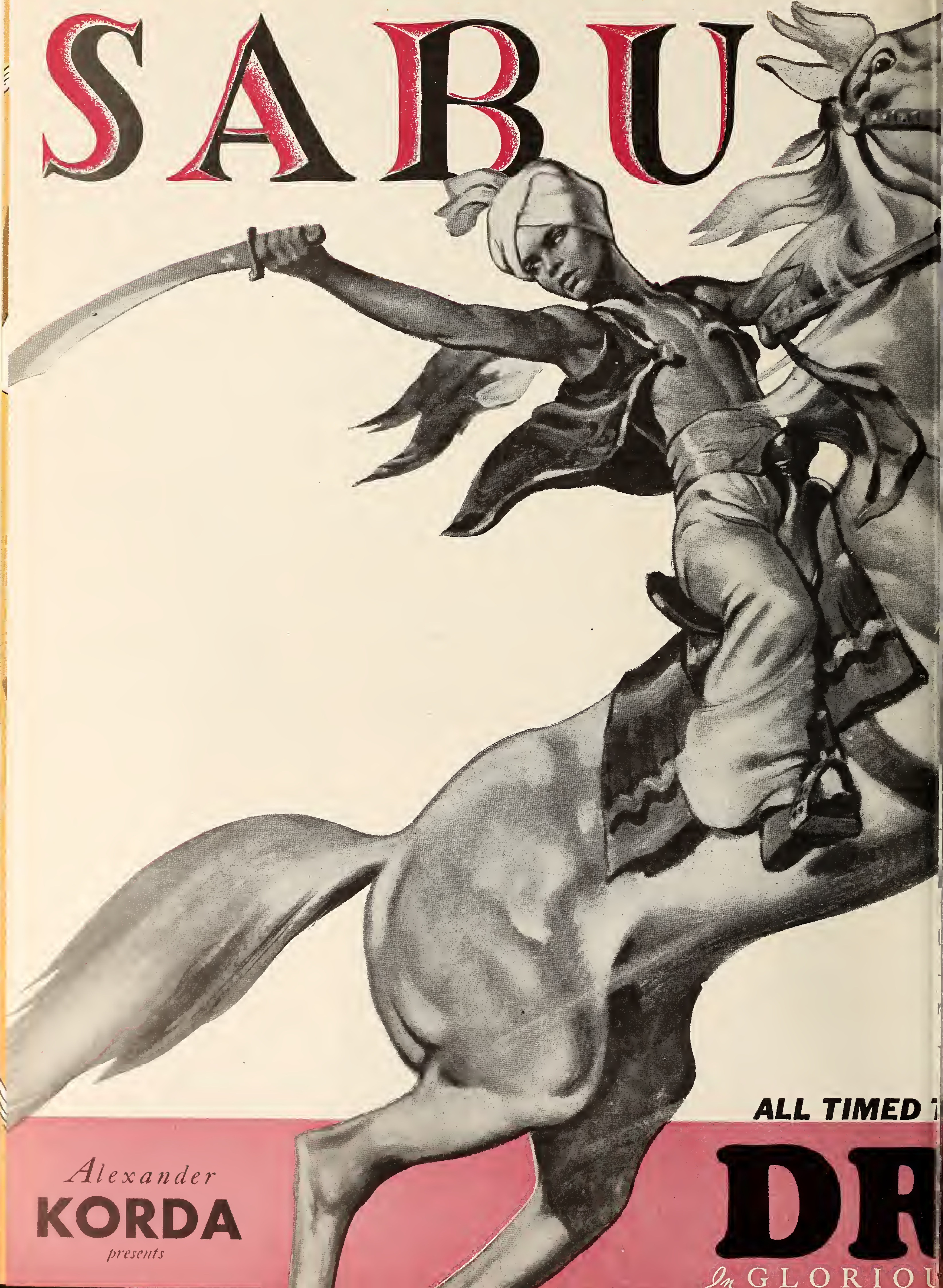
Warners-Griffith Sign

Warners have closed a deal with the Griffith Amusement Co. and the R. E. Griffith Circuit for the company's entire output, including shorts and trailers, for the 1938-'39 season. The deal involves theatres in 78 communities in Oklahoma, New Mexico and Texas. R. E. Griffith, Horace Falls and H. J. Griffith acted for the theatres and Ben Kalmenson, Fred Jack and Doak Roberts for Warners.

Monogram Starting Five

HOLLYWOOD, Sept. 11.—Production activities at the Monogram studio will reach an interim high within the next month with five pictures having been given definite starting dates by Scott R. Dunlap, production head. The five will be in work between now and Oct. 18.

SABU

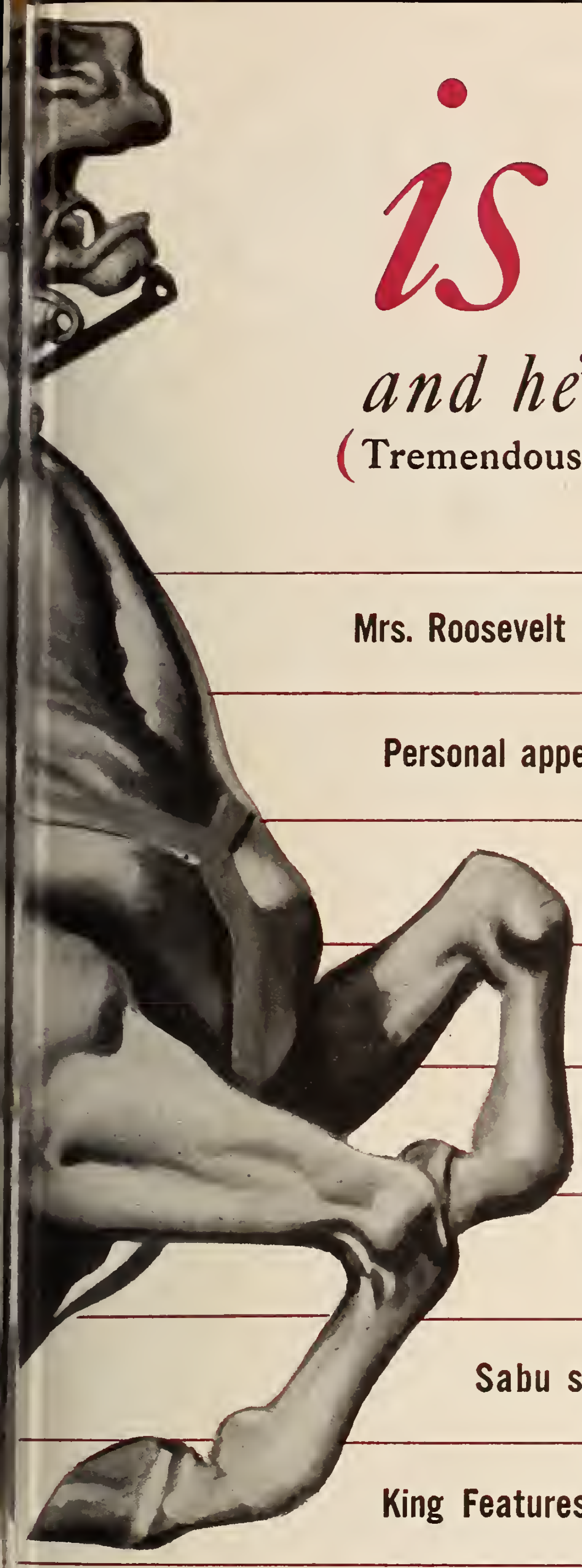


ALL TIMED T

Alexander
KORDA
presents

DR

In GLORIOU



is coming...

and he's **NEWS** *from coast to coast!*

(Tremendous welcome awaits star on his first visit to America Sept. 13!)

Mrs. Roosevelt welcomes young Sabu in her widely syndicated column, "My Day"!

Personal appearances on Rudy Vallee broadcast and other nation-wide programs!

Sponsored by 2,000,000 Boy Scouts, Boys' Clubs and YMCA'S!

American Weekly feature page heads reams of national publicity!

Gigantic national ad campaign reaches 60,000,000 readers!

Whirlwind personal tour of important key cities around the country!

Sabu scheduled for a trip to Hollywood to meet all the famous stars!

King Features Syndicate reaching millions gives full page of publicity to Sabu!

A full page publicity feature will appear in the rotogravure section of Sunday's New York Daily News!

Every woman will be reading about, and wearing nationally merchandised Sabu Turbans, Sabu Sandals!

EAP FULL BENEFITS ON NATIONAL RELEASE DATE · SEPT. 30

UMS

TECHNICOLOR

with SABU • RAYMOND MASSEY • DESMON
TESTER • ROGER LIVESEY • VALERIE HOBSO
AND A CAST OF 3000
DIRECTED BY ZOLTAN KORDA
from a story by A. E. W. MASON • *released thru United Artists*

Lawyers for Holding Back Trade Moves

(Continued from page 1)

indicates that it will not. The primary reason for this conclusion is that the Washington conference may take place next week and few ranking company officials appear to regard a delay of such brief duration as being of much significance.

Attorneys base their viewpoint on the probability that final action on a trade practice program in advance of the Washington conference might jeopardize or embarrass the position of the defendants at that time. It was also suggested that the projected conference might furnish the opportunity for a definite determination of the Government's attitude toward voluntary self-regulation moves by the industry and on specific steps which might be taken.

Company counsel have regarded action on a trade practice program as inseparable from joint action and strongly favor a predetermination of the Government's attitude toward the move. If the attitude is favorable or reasonable, action would probably be taken at once. If, however, it gave any indication of holding the distributors to account or of jeopardizing their defense position, action would undoubtedly be delayed.

Date Possible This Week

Indications are that a date for the Washington meeting may be determined this week and that the meeting itself will be held some time next week. The suggestion for the conference was made by Assistant U. S. Attorney General Thurman Arnold late last month for the stated purpose of discussing a maintenance of the status quo on theatre operations of Loew's, Warners, Paramount, RKO and 20th Century-Fox, in order to obviate the necessity for injunction proceedings during pendency of the suit. It is known, however, that the Government expects the conference to cover a much wider field and, among other things, to explore the possibility of arriving at a consent decree.

Orders Berlin Testimony

N. Y. Supreme Court Justice Samuel H. Hofstadter has ordered the officers of Irving Berlin, Inc., Saul H. Bornstein and Harry Link to appear for examination before trial in the suit brought against them and Herb Magidson and Allie Wrubel by Fred Rose, Ed G. Nelson and Hyman H. Zaret. The examination is sought by the plaintiffs to substantiate the charge in their suit that the defendants, Irving Berlin, Bornstein and Link, breached a contract allegedly made in August, 1936, in which they had agreed to exploit the plaintiffs' song, "Gone with the Wind," in broadcasting, song sheets and the film of the same name, and that they had substituted a song of the same title written by Magidson and Wrubel.

20th-Fox Signs Oakie

HOLLYWOOD, Sept. 11.—Jack Oakie has been signed by 20th Century-Fox for one of the stellar roles in "Thanks for Everything."

What's a Simoon?

The "Movie Quiz" contest is destined to add some new words to vocabularies of theatre patrons. Under "Suez" the "quiz" booklet asks what a "simoon" is.

The dictionary spells it two ways, "simoom" and "simoon," and describes it as a hot, dry desert wind that blows in Syria and Arabia—apparently a distant cousin to the "sirocco" of the western Mediterranean, or the "Santa Ana" of California.

Drive Results Will Decide Future Plan

While informal discussions are under way among industry advertising executives with regard to staging another industry promotion campaign next year, and probably making it a permanent annual effort, the consensus of the Motion Pictures' Greatest Year committee is that results of the present drive will determine the future course.

Typical of opinion is that of Nicholas M. Schenck, president of M-G-M. "It is too early to arrive at a definite decision on a campaign next year," he said. "When the results of the current drive are tabulated and if it is shown that the effort has been successful, that will be time enough to consider plans for next year."

However, some of the industry executives identified with the drive are talking about a "Golden Jubilee" celebration next year, and one of the advertisements currently running in the newspapers hints at it.

In a message on the drive to the 20th Century-Fox sales force, Joseph M. Schenck, chairman of the board, said: "The entire industry is to be congratulated on the spirit with which its every unit has come together. This is the healthiest sign within the industry that I have ever known."

500 Canadian Spots Pledged for Drive

TORONTO, Sept. 11.—Approximately 500 theatres in Canada pledged their support to the Motion Pictures' Greatest Year drive so far. This figure represents 347,000 seats or 60 per cent of the country's total.

Col. J. A. Cooper pointed out that this was a larger percentage than in the United States. The committee recommended that Louis B. Mayer be invited to this city to address a campaign banquet next month.

Washington Papers Help

WASHINGTON, Sept. 11.—Strong support has been given the local Motion Pictures Are Your Best Entertainment campaign by the five newspapers. Two—the *Sunday Herald-Times* and *Daily News*—had editorials.

Editorials followed extensive buildups given the campaign by the drama pages of all five papers, the $250,000 "Movie Quiz" Contest gaining lead positions in every drama editor's column. Extensive news space also has been devoted to the drive.

Frank La Falce of Warners, Ray Bell of Loew's and Hardie Meakin, RKO Keith's, comprise the publicity committee in Washington.

Campaign Offices Are Moved to RKO Bldg. from Loew's

(Continued from page 1)

Broadway theatres will have special displays. The West Side Chamber of Commerce and Broadway merchants will aid in the celebration. Plans for a parade were discarded because of traffic problems.

New York newspapers continued to devote liberal space to editorials and news features of the campaign. A two-column editorial in the N. Y. *Journal-American* and other papers of the Hearst chain this weekend pointed to the benefits of the campaign to recovery programs in all industries, as well as this one.

"Unquestionably," the editorial observed, "the motion picture industry is capable of taking the lead in the inevitable march of American industries back to normal and prosperous conditions. . . . Certainly the motion picture industry has much to sell and much more to give. It is a wonderful thing that it has sufficient faith in itself and its splendid product, and sufficient faith in America, to devote all its vast enterprise and resources to improving and assuring the country's progress toward recovery and prosperity."

Plans are under way in Hollywood to join the 100,000 visitors expected in Los Angeles for the American Legion convention in campaign activities. The industry will be represented in the three parades to be staged and street decorations will call the visitors' attention to the campaign.

Hollywood to Stage Big Parade in Drive

HOLLYWOOD, Sept. 11.—Plans are under way for an All-Hollywood parade in connection with the Motion Pictures Greatest Year camjaign. Producers have approved tentative plans for a spectacle to be put on either during the last week of September or the first week of October.

Plans for the parade as outlined by Fred Beetson, include studio participation in supplying light, props and personnel. The proposed line of march is Hollywood Boulevard, from Labrea east past Pantages Theatres. A reviewing stand with reserved seats for notables and all Hollywood correspondents will be placed along the line of march and newsreels will cover the event to make a one-reel subject to be made available to all theatres in the United States and Canada.

Dynamo Has Drive Page

To further stimulate interest in the Motion Pictures' Greatest Year campaign on the part of the 20th Century-Fox distribution forces, the company's house organ, the *Dynamo*, is devoting a full page to drive activities in its weekly issues. George J. Schaefer, chairman of the general committee, has suggested to other companies that they adopt a similar procedure.

"Scaramouche" to MGM

HOLLYWOOD, Sept. 11.—M-G-M has acquired the film rights to "Scaramouche," by Rafael Sabatini. A new film version of the story is planned.

Stagehands to Get 6% Raise In N. Y. Are

(Continued from page 1)

superseding a "gentleman's agr ment" which has been in effect for last year. The term of the contra is still under discussion, the theatr asking for a two-year agreement a Local 1 holding out for a one-ye pact. Classifications are also to decided. The agreement with Brooklyn stagehands will be substa tially the same as that worked for the Manhattan group, it w asserted.

The operators' Local 306 agreeme with the de luxe theatres has anoth year to run, subject to adjustment working conditions next fall in a cordance with general economic co ditions.

Strand Loses Door, But Gets $34,00

(Continued from page 1)

since "G Men" played the house thr years ago. The opening day's tal was reported as $9,000.

Over the weekend the doors open at 8:30 A. M., with the final sho ending at 4:30 A. M., making s complete stage shows and nine show ings of the film. A second week hol over has been set and the show m go a third week.

At the Roxy, Sonja Henie's ne picture, "My Lucky Star," got a grea er attendance than the star's prev ous films. By 2 P. M. Friday, t opening day, 7,950 tickets had be sold.

"Carefree" is scheduled for a Mus Hall showing this month and is bei held a second week in 30 key citi throughout the country.

Buckley Continues Second in Comman

(Continued from page 1)

head of the company whenever t latter is away from the home office.

The company head was former resident on the west coast where now, executive headquarters are New York.

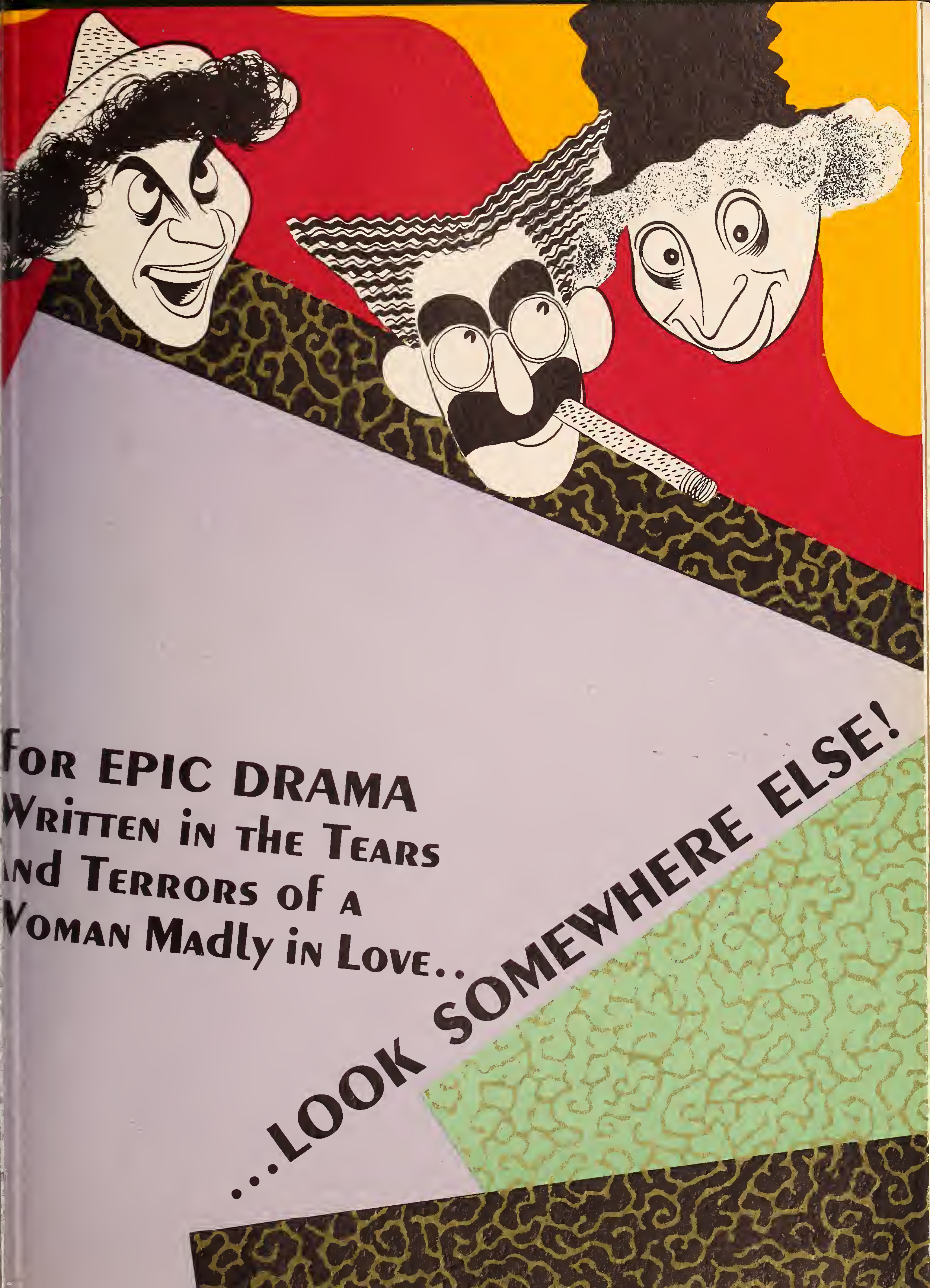
It was stated that two administr tive functions have been added those formerly within Mr. Buckley province. In these and other executi capacities he will be answerable on to the head of the company, it w stated.

Bradley Fish to Denve

DENVER, Sept. 11.—Bradley Fis recently manager of the Grand N tional exchange in San Francisco, h been transferred to the Denver a Salt Lake territories, with headqua ters in Denver. He succeeds C. Wheaton, who is resigning from t company.

Harms to Hold Screenin

Harms, Inc., a subsidiary of Wa ners, will hold a special screening "Garden of the Moon" Wednesda night at the Hollywood. The fil will be shown at 9:30 P. M.


For EPIC DRAMA
Written in the Tears
nd Terrors of a
Woman Madly in Love..
...LOOK SOMEWHERE ELSE!

NOW ON THE SCREAM!

. . . The Broadway hit that brought a fortune for its movie rights! . . . AND WHAT A BARGAIN! . . . Every one of the thousands of dollars bought a belly laugh . . . and the mad Marx Brothers added their own . . . So now you have what the thousands who will crowd into your theatre will term the funniest show they've seen in their lives!

THE MARX BROS.

IN

"ROOM SERVICE"

WITH

LUCILLE BALL
ANN MILLER
FRANK
ALBERTSON

RKO RADIO PICTURES

A MOVIE QUIZ $250,000.00 CONTEST PICTURE

PANDRO S. BERMAN IN CHARGE OF PRODUCTION
DIRECTED BY WILLIAM A. SEITER
Screen Play by Morrie Ryskind

LITHO U.S.A.

. H. Schwartz ead; Funeral et for Today

(*Continued from page 1*)

pies to Jewish and non-sectarian anizations were large. He was a ge contributor to Democratic camign funds and a close friend of many icials.

Survivors are the widow, Minna, d three sons, Fred J., Leslie and Miln, who are active in the circuit, of hich Mr. Schwartz was executive neral manager. Affiliated companies which Mr. Schwartz was the head e the Homack Construction Co. and e Grupenel Realty Corp., which perrm the construction and realty holdg functions of the Century circuit.

ine Loew Men Get Gift Trips to Europe

(*Continued from page 1*)

illiam B. Zoellner, Oklahoma City; Frank Willingham, Memphis; Maue Saffle, Salt Lake City; William . Workman, Minneapolis, and Leroy ickle, Dallas, branch managers. Mr. ishop recently was transferred to ittsburgh and Mr. Banford to Chigo as branch managers.

The group will meet in Paris, Oct.), with international representatives ho also won awards in their respecve territories.

egion Approves 7 Of 8 New Pictures

Seven new releases were added to e approved list of the National Leon of Decency during the week just ded. One new picture was found to "objectionable in part." The ratings the new releases follow.

Class A, Section I—Unobjectionable r general patronage: "Billy the Kid eturns," Republic; "Boys Town," -G-M; "Campus Confessions," Paraount; "The Higgins Family," Reblic; "Pals of the Saddle," Repub; "Tenth Avenue Kid," Republic.

Class B—Objectionable in part: "I m the Law," Columbia.

20th-Fox Men Shifted

Three personnel changes made durg the past week in the 20th Centuryox foreign department are as folws: J. M. Amodio, formerly manar for Colombia, has been placed charge of Venezuela, succeeding ack Lindsay, resigned; Stanley J. ay has succeeded Mr. Amodio as olombia manager; Eddie D. Cohen as been named manager of Ecuador.

Para. to Test "Legion"

Paramount's "Sons of the Legion," aturing the activities of the Junior merican Legionnaires, will be given test run at the Orpheum, Phoenix, arting Sept. 13. Jack Dailey will pervise.

rton Hicks to Gutlohn

Orton Hicks, former president of ilms, Inc., has been named chairman f the board of Walt O. Gutlohn, Inc., distributing organization in the mm. field.

Hotel Sued on Use Of Radio Program

Suit was filed Friday in the U. S. District Court by Jewel Music Publishing Co., Inc., and the Society of European Stage Authors & Composers, Inc., seeking an injunction against the alleged practice of the St. Moritz-on-the-Park Hotel of providing guests with programs broadcast on the radio, which included songs copyrighted by the plaintiffs.

The plaintiffs claimed that the hotel is equipped with a master radio receiving set which is wired to all guests' rooms, and that the hotel provides as a convenience to its guests programs which it receives on the master set. The plaintiffs contend that the hotel in May and August of this year enabled guests to hear broadcasts of the plaintiffs' songs, "I Hope, I Hope, I Hope" and "Rumbita" without first paying a license charge. Damages of $250 for each alleged infringement, in addition to an injunction, are sought.

To Air KDYL Opening

Salt Lake City, Sept. 11.—A special program heralding the inauguration of service of the new KDYL transmitter and antenna will be broadcast over the NBC-Red network on Tuesday from 12 midnight to 1 A. M. Those who will participate are Don E. Gilman, NBC vice-president in charge of west coast operations; Gov. Henry H. Blood of Utah; Senator Elbert D. Thomas of Utah and S. S. Fox, general manager of KDYL.

Approve WFAB Transfer

Washington, Sept. 11.—The Federal Communications Commission has authorized the transfer of the license of WFAB, New York, to WEVD, also of New York, and operated by the Debs Memorial Radio Fund, Inc. WFAB will be eliminated and its hours of operations will be added to the hours now assigned to WEVD.

Peterson Joins Kastor

H. H. Peterson, formerly radio director for Blackett-Sample-Hummert, has joined the H. W. Kastor agency in the same capacity.

Cooper Joins "Varieties"

Jerry Cooper will join the "Vocal Varieties" program as the regular soloist on Thursday, at 7:15 P. M. over the NBC-Red network.

Gabriel Heatter Signed

The Modern Industrial Bank has re-signed Gabriel Heatter on WOR for another 13-week period. Marschalk & Pratt is the advertising agency.

Lucky Photo Stunts Illegal in Oklahoma

Oklahoma City, Sept. 11.—The new stunt of photographing patrons in theatre lobbies and then paying for the pictures of the lucky ones who have their photographs displayed has been ruled illegal by Attorney General Mac Q. Williamson.

The opinion was addressed to Frank E. Severn, Woods County attorney. Mr. Williamson says Photo-Pay Nights and "Magic Eye" cameras come under the same classification as Bank Night and are lotteries.

Benes Goes on Air

President Edouard Benes of Czechoslovakia was heard over WOR Saturday from 1:30 to 2 P. M. direct from Prague.

WPTF Asks Increase For Time and Power

Washington, Sept. 11.—An increase of power from 5,000 to 10,000 watts and extension of time from limited to unlimited has been asked of the Federal Communications Commission by WPTF, Raleigh, N. C.

Other applications filed with the commission included requests from WSAI, Cincinnati, for an increase of night power from 1,000 to 5,000 watts, and WSGN, Birmingham, for change of frequency from 1,310 to 1,290 kilocycles and increase of power from 100 watts night, 250 watts day, to 1,000 watts night and day.

Renew McBride Show For Year Over CBS

Mary Margaret McBride, broadcasting on CBS for General Foods Corp., has been renewed for another year, starting Oct. 3. Miss McBride is heard Mondays, Wednesdays and Fridays from 12 to 12:15 P. M. over a 40-station hookup. Young & Rubicam is the agency.

The alternate periods, Tuesdays, Thursdays and Saturdays, same time as above, will be occupied by Kate Smith, serving as a commentator, for the same sponsor.

KSFO Expands Service

San Francisco, Sept. 11.—Purchase of complete news coverage by International News Service, and immediate expansion of newscasting service is planned by KSFO, CBS outlet, according to Phil Lasky, manager. Bob Garred will air the news five times a day and six days a week, with four programs on Saturday.

To Air Paderewski Here

Ignace Jan Paderewski, the pianist, will be heard in his first American radio recital on the RCA "Magic Key," Sept. 25. Mr. Paderewski will broadcast from Lausanne, Switzerland. The famous pianist has never before broadcast for listeners in this country, and only once abroad.

Baldwin in WFIL Post

Philadelphia, Sept. 11.—WFIL here has appointed E. Palmer Baldwin, former Buffalo advertising executive, to the new post of program coordinator. Mr. Baldwin was formerly with Baldwin, Urquhart Co., Niagara Falls, and the Addison Vass Agency in Buffalo.

Tappe Starts Today

Louis Tappe, continuity chief of WINS, will begin his new program, "The Critical Critic," at 6:45 P.M. today. The program is devoted to the theatre, books and motion pictures, interspersed with Hollywood gossip.

Sign Contract at WOV

The Health Products Corp. has placed an order with WOV for a spot announcement campaign. William Esty is the agency.

▸ Radio Personals ◂

DICK FAUCKNER, program director of WAPI, Birmingham, is in town for a week. . . . Jack Poppele, WOR's chief engineer, will address the Rotary Club of East Orange on network operations tonight. . . . Charlie Marglis, bandleader, auditions this week for a new commercial show.

✚

Cincinnati

Mary Ann, 18-year-old Ohio girl, who has been with the "Rhythm Rangers" on WWVA, Wheeling, W. Va., has joined Hugh Cross and "His Radio Pals," an early morning WLW program. She's a singer of western songs and yodeler . . . Ruth Lyons, program director of WKRC, is taking a combined vacation and business trip to New York . . . W. J. ("Bill") Williamson, WKRC sales manager, is back at his post after three weeks vacation in Canada . . . Elmer H. Dressman, publicity director of WCKY, expects to spend his vacation in Florida as soon as the weather turns cold here.

✚

San Francisco

Tony D'Orazi, who teaches cartooning by radio, has a twice-weekly children's sustainer on KGO, titled "Tony O'Dare, Cartoonist of the Air." The program recently clicked on KFSD, San Diego, for a department store . . . Albers Bros. Milling Co., has renewed "Good Morning Tonite," weekly half-hour variety, on KPO and the coast Red web for 13 weeks. Gyula Ormay is director. . . . H. C. Capwell, largest Oakland department store, has begun a test promotion series on KPO and KGO, NBC stations, using spot announcements . . . Lew Lacey is narrating the history of northern California counties in his KGO "Musical Clock" program each morning . . . The local office of American Guild of Musical Artists is negotiating an agreement with the San Francisco Opera Company, which employs numerous radio people, for the fall season.

✚

Pittsburgh

Stephanie Diamond signed for lead on KDKA's weekly "Romany Caravan" show . . . Polly Rowles, former Universal actress, on WCAE now in Bob McKee's "Pierre, the Trapper" script . . . Dorothy Rosenberg of WCAE and Philip Laterman are honeymooning . . . Lois Miller is back from a summer in Atlantic City to resume her organ work at KDKA . . . The announcement heralding the arrival of the Walt Framers' heiress was written in the form of a radio continuity . . . All the local air columnists are boosting Rosey Rowswell of WWSW and KDKA to broadcast the World Series games providing the Pirates cop the National League pennant.

Hold Rites for Weber

Cincinnati, Sept. 11.—Funeral services for John C. Weber, one of the founders of the American Federation of Musicians, were held here Saturday. Mr. Weber was 83 years old and had been retired from active band conducting.

Shadow Detail

DU PONT

The marked ability of Superior Pan to record shadow detail is one reason why so many cinematographers prefer this Du Pont Film.

For the best results in your next production, rely on the proven quality of Du Pont Superior Pan.

Du Pont Film Manufacturing Corporation
INCORPORATED

9 Rockefeller Plaza
New York. . . . N. Y.
Plant . . Parlin, N. J.

SMITH & ALLER, LTD.
6656 Santa Monica Blvd.
Hollywood . . . California

BETTER THINGS for BETTER LIVING through CHEMISTRY

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. 44. NO. 51 NEW YORK, TUESDAY, SEPTEMBER 13, 1938 TEN CENTS

eport Korda gain Seeking)utside Films

ants U. A. Consent to Keep Studio Busy

lexander Korda may renew his orts to obtain authorization to enge in production in England for npanies other than United Artists ing his current visit here, it was orted yesterday following his aral in New York on the *Normandie*.

uthorization for the outside protion activities was withheld by the ited Artists partner-owners last ter, but a modified form of the ne idea might be entertained at this ne, a company official suggested. oduction calling for only cursory ervision by Mr. Korda and designed marily to keep his studio active ght meet with no objections, it was d.

Mr. Korda said that he planned to ncentrate on not more than five ig" pictures annually for United tists release. He declined to coment on the report that he might re-

(*Continued on page* 12)

'ederal Theatre Is Attacked on the Air

An attack on the Federal Theatre oject as "a veritable hotbed of unnerican activity" was delivered by epresentative J. Parnell Thomas, Reblican Congressman from New Jery and member of the Dies Committe, over station WQXR, in a radio ldress yesterday.

"It is un-American because it proices Communistic plays; because it vors giving jobs to radicals; and beuse it fosters New Deal propaanda," Mr. Thomas declared. He

(*Continued on page* 13)

Additional developments in radio yesterday on page 13

WOR Wins Race

Justice Pecora's mistrial decision in the Hines case yesterday reached the air first over WOR, at 4:59 P.M. The other stations carried the flash at the following times: WNEW, 5:01; WMCA, 5:03; WHN, 5:03½: WJZ-WEAF, 5:04; WABC, 5:04. Justice Pecora's decision was rendered at 4:49.

Union Beau Geste

Out of deference to A. H. Schwartz, who died Friday, operators' Local 306 suspended picketing at Century Circuit theatres until after the burial yesterday. Local 802, musicians, and Local 4, Brooklyn stagehands, are assisting the operators in picketing the circuit's theatres in Brooklyn.

Executives Attend Schwartz Services

Funeral services for Abraham H. Schwartz, president of the Century Circuit, who died Friday at Lake Placid, were held yesterday at Temple Beth Emeth of Flatbush in Brooklyn. About 1,200 persons attended the services, including a number of film and theatre executives.

Rabbi Samuel J. Levinson, who officiated, spoke of two qualities outstanding in Mr. Schwartz's career, his love of home and his capacity for making friends. His generosity also was lauded.

Rabbi William Schwartz of Temple Israel, Lawrence, L. I., assisted in the services, and Cantor William Davidson chanted a psalm. The body was placed in a receiving vault at Mt. Carmel cemetery, Brooklyn.

Honorary pallbearers were H. Clay Miner, chairman of the board of Century Circuit, Inc.; Albert A. Hovell, vice-president; S. D. Holiner, secretary; former Mayor James J. Walker, Andrew Nelson, John Reis, David Schlein, Henry J. Grupe and Dr. Ralph M. Beach.

It was announced that memorial

(*Continued on page* 12)

Cohan Opening Stage Meeting Here Today

George M. Cohan is scheduled to deliver the opening address to the delegates to the second national convention of the American Theatre Council at a luncheon at the Astor today. Brock Pemberton, producer, will preside.

The first business session will be held this afternoon. Morning, luncheon and afternoon sessions will be held tomorrow, the convention closing with a midnight supper at the Astor tomorrow night.

Among the speakers listed for the convention are Helen Hayes, Alfred Lunt, James J. Brennan, Robert E. Sherwood, Fred Marshall, William A. Brady, M. E. Holderness, Robert Ferguson, Paul Dullzell, James F. Reilly, George Freedley, Frank Gillmore, Warren P. Munsell and Congressman Emanuel Celler.

Theatre Gains Big, Reports On Drive Show

Some Sections Say Takes Are Up 20 to 45%

Continued reports of substantial improvement in theatre attendance since the start of the Motion Pictures' Greatest Year drive are being received at campaign headquarters, officials of the drive stated yesterday.

An analysis of the business reports received to date indicates that the improvement is more marked in territories in which the drive is best organized and most actively supported, campaign headquarters said. The early reports show more than average improvement in attendance for this time of year in New York, Boston, Dallas, Atlanta and many New England and far western cities, it was said.

Among national circuits, Loew's and Skouras offices report widespread

(*Continued on page* 9)

Oklahoma Lining Up Big MPTOA Program

OKLAHOMA CITY, Sept. 12.—Now that the M.P.T.O.A. convention has been definitely dated here for Oct. 30-31 and Nov. 1 directors of Oklahoma Theatre Owners, Inc., are going ahead with plans for the gathering. One of the features will be a Movie Ball at which they hope to have a number of Hollywood personalities, with a name band to furnish the music at the Civic Auditorium This would be on the closing night.

For Monday night, Oct. 31, there will be a banquet at the Oklahoma City Golf and Country Club.

Morris Loewenstein, national secretary, will be general convention chairman. L. C. Griffith will head the reception committee, Charles Sears, registration; Pop Rader, transportation;

(*Continued on page* 9)

Sheehan, M-G-M Due To Sign Pact Today

HOLLYWOOD, Sept. 12.—Winfield Sheehan will sign a one-picture producer contract with M-G-M tomorrow or Wednesday. The deal is understood to carry options for additional films.

The first production marking Mr. Sheehan's return to production activity will be based on "Florian," a story concerning a horse. The property was purchased by Mr. Sheehan some time ago. M-G-M will finance the production.

Para. Studies New Houses in Great Britain

Griffis Says Hicks Will Follow Up His Survey

Paramount is contemplating an expansion of its theatre operations in England, Stanton Griffis, chairman of the executive committee, said yesterday on his return to New York on the *Normandie* after four weeks abroad.

Mr. Griffis reported that he had made a comprehensive study of the company's theatre operations and probable requirements in England and would report his findings to company officials promptly. He stated, however, that no specific plans had been formulated yet. John W. Hicks, Paramount foreign manager, who sails for England next week, will make a further study of the subject.

Paramount's European distribution grosses are 18 to 20 per cent ahead of the gross for the same time last year.

(*Continued on page* 9)

Dakota Appeal Move To Be Made Shortly

Attorneys for Paramount and Minnesota Amusement Co. will file their petition for leave to appeal to the U. S. Supreme Court from the statutory court decision upholding the constitutionality of the North Dakota theatre divorce law within the next few days, according to word received at the home office yesterday.

As the time allotted for initiating the appeal expires next Sunday, the petition will be filed in Fargo, N. D., before the end of the week. The court's approval of the petition is vir-

(*Continued on page* 9)

Canada Film Imports From U. S. Show Gain

TORONTO, Sept. 12.—The Customs Statistical Division of the Canadian Department of National Revenue has issued a preliminary report on motion picture imports for the fiscal year ending March 31 last, which shows an increase of 210,368 feet of film from all countries, the total being 5,414,913 as compared with an imported 5,204,545 feet for the previous year. The valuation was $432,687 as compared with $416,095 the preceding year, an increase of $16,592.

Substantial increases were shown in

(*Continued on page* 9)

AFA Seeking Basic Terms On Vaudeville

With the intention of asking for a basic agreement for vaudeville actors, for the first time in the industry, the American Federation of Actors has asked the five Broadway houses having presentation shows to appoint representatives for a joint conference. The letter sent by the union requests replies by Thursday.

This move is an upshot of the flurry at the Strand recently when the A.F.A. threatened to call a strike in a dispute over working conditions. The Music Hall, Paramount, Roxy and Loew's State are also involved in the contract demand.

While working conditions will be the same under the basic pact proposed by the union, minimum wage scales will differ according to the type, size and location of theatre and admission prices. The union demands a closed shop, a work week based on 28 performances with extra pay for additional shows, an agreement on rehearsals and two weeks' dismissal notice where principals do not have a term contract.

IATSE Board Votes Confidence in Bioff

Hollywood, Sept. 12.—The I. A. T. S. E. general executive board has voted confidence in William Bioff, accused before the National Labor Relations Board of having been on the payroll of the producers.

The board also voted Mr. Bioff a year's salary and offered him a permanent position if he cared to accept it.

Dennis Shea's Wife Dies

Mrs. Julia F. Shea, wife of Dennis Shea, circulation manager of Quigley Publishing Co., died yesterday morning at St. John's Hospital, Brooklyn, where she had been taken on Thursday for an appendicitis operation. Services will be held Thursday at Our Lady of Sorrows Church in Corona, Queens, and burial will be at Calvary Cemetery. She is survived by her husband, a daughter, Pearl, and a son, Woodrow.

F. W. Huss' Father Dies

Cincinnati, Sept. 12.—Frank Wesley Huss, father of F. Wesley Huss, Jr., president of Associated Theatres, local circuit, and first vice-president of the Independent Theatre Owners of Ohio, died at his home here yesterday, following a long illness.

Studio Replica Planned

San Francisco, Sept. 12.—An outstanding feature of the Golden Gate International Exposition here next year will be a replica of Hollywood Boulevard. Harry Joe Brown, 20th Century-Fox executive producer, has signed contracts for the site.

"Grand Illusion" Opens

World Pictures last night opened their new foreign release, "Grand Illusion," at the Filmarte. An invited audience of notables attended.

◂ Purely Personal ▸

Jack Skirball, Educational general manager, left for the coast last night to join the conferences in progress there on New Grand National's initial production schedule. **Earle W. Hammons**, president of the new company, will leave for the coast on the same mission before the end of the week.

•

Roger Marchetti, Los Angeles attorney, left New York for Hollywood last night. **Gino del Signore**, Italian tenor whom **Mr. Marchetti** signed to a personal contract in Milan last month, will arrive in New York this week en route to Hollywood.

•

Arthur Lee, G. B. vice-president, and **Arthur Jarratt**, head of Gaumont British theatres, arrived in New York yesterday. The latter has been vacationing in America and plans to sail for London tomorrow on the *Normandie*.

•

Jacob A. Weiser, theatrical manager formerly connected with M-G-M and the Theatre Guild, will shortly offer a course at City College in dramatics, playwriting and the American theatre.

•

Will H. Hays left the coast for New York by train immediately after completing a broadcast on Motion Pictures' Greatest Year over CBS last night. He is due here Thursday.

•

Ben Goetz, head of M-G-M production in England, boarded the American Airlines' *Mercury* last night for Hollywood where he will confer with **Louis B. Mayer**.

•

Frank Phelps, Warners' labor executive, is in New Haven today for conferences with **John Gatelee**, I. A. T. S. E. representative.

•

Jack Conway, M-G-M director, is spending his vacation at Jasper Park Lodge, Alberta, gunning for bear and mountain goat.

Sikh Guards, etc.

When important film executives travel they are sometimes accompanied by a valet. Sabu, 15-year-old Indian star of "Drums," is due on the *Aquitania* today, and the Cunard White Star Line announces that "in the boy's entourage are two Sikh guards and a turban winder." A comprehensive sightseeing tour is scheduled to be followed by a baseball game, a polo match and a radio appearance.

•

Benny Rubin left the coast yesterday for personal appearances at the B. & K. Chicago, before starting work for Standard Pictures.

•

Joe Mankiewicz, M-G-M writer, flew to the coast last night on the TWA *Skychief*.

•

Nancy Carroll left for the coast last night by TWA after a New York visit of several weeks.

•

Mary Pickford and **Buddy Rogers** are due tomorrow from the coast via TWA.

•

Major L. E. Thompson of RKO has returned from a short trip out of town.

•

Nate Spingold of Columbia left for the coast last night on the TWA *Skychief*.

•

Brian Aherne is due on the *Acquitania* today.

Suit Plan Outlined To Illinois Allied

Chicago, Sept. 12.—Allied of Illinois held its first general meeting today since the death of Aaron Saperstein. Joseph Rosenberg, attorney for the independents, outlined the suit the group intends to file shortly against B. & K. and major companies in an effort to change the clearance setup here.

Jack Kirsh, president, announced that new members are being added weekly to Allied and the group is now thoroughly cooperating on everything. Mr. Kirsh said at the meeting that Mrs. Saperstein would receive $100 per week from Allied hereafter. Mr. Kirsh stated that members would not be assessed to cover this expenditure, but that increasing membership was enough to make such a plan possible. Mr. Kirsh also revealed that B. & K. were raising children's admissions in "A" and "B" houses to 15 cents, which is something Chicago independents have been seeking for years.

"Room Service" to Rivoli

"Room Service" has been booked by the Rivoli for an indefinite run starting Sept. 21.

Admits Assistants Are Behind in Dues

Los Angeles, Sept. 12.—J. P. McGowan, testifying today at the N.L.R.B. hearing, admitted only one of 28 assistant directors and unit managers carried on the guild list as members from Warners is paid up to date in dues. The questioning aimed to establish that the guild does not actually represent the majority of directors.

Mr. McGowan explained some members joining in July had their memberships dated back to May because that was the start of the quarter. Mr. McGowan was instructed at the close of today's meeting to bring in tomorrow the guild membership records.

Sennett to Produce With Laurel as Star

Hollywood, Sept. 12.—Mack Sennett intends to resume production with a new company—Sennett Pictures Corp.—and with Stan Laurel as his first star. His first will be "Problem Child," in which Laurel will play the role of son of two midgets.

Jed Buell, who produced the first of the midget pictures, "Terror of Tiny Town," has been signed as associate producer.

Testimony Ordered In 20th-Fox Acti

Sidney R. Kent, W. C. Michel Edwin P. Kilroe, as officers of Century-Fox Film Corp. and Mo tone Music Corp., yesterday were rected to appear for an examina before trial by N. Y. Supreme C Justice Julius Miller, in connec with a $1,500,000 breach of cont suit brought by Sam Fox and H Fox, who are doing busines as Fox Publishing Co., against 20th C tury-Fox, Movietone, Loew's, I Robbins Music Corp. and Jack R bins.

At the same time Justice Miller nied an application to examine Jos M. Schenck, Darryl F. Zanuck, W liam Goetz and William B. Dover.

Suit is based on an alleged bre of contract made in June, 1931, tween Sam Fox Publishing Co. 20th Century-Fox, which gave to plaintiff the right to exploit 2 Century-Fox's musical compositi

To Ask Du World Ruli

Application will be made today the N. Y. Supreme Court by Scien Films, Inc., for an order direc summary judgment in its favor aga Du World Pictures, Inc., in the for an accounting against the latte

The plaintiff filed suit, claiming breach of a contract made in Se 1935.

Ask Guild Books Clos

The advisory board of the Scr Actors Guild here resolved at its f meeting last night to recommen the senior guild in Hollywood t membership books be closed Oct. 15, and that the initiation be increased to $25. Stephen K was named chairman, Phillip O vice-chairman, and Jack Hyland cording secretary.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and lisher; J. M. JERAULD, Managing Ed JAMES A. CRON, Advertising Manager. TORIAL STAFF: Charles S. Aaronson, Jack ner, Al Finestone, Sherwin A. Kane, Joseph Pr

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Entered as second class matter June 10, 1 at the post office at New York, N. Y., u the act of March 3, 1879.

Subscription rates per year $6 in the Amer and foreign $12. Single copies 10 cents.

"I believe 'Four Daughters' is the best picture of my career"

J. L. Warner
VICE-PRESIDENT IN CHARGE OF PRODUCTION
FOR WARNER BROS.

"'Four Daughters' is one of the best pictures of anyone's career"

The New York Times

'Four Daughters'

is the triumphant
beginning of a
glorious career for all
these brilliant
personalities . . .

These Are

ROSEMARY LAN

plays *Kay*

Rosemary Lane is perfect! *N. Y. Daily News*

Rosemary Lane turns in an excellent performance! *Variety Daily*

Rosemary Lane is tops! *M. P. Herald*

LOLA LANE

plays *Thea*

Lola Lane is practically perfection! *N. Y. Herald-Tribune*

Lola Lane excels anything she's done! *Hollywood Reporter*

Lola Lane plays her stirring role unusually well! *N. Y. World-Telegram*

e Four Daughters

PRISCILLA LANE

plays *Ann*

Priscilla Lane's stardom is assured! *N. Y. Daily News*

Priscilla Lane is a certain bet for stardom! *Film Daily*

Priscilla Lane is on the road to stardom! *N. Y. Sun*

GALE PAGE

plays *Emma*

Gale Page is a brilliant actress! *Brooklyn Daily Eagle*

Gale Page turns in an excellent performance! *Variety Daily*

Gale Page is marked for cinema greatness! *Hollywood Reporter*

These Are The Tw

JOHN GARFIELD

plays *Mickey*

John Garfield is the film find of the year! *N. Y. Daily Mirror*

John Garfield is sensational! *M. P. Herald*

John Garfield gives a performance seldom equalled! *N. Y. World-Telegram*

Surprise Personalities

JEFFREY LYNN

plays *Felix*

Jeffrey Lynn clicks decisively!
N. Y. Journal American

Jeffrey Lynn triumphs! ***N. Y. Times***

Jeffrey Lynn is outstanding!
Showmen's Trade Review

Walter Winchell:

"The rave of the city, to read the critics, is 'FOUR DAUGHTERS' at the Music Hall. It gives your emotions a workout . . . Pictures like 'FOUR DAUGHTERS' will put Bank Night out of business."

FANNIE HURST'S GREAT STORY
"FOUR DAUGHTERS"
with PRISCILLA LANE
ROSEMARY LANE
LOLA LANE • GALE PAGE
and CLAUDE RAINS
JOHN GARFIELD
JEFFREY LYNN
DICK FORAN
Frank McHugh • May Robson
Directed by MICHAEL CURTIZ
Screen Play by Julius J. Epstein and
Lenore Coffee • From the Cosmopolitan
Magazine Story • Music by Max Steiner
A First National Picture

Following its remarkable Radio City holdover, 'FOUR DAUGHTERS' is now included on the exceptional program available to the Industry Drive from

WARNER BROS.

ara. Studies New Houses in Great Britain

(*Continued from page* 1)

-. Griffis reported. He said that iness optimism was marked among company's representatives in key ts abroad and the expectancy is t the improvement will continue.

Mr. Griffis reported that Para- ount's first two British productions e nearing completion, one starring ith Chatterton and the other, Elisa- th Bergner. The third production ll be "Lawrence of Arabia" which ll probably star Leslie Howard. e minor quota picture may be made addition to these to complete Para- ount's British quota requirements for e season, he said.

Ben Goetz, in charge of British pro- ction for M-G-M, was also a pas- nger on the *Normandie*. He ought with him a print of "The tadel," which was completed at the mpany's British studio just prior his departure. Mr. Goetz left for e coast by plane last night where will spend two weeks conferring ith studio officials on the company's ture productions in England.

"Mr. Chips" Is Next

The next picture to go into work, r. Goetz said, will be "Goodbye Mr. hips," starring Robert Donat. Di- ctors, cameramen, technicians and robably some players will be as- gned to this and other M-G-M pro- uctions in England by the Culver ity studio, he said, but specific as- gnments will not be determined un- l he has conferred with west coast fficials.

Mr. Donat was another *Normandie* assenger. He said he planned to re- ain in New York for two weeks. His ontract with M-G-M calls for five ore pictures. He will make two con- ecutively and then have six months r stage work before starting his ird and fourth picture, he said.

Sonja Henie, another *Normandie* rrival, will go to Chicago at the end f the week for a brief visit before eturning to Hollywood to begin work n her next picture, "Love Interest," or 20th Century-Fox. She spent most f her vacation in her native Norway.

Dakota Appeal Move To Be Made Shortly

(*Continued from page* 1)

ually automatic, although it may re- uire some time to obtain the signa- ures of the three Federal judges who onstituted the statutory court which uled on the North Dakota law, as all hree are presiding in widely sepa- ated jurisdictions at this time.

It is believed, however, that the ap- eal papers will be filed with the U. S. Supreme Court in Washington by mid-October.

Republic Signs Another

Republic Pictures of Missouri is the atest franchise holder to sign Republic's new five-year franchise which increases the percentage to the distributing company. Barney Rosenthal and Nat E. Steinberg, heads of the Missouri company, have returned to St. Louis after closing the pact.

Hollywood Preview

"Too Hot to Handle"

(M-G-M)

HOLLYWOOD, Sept. 12.—"Too Hot To Handle" is full of excitement. There's something interesting doing all the time. In condensed fashion it embraces all the thrills of a bizarre serial. It has a travelogue background—war-blasted Shanghai, New York City, rural up-state, in a plane above a burning ship at sea, and the Brazilian jungles.

Clark Gable and Myrna Loy are the stars. Their work pars, sometimes excels, that of any of the six preceding pictures in which they have been teamed. Walter Pidgeon is Gable's professional and romantic rival. They constitute a skillful trio, performing always in crowd-pleasing style. Walter Connolly's agonies, pestered by Gable, suffering divorce and alimony troubles, provoke wild laughter. Leo Carrillo, Henry Kolker, Marjorie Main, Willie Fung, the other support players, hold the pace set by the featured contingent. The Len Hammond story, the screenplay by Laurence Stallings and John Lee Mahin, gave the players something substantial to work on. Director Jack Conway took advantage of that quality. In "Too Hot To Handle," Producer Lawrence Weingarten has delivered exhibitors an attraction they can exploit to the skies.

It tells the story of newsreels and newsreel camera men. Its Gable and Carrillo in Shanghai, getting and missing shots, driving the boss back in New York, played by Connolly, frantic; scooping and being scooped by Pidgeon, taking shots when double-crossed by him. Framed by Pidgeon, he crashes his car into Miss Loy's plane, rescues her from the flaming wreckage, falls in love with her. He quits his assignment and escorts her back to New York. Romance grows and he learns the story of her jungle-lost, but believed living, brother. The sequences devoted to photographing the burning munitions-laden ship are sensationalism plus that won merited applause. Pidgeon makes him share them, though as a price of his silence that concerned the duplicity Gable practiced on Loy. Both are fired by their respective bosses. They hock the equipment to provide Loy with funds to go in search of her brother.

The picture moves into the jungles. Gable outmagics the voodoo medicine man and finds the missing man. While hokum is stressed to the breaking point, he and Carrillo photograph Pidgeon and Miss Loy rescuing the long lost man. Gable's shots of the event are the sensation of the nation when the rescue party arrives in New York. Connolly is triumphant. But Gable is out shooting a blood and thunder gangster roundup when Miss Loy finds him again.

Running time, 105 minutes. "G." G. McC.

Canada Film Imports From U. S. Show Gain

(*Continued from page* 1)

film imports from the United States and France, while those from Great Britain were reduced. The footage during the past fiscal year from the United States was 3,347,186, compared with 3,050,249 for the year 1936-37; imports from France rose to 1,482,822 feet for the last fiscal 12 months from 1,160,000 feet. Films from the United Kingdom totalled 560,367 feet, against 967,000 feet for the prior year, a decrease of 406,633 feet.

The value of motion picture imports from the respective countries for 1937-'38 was reported as follows: United States, $266,968; France, $119,104, and United Kingdom $44,761.

The heavy increase in films from France was due to the growing demand for French-language pictures in the French-Canadian sections of the Dominion, principally Quebec, Northern Ontario and Manitoba.

Warners Sign Hopkins

HOLLYWOOD, Sept. 12.—Warners have signed Miriam Hopkins for two films. The first picture scheduled for the actress is a version of James Hilton's novel, "We Are Not Alone." Production is set to begin some time next month.

Hays Explains Drive As Radio Hour Guest

Will H. Hays, as a guest last night on the Lux "Radio Theatre," took the radio audience behind the scenes to explain the Motion Pictures' Greatest Year drive.

The campaign was undertaken, he said, to "earn more friends" for the film business. He "broke down" the motion picture dollar, explaining how 65 cents of every consumer dollar remains in the community in which it is spent, 10 cents goes to the distributor and only 25 cents goes to Hollywood.

Oklahoma Lining Up Big MPTOA Program

(*Continued from page* 1)

Mr. Loewenstein, display booths; Byron F. (Dinty) Moore, entertainment; J. H. Griffith, Jr., and R. R. Falls, golf. Affairs for the women will be handled by Mrs. H. R. Falls, Mrs. C. O. Fulgham, Mrs. J. H. Griffith, Jr., Miss Ona Johnson and Mrs. B. F. Moore.

Karns Quits Paramount

HOLLYWOOD, Sept. 12. — Roscoe Karns left Paramount today after six years, planning a European trip before making a new affiliation.

Theatre Gains Big, Reports On Drive Show

(*Continued from page* 1)

attendance increases, according to campaign officials. All circuits have been requested to send in reports on weekly business, with comparisons, if possible, with the period immediately prior to the start of the campaign and with the same period a year ago. Comprehensive reports from circuits other than the two named have not been received yet, it was said.

The reports on hand indicate that current business is running 20 to 45 per cent ahead of the weeks immediately preceding the opening of the campaign and is approximating the business done a year ago in many sectors. Few reports thus far, however, show any substantial gain over the figures for the same period last year.

Campaign headquarters plans to issue periodic reports on business as information is received from national circuits and the field. It is expected that it will require several weeks more before a comprehensive picture of box-office results from the campaign's "Movie Quiz" prize contest and national advertising can be obtained.

"Quiz" Contest Going Big, Saunders Finds

Great patronage interest in the "Movie Quiz" contest in the midwest was found by E. M. Saunders, M-G-M division manager, during a field trip from which he returned yesterday. Gone five weeks, Mr. Saunders observed the start of the drive during his tour, and says that while in some cities the demand for the booklets started slow, it later gained considerable momentum.

Quiz Books in Demand

Mr. Saunders said that exhibitors are finding the plan of "making the patrons ask for the booklets" and not passing them out indiscriminately is working out to good advantage, as requests show definite interest. This was the intention of the drive committee in recommending this method of distribution to theatre managers.

All of M-G-M's big circuit deals are now closed and the field men are concentrating on the secondary accounts, Mr. Saunders said. A number of deals were signed during his swing of the western territory, which included visits to Los Angeles, San Francisco, Portland, Seattle, Salt Lake City, Omaha, Chicago, Kansas City and Detroit.

Theatre business has been definitely on the upswing in the last three or four weeks, Mr. Saunders reports.

Hit Drive Ignoring Air

PHILADELPHIA, Sept. 12.—The Pennsylvania Association of Broadcasters, meeting here over the week-end, adopted a resolution "deploring the discourtesy displayed to radio" by the motion picture industry in concentrating its expenditures for its Motion Pictures' Greatest Year campaign in other media than radio.

FROM ATLANTIC CITY *to* PORTLAND, ORE...

HE

OV

THIS IS ONE OF THE
MOVIE QUIZ
$250,000.00
CONTEST
PICTURES

FRED ASTAIRE ★ GINGER ROGERS

in

"CAREFREE"

WITH
RALPH BELLAMY · LUELLA GEAR · JACK CARSON · CLARENCE KOLB · FRANKLIN PANGBORN

A PANDRO S. BERMAN PRODUCTION · Directed by MARK SANDRICH · Screen Play by Allan Scott & Ernest Pagano · Story & Adaptation by Dudley Nichols & Hager Wilde

Lyrics and Music by **IRVING BERLIN**

LD
ER

All America's turning out to welcome Fred and Ginger—together again!...Biggest openings and biggest business in city after city!... Wires burning with the big box-office news!...No wonder holdovers are piling up as fast as the picture opens... Look at the list already:

CHICAGO (3 weeks)...BOSTON (3 weeks) ... WASHINGTON (3 weeks) ... SAN FRANCISCO ... LOS ANGELES (2 Theatres) ... CLEVELAND ... DENVER ... BALTIMORE ... ATLANTIC CITY ... KANSAS CITY ... NEW ORLEANS ... PORTLAND, ORE.... CINCINNATI ... UTICA ... LOWELL ... PROVIDENCE ... DAYTON ... AKRON ... TOLEDO ... DUBUQUE ... SIOUX CITY ... NORFOLK ... ELMIRA ... ROCHESTER ... SYRACUSE ... COLUMBUS ... CEDAR RAPIDS ... DAVENPORT ... DES MOINES ... TERRE HAUTE ... TRENTON ... and more coming in every day!

RKO
RADIO
PICTURES

KEEP YOUR TIME OPEN FOR AN EXTENDED RUN!...

Report Korda Again Seeking Outside Films

(*Continued from page* 1)

new his efforts to obtain authorization for outside productions.

Mr. Korda's stay in New York is for an indefinite period, but probably will extend for a month. Prior to his departure, a meeting of the company's five partner-owners will be called for the purpose of electing Murray Silverstone to the company presidency. Final action on the new five-year contract for George J. Schaefer is also anticipated in the near future.

Mr. Korda, who last fall journeyed from London to Gibraltar to board an Italian liner in order to thwart interviewers on his arrival in New York, yesterday emerged from the steerage quarters of the *Normandie* and ignored his luggage at customs in his effort to leave the pier unnoticed. He went immediately to the Sherry-Netherland where he engaged in a conference with United Artists officials for several hours.

He was accompanied by Stephen Pallos, general manager of London Films, who will be in New York a month conferring on sales plans for Mr. Korda's new season product. The two were met by Mr. Silverstone and Arthur W. Kelly, United Artists foreign manager.

India Passes "Germany"

Word has been received here that the British censorship board in Bombay, India, has passed "Inside Nazi Germany—1938," the March of Time subject. The film was passed over the protest of the local German consul and is the first to play in India under recently complete distribution arrangements.

"Daughters" Going Big

Warners yesterday reported that in view of the business done by "Four Daughters" in a number of key cities, the film may become one of the company's high-grossing films of the new season. National release is set for Sept. 24.

Rialto Take Is $7,500

The Rialto garnered $7,500 with "The Missing Guest" in the week ending last night. "Safety in Numbers" went five days at the Globe to take $3,900.

Yiddish Film Will Open

"The Vow," all-Yiddish talking film will open at the Squire tomorrow. It was produced in Poland.

$11.97 a Minute

Roxy statisticians, after much burning of midnight oil, have figured out that on the basis of the $338,250 gross on "Alexander's Ragtime Band" in its five-week run, the theatre took in $11.97 a minute for every minute the box-office was open. And it required six cashiers to take it in.

Hollywood Letter

Dear Editor:

IF it's true, what they say about a committee of New York circuit heads coming out here to talk the studios out of previewing their product, you may want to hear what happened here last week when the gentlemen who buy the film advertising space in the Los Angeles newspapers got the gentlemen who sell it to agree on a no-preview-notice policy.

In Los Angeles a film gets two reviews in the newspaper. Critics give the advance screenings a fast once-over, and later, when the pictures go into regular run, longer and more detailed reviews appear. Thornton Sargent, Fox West Coast Theatres advertising director; Rodney Pantages and others who must know believe the practice clogs the wheels of box-office progress generally.

Well, these gentlemen finally convinced the business managers of the five principal L. A. newspapers. But Louella O. Parsons went right ahead with her morning-after reviewing of last night's previews.

It's that reportorial enthusiasm that will thwart the gentlemen from your town if they come out to put a stop to previews, and even if they succeed. There isn't one among them who doesn't know, deep down, that you can't keep the public from finding out, no matter what you print or don't print about it, whether a picture's good or bad.

▼

Two of the happier developments in a short week that got off to a bad start news wise, are the return of Winfield Sheehan to production, an event awaiting only a touch of validating ink, and Mack Sennett's resumption of humorous activity behind the camera line. Hollywood lists both incidents in the common sense column, where there's room for more in kind.

▼

One of the better ideas born of Thornton Sargent and his fellow workers in behalf of a full box-office during the week—or of any showmen during any week—accounts for the most complete blanketing of a city and on army ever seen here or elsewhere. Downtown Los Angeles, in common with all its far flung suburbs and civic neighbors, is festooned with banners welcoming the American Legion conventioneers—who come from everywhere and go home talking. The festooning consists chiefly of Legion banners appended to the trolley support-wires up and down every street, practically tenting the town. And smack in the middle of eoch and every cross-street stretch of wire hangs a banner, blue on white, declaring "Motion Pictures Are Your Best Entertainment." That little enterprise quite steals the show.

▼

Latest echo of the Myron Selznick pronouncement of the virtues of profit-sharing production is from the Universal sector, where Edgar (McCarthy) Bergen and W. C. Fields are reported splitting the risk, if any, on "You Can't Cheat an Honest Man." . . . Darryl Zanuck has decided to shoot Shirley Temple's next picture, "The Little Princess," in full color, a decision that lifts the budget across the $1,000,000 stripe.

▼

S. Charles Einfeld, who talked a lot about "Four Daughters" before it came out and knew what he was talking about, is talking that way again. This time it's about "The Sisters," in which appear such Warner steadies as the sisters Lane, John Garfield, Jeffrey Lynn, Claude Rains and May Robson, and he has moved the release date forward from September to Oct. 15 to give his abruptly augmented advertising campaign a chance to work. . . . Walter Wanger's "Algiers" broke the all-time record of the Alameda in Mexico City last week. . . . Earl Felton has completed his original screenplay, "The Night Hawk," for Republic.

▼

M-G-M commonly turns out 304 prints of a picture. It shipped 308 prints of "Boys Town" and hit a new high with 358 copies of "Too Hot to Handle." . . . It was Jock Lawrence, long Sam Goldwyn's idea man in charge of crashing Page One, who cooked up the idea of "The Woman Without a Country," Sigrid Gurie's picture about a gal as bad off for passports as she is.

Roscoe Williams

Korda Signs Mary Morris

London, Sept. 12.—Mary Morris, featured in Alexander Korda's "Prison Without Bars," has been signed to a long term contract as a result of her work in that film. The actress recently returned from the Orient.

Ike Libson Back on Job

Cincinnati, Sept. 12.—Ike Libson, managing director of RKO Midwest, has returned from a vacation of several weeks spent in Hollywood and other California points.

Retitle Roach Picture

Hollywood, Sept. 12.—"This Time It's Love" has been selected as the new title of the Hal Roach production formerly known as "Zenobia's Infidelity."

Beth Brown Wins Point

An error in a headline in Motion Picture Daily of Sept. 9 made it appear that Beth Brown had lost a point in her action against NBC, Bristol-Myers Co., et al, concerning the radio title, "For Men Only." Actually, Miss Brown won the point.

"Hard to Get" Is Final

Hollywood, Sept. 12.—"Hard to Get" has been selected as the final title of the Warner film formerly known as "Head Over Heels" and "Hot Heiress."

Crooker to MacFadden

Herbert Crooker, former Warner publicity chief in New York, has joined MacFadden Publications as manager of the company's activities at the New York World's Fair of 1939.

Executives Attend Schwartz Services

(*Continued from page* 1)

services will be held at Temple Beth Emeth Friday night at 8:15 o'clock and at the same time at Temple Israel at Lawrence.

Among industry representatives attending the services were Nicholas M. Schenck, president of Loew's; Leopol Friedman, William F. Rodgers, Spyros and George Skouras, Jules Levy, Harry H. Buxbaum, Andrew W. Smith, Jr., William Sussman, William White, Leo Abrams, Joseph M. Seider, S. A. Clarkson, Mitchell Klupt, Edward Schnitzer, Louis Frisch, Sam Rinzler, Edward Rugoff, Joe Vogel, C. C. Moskowitz, Max A. Cohen, Harry Brandt, William Brandt, Jake Rosenheim, Al Burns, Joseph J. Lee, Moe Sanders, Moe Streimer, Jack Hattem, Jack Socoloff, Irving Renner, Sam Small, Abe Blumstein, Lou Preston, George Randell, Murray Sonin, Mitchell May, Jr., John Bennett, Bob Wolff, Ed Peskay, Harry Thomas, Thomas Lamb, Charles Moses, Morris Cohen, I. Perse.

Representatives were also present from civic and charitable organizations in which Mr. Schwartz was active, among them Judge Jonah J. Goldstein, president of the Grand Street Boys Association; Charles E. Whowell, past president of the Flatbush Chamber of Commerce, of which Mr. Schwartz was a charter member and Samuel Salzman, president of the Brooklyn Hebrew Orphan Asylum, of which Mr. Schwartz was a trustee.

Also attending were Supreme Court Justices Mitchell May, Harry Lewis and Algernon J. Nova, Municipal Court Judge Jacob Strahl and other officials.

To Honor Adler on Air

Dr. Cyrus Adler's 75th birthday wil be celebrated in a special program to be broadcast tonight from 7:30 to 8 P.M. over the NBC-Red network. Dr Adler, one of the leading Jews in America, will be feted by Gov. Alber H. Lehman of New York and prominent Jewish-Americans. Cantor David J. Putterman of the Park Avenu Synagogue and his Choir will also participate.

Wall Street

Kodak Leads Board Rise

	Open	High	Low	Close	Net Change
Col.	13¾	13¾	13⅛	13⅛	−1
E. K.	170	171	170	171	+3
Loew	48½	50	48¼	50	+1¼
Para.	10⅜	10⅞	10⅜	10⅞	+ ⅜
Para. 2	10⅞	11	10⅞	11	.....
Pathe	9⅝	9⅝	9⅜	9½	+ ⅛
RKO	2¼	2¼	2⅛	2⅛	− ⅛
20th Fox	25	25⅞	25	25⅞	+ ½
W. B.	6	6¼	6	6¼	+ ⅜

Technicolor Gains Fractionally

	Open	High	Low	Close	Net Chang
G. N.	7/16	7/16	7/16	7/16	.....
Sentry	¼	¼	¼	¼	.....
Sonotone	1½	1½	1½	1½	.....
Tech.	19⅞	20	19¾	19¾	+ ½
Univ. Corp.	3⅞	3⅞	3⅞	3⅞	.....

Paramount Bonds Increase

	High	Low	Close	Net Chang
Para. Pict. 6s '55	95	95	95	+1
Para. Pict. '47	79¼	79¼	79¼	− ¼
W. B. 6s '39	74½	74½	74½	−1

(Quotations at close of Sept. 12)

FCC Receives New Standards On Television

Washington, Sept. 12.—Television ansmission standards as evolved by le Radio Manufacturers' Association, oday were placed before the Federal Communications Commission. If the andards are approved it will remove elevision from its present experiental stage and accelerate its comercial development.

Among the standards for which approval is sought are the following:

A television channel of not less hat six megacycles in width.

A standard to separate the sound nd picture carriers by approximately 4.5 Mo. to go into effect just as soon s single-band operation at the transmitter is practicable.

List Various Standards

A standard in a television channel o place the sound carrier in a television channel 0.25 Mc. lower than he upper frequency of the channel.

A standard for a decrease in initial ight intensity to cause an increase in he radiated power.

A standard to use a frame frequency of 30 per second and a field frequency of 60 per second, interlaced.

A standard 441 lines per frame.

A standard picture aspect of 4.3.

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, the standard will be to use not less than 20 per cent nor more than 25 per cent of the total amplitude for synchronizing pulses.

A standard that black shall be represented by a definite carrier level independent of light and shade in the picture.

If peak amplitude of the radio frequency television signal is taken as 100 per cent, it will be the standard for the signal amplitude to drop to 25 per cent or less of peak amplitude for maximum white.

A standard in order to correspond as nearly as possible to equivalent rating of sound transmitters, that the power of television picture transmitters be nominally rated at the output terminals in peak power divided by four.

Represents Much Work

A standard to have the radiated power for the picture approximately the same as for sound.

The standards represent a tremendous amount of work covering a period of many months. To handle additional work by the R. M. A., three new engineering committees are in process of formation, to handle details on television interference, television transmitters and television receivers. The respective chairmen for those committees are J. E. Brown of the Zenith Radio Corp., E. W. Engstron of RCA, and I. J. Kaar of General Electric.

Form Agent Partnerships

Forrest U. Daughdrill and Joseph Bloom have formed a partnership of radio station representatives under the name of Forjoe & Co., with offices in New York. The firm has been authorized to represent eight middle and southwest stations.

New Shows on the Air

"Hollywood Review"

"Hollywood Hotel," Campbell Soup standby for the past five years, returned to CBS Friday evening, and despite reports that it would be a considerably revamped "Hollywood Hotel" from what it has been in former seasons, it remains basically the same show as before—a musical variety program, with drama added. However, the "Hotel" has practically an entire new cast, Frances Langford being the only holdover.

The newcomers are Herbert Marshall as "em cee" and principal male actor; Jean Sablon, as male singer, and Victor Young's orchestra. The leadoff guest was Claudette Colbert, who appeared with Herbert Marshall in a radio version of the picture, "Dark Angel."

"Hollywood Hotel," now as always, provides 60 minutes of pleasant entertainment. The drama was top notch, with Miss Colbert and Mr. Marshall turning in their usual capable performances. The variety portion of the show was excellent with Mr. Marshall surprisingly adept in the strange role of "em cee." "Hollywood Hotel" is a Friday 9 to 10 P. M. feature on CBS.

"Sunday Evening Hour"

The Ford "Sunday Evening Hour" steered its way back to the airways the past weekend, with Eugene Ormandy commanding the Detroit Symphony Orchestra, and John Charles Thomas as the inaugural guest soloist. This program for the past five seasons or so has provided such quality listening that it has come to be considered one of the most outstanding serious music programs on the air, and it well deserves that consideration.

The orchestral selections included Wagner's prelude to "Die Meistersinger," and numbers by DeBussey and Tchaikowski, while Mr. Thomas sang arias from "Tannhauser" and "Carmen." The "Sunday Evening Hour" is heard at 10 P. M. on CBS.

BANNER

F.C.C. Opens Fall Hearing Schedule

Washington, Sept. 12.—The Federal Communications Commission opened its fall hearings on broadcasting applications this week with the following schedule:

Today, before an examiner: Applications of WFIL, Philadelphia, for increase of power from 500 watts night, 1,000 watts day, to 1,000 watts night, 5,000 watts day, and WEMP, Milwaukee, for increase of day power from 100 to 250 watts.

Sept. 13, before an examiner: Applications of Radio Enterprises, Inc., for a 1,310-kilocycle, 100-watt daytime station at Hot Springs, Ark.; Associated Arkansas Newspapers, Inc., for a 1,310-kilocycle, 100-watt daytime station at Hot Springs, Ark.

Seeks Virginia Station

Sept. 14, before an examiner: Application of Fredricksburg Broadcasting Corp., for a 1,260-kilocycle, 250-watt daytime station at Fredricksburg, Va., and WFBR, Baltimore, for a satellite station at Frederick, Md.

Sept. 15, before the commission: Applications of KRJ, Walla Walla, Wash., for change of frequency from 1,370 to 560 kilocycles and increase of power from 100 to 250 watts, and WMBG, Richmond, for increase of power from 500 watts to 1,000 watts night, 5,000 watts day.

WJZ Getting First Participation Show

The first audience participation show ever to appear on one of the New York outlets of NBC will begin Sept. 26 on WJZ, with Alice Maslin heard in topics of interest to women. The series will be heard during an early morning hour, Mondays through Fridays. Probably, if the idea works out successfully, a similar show will be planned for WEAF.

Sponsors for the program are now being lined up by the New York sales force.

Form Pennsylvania Web of 16 Stations

Philadelphia, Sept. 12.—With WCAU as the key station, a new state network has been formed, with 16 stations in the lineup. The network was formed primarily to handle political broadcasts, which WCAU will feed to the rest of the state. WCAU has the complete Republican State Committee business, while WFIL has the Democratic State Committee business.

Although formed to handle political talks, the 16-station web will be kept intact following the political campaigns, with WCAU supplying most of the programs. Ken Stowman, WCAU press and special events director, handied the details of the formation of the network, and has been placed in charge of its operations.

Radio Personals

JAY HANNA has joined the Phil Lord organization as radio director and will work with Lord on the "Seth Parker" and "Gang Buster" shows. . . . Tommy Lewis, who has replaced Peter Holden in "On Borrowed Time," is slated for some guest shots on NBC and CBS. . . . Jimmy Shields, now in the Eddie Duchin series, has been added to the Benay Venuta variety show on Mutual. . . . Judy Canova and "Sabu" the "Elephant Boy" will be the main Rudy Vallee guests this Thursday. . . . Air actress Agnes Moorehead is on her way to Bermuda for a vacation. . . . Mrs. Jeannette W. Emrich of the Community Service department of M. P. P. D. A. will discuss "Movies for Children" on Sabra Holbrook's program over WNEW Sept. 17 at 3:15 P.M.

Federal Theatre Is Attacked on the Air

(*Continued from page* 1)

stated that his conclusions were drawn from testimony presented at the recent Dies Committee hearings and from private sources.

Mr. Thomas termed the employment situation on the project "the most glaring evil of all." Many employees are Communists, a large percentage of amateurs are employed, supervisiors have no theatrical experience, and professional actors are denied jobs because of refusal to join the Workers Alliance, an organization of the unemployed, according to the speaker.

Lunceford Band Booked

Jimmie Lunceford and his orchestra have been booked into the Southland Cafe, Boston, Sept. 21 to Oct. 18. They will open at the Kit Kat Club, New York, Oct. 20, and will be heard several times weekly on a coast-to-coast Mutual network.

Exhibitor hails AIR EXPRESS "A Publicity Ace!"

"Filmed today, shown today"—Twin City exhibitor boasts as spot newsreels rush *AIR EXPRESS* 3-miles-a-minute right to his door. Score—a direct box office hit, at low cost. Screened films pay off, so slash transit time on all *your* bookings with super-speed AIR EXPRESS. Direct service to 220 key cities and direct rail-air connections to 23,000 cities and towns in the United States and Canada; also to Latin America, Honolulu and Far East. For quick action, phone RAILWAY EXPRESS—AIR EXPRESS Division.

Nation-wide service—2500 miles overnight

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DIVISION
RAILWAY EXPRESS AGENCY, INC.

"BEG, BORROW OR STEAL THE ADMISSION PRICE AND HOT-FOOT IT RIGHT UP TO THE RADIO CITY MUSIC HALL!"

....When William Boehnel wrote those words in the New York World-Telegram of September 2nd, he penned one of the most forceful endorsements in the history of criticism of motion pictures.

....That 175,000 people saw Frank Capra's **"YOU CAN'T TAKE IT WITH YOU"** in the first week of its Radio City Music Hall engagement bears out the enthusiastic comment of Mr. Boehnel and his fellow critics on New York newspapers.

■

THANKS TO: Howard Barnes, *The New York Herald Tribune* • Kate Cameron, *The New York Daily News* • Eileen Creelman, *The New York Sun* • Bland Johaneson, *The New York Daily Mirror* • Frank Nugent, *The New York Times* • Rose Pelswick, *The New York Journal-American* • Archer Winsten, *The New York Post* • for concurring with William Boehnel.

GENERAL RELEASE
SEPTEMBER 29th

•A COLUMBIA PICTURE•

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. 44. NO. 52 NEW YORK, WEDNESDAY, SEPTEMBER 14, 1938 TEN CENTS

O Is Behind . A. Attacks, mith Charges

s Communists Are Invading Studios

OLLYWOOD, Sept. 13.—Harold V. h, international vice-president of I. A. T. S. E. in charge of the io locals of the alliance, today in a s statement declared the current ks upon the union are coming the C. I. O. and Communistic orters.

e C. I. O. invasion of the film ker fields is at the bottom of the upported charges and libelous in- ations," he said. Mr. Smith's state- t, in part, follows:

he current investigation of fac- s who are persistently attacking I. A. T. S. E. with unsupported ges and libelous insinuations clear- stablishes ¬ link with the C. I. O. their Communistic supporters who

(*Continued on page* 11)

erwood Attacks Sell-out to Films

obert E. Sherwood, speaking at the nd national convention of the erican Theatre Council yesterday, ared that too many producers and natists of the legitimate theatre been "selling out" to Hollywood. he dramatist, addressing the open- luncheon of the two-day conven- at the Astor Hotel, leveled his sation at the people who had made uccess of the legitimate theatre, had forgotten their responsibility eep the theatre going. He chal-

(*Continued on page* 3)

oenig to 20th-Fox As Studio Manager

OLLYWOOD, Sept. 13. — Resigning n M-G-M as executive studio man- r after 20 months in the post, lliam Koenig today signed with Century-Fox as general produc- manager, taking office imme- ely.

. L. McFadden, temporarily in the h-Fox post, will become Mr. enig's aide. Mr. Koenig had been tive at M-G-M for some time, h Jerry Mayer taking over more more of his duties. Prior to that had a similar position at Universal. is understood M-G-M and Mr. enig came to an amicable settle- nt on his contract which had three rs to go.

Total of 35,000,000 Quiz Books Distributed to Date

To date an aggregate of 35,000,000 "Movie Quiz" booklets in the Motion Pictures' Greatest Year drive have been distributed, according to campaign headquarters. An additional order has been placed for 10,000,000 booklets, which are being printed at the rate of 3,000,000 daily. A Canadian edition is being printed in French.

Information from the field in this country and Canada indicates that 28,000,000 patrons have retained contest booklets, which leads to an estimate of 8,000,000 contest entries to date, said to be unprecedented in contest history.

The physical handling of the $250,000 contest will be undertaken by Radio & Publications Contest Co., with headquarters at 480 Lexington Ave., New York. The contract was signed by George J. Schaefer, executive chairman of the campaign, and M. L. Van de Water, president, and Jack Todd, vice-president, of the contest company.

Mr. Todd, who will supervise the work, plans an ultimate office staff of 500 to handle the entries in the film contest. Assisting him will be Everett Lane, president of the National Contestants Association; Al Pervas, Alma Cook, Louis Davidson and Gertrude Gordon. The official judges have not yet been named.

Hovell Will Head Century Circuit

Albert A. Hovell, vice-president of Century Circuit, Inc., is scheduled to be elected president at a meeting of the board tomorrow or Friday. Since the death of A. H. Schwartz, president of the circuit, last Friday, he has been acting in that capacity.

Mr. Hovell is head of the law firm of Hovell, Clarkson & Klupt, attorneys for Century and associated companies. He helped organize the company about 25 years ago and has been intimately acquainted with all of its operations and expansions.

During that time Mr. Hovell has been personal attorney to the late Mr. Schwartz and has been active in the organization of all affiliated and subsidiary theatre holding, construction and realty companies. He is said to be a substantial stockholder in the company.

Century Circuit controls 50 theatres in the metropolitan area, operating 30 directly and being interested in 20 others with Loew's, Skouras, Rugoff & Becker and Prudential.

RKO-Republic Sign Product Deal Here

RKO Theatres yesterday consummated a deal with Republic for half of its 1938-'39 output, the other 50 per cent having been sold to Loew's recently. This arrangement is for the metropolitan area.

James R. Grainger, Republic president; Herman Gluckman, local franchise owner, and Morris Epstein, branch manager, negotiated the deal, for that company, while Fred Meyer and Max Fellerman, who buy for the RKO circuit, acted for that company.

Guild Arbitration Starts on Coast

HOLLYWOOD, Sept. 13.—Arbitration, following the American Arbitration Rules, of friendly differences between the Screen Actors' Guild and the producers over adjustment of the guild working agreement got under way last night with B. B. Kahane representing the producers and Murray Kinnell the guild, and Charles Baird, legal printing firm owner, as the third person.

The session adjourned after an hour until Sept. 19, when it was discovered that the independent producers did not have representatives present through a misunderstanding. The opening session was featured by Kenneth Thomson, guild secretary, taking the stand to establish the need for arbitration. Whether producer attorneys should have the right to examine the minutes of the Screen Directors' Guild meetings today caused a decision by N. L. R. B. Trial Examiner William R. Ringer, hearing the petition of the guild to be declared the collective bargaining agency for directors, assistants and unit managers.

Mr. Ringer himself will read the minutes of the sessions, producer attorneys will have access to the by-

(*Continued on page* 3)

"Spawn" at $55,000 High for Six Months

"Spawn of the North" and a stage show headed by Eddy Duchin and his orchestra grossed $55,000 in a first week at the Paramount ending last night, the theatre reported, this being the best week's take in six months. The bill will be held two more weeks.

"Letter of Introduction" garnered $15,500 at the Rivoli in a second week and is being held a third stanza. RKO's "Room Service" will follow.

Arnold Taking Affidavits on Allied Charge

Is Receiving Complaints From Many Individuals

Thurman Arnold, assistant United States attorney general in charge of the anti-trust suit against the industry, is gathering independent exhibitor complaints through Allied. Members are being asked to submit their complaints on facts to which they are willing to swear, so that the Department of Justice can draw them up in affidavit form and return them for signatures under oath.

It is believed that Mr. Arnold intends to use this material in preparation for an application for an injunction to prevent circuit expansion in case his conference with major company attorneys later this month fails to result in a standstill agreement pending trial of the anti-trust suit.

Harry G. Kosch, general counsel of

(*Continued on page* 3)

Korda Flies West After a Day Here

Alexander Korda, head of London Films, arrived on the coast yesterday by plane after spending one day in New York following his arrival Monday morning from England.

Maurice Silverstone, chairman of the executive committee of United Artists, said there was no significance to Mr. Korda's visit other than a vacation. However, it is believed that the London Films head has something pressing to discuss with Samuel Goldwyn. Prior to his departure Monday evening Mr. Korda conferred with Mr. Silverstone and other U. A. officials.

Mr. Korda is expected back here in two weeks, at which time he may at-

(*Continued on page* 3)

Italian Monopoly

Rome, Sept. 13.—The Government tonight declared a monopoly for handling foreign films in Italy, which is seen as requiring the liquidation of any American distributors with branches here.

The decree, which goes into effect tomorrow, provides that all deals will be handled by a new semi-official unit.

◂ Purely Personal ▸

SPENCER TRACY will leave for the coast today after five days here. He took time to see "Boys Town" at the Capitol, saw some of the tennis matches at Forest Hills and the polo matches at Westbury. He is scheduled to start work in "Northwest Passage."

•

RUSSELL HOLMAN, Paramount's eastern production manager, will sail on the *Normandie* today. Other passengers will be MRS. NATALIE KALMUS, color director of Technicolor; FERNAND GRAVET, BENNETT A. CERF of Random House and PAUL DRAPER.

•

JOSEPH H. SEIDELMAN, Universal's vice-president in charge of foreign activities, is due tomorrow on the *Washington* after an extended stay abroad during which he visited all European offices.

•

DAVE BADER, who has established the Literary Corp. of America in Hollywood after several years in London, writes "it sure is great to be back for keeps in the U. S. A."

•

DR. SAUL C. COLIN, president of Continental Productions, Inc., will return from the coast Thursday by plane after two months in Hollywood in search of talent.

•

BILL SAAL of the Republic home office is spending about three weeks on the coast accompanying ROY ROGERS on a personal appearance tour.

•

NATHANIEL WEST'S and GORDON KAHN'S "Flight South" and WELLS ROOT'S "Heritage of the Wild" have been acquired by M-G-M.

•

GLADYS SWARTHOUT will leave Friday to start work in her fifth picture for Paramount. It will be her first non-musical film.

•

BEN JACOBSON assistant to AL ALTMAN, M-G-M talent director, arrived yesterday from the coast via American Airlines.

•

MARY PICKFORD is due this morning on the American Airlines' *Mercury* with her husband, BUDDY ROGERS. They are scheduled to leave for Boston immediately. They flew to the coast from New York last Friday.

•

AL SINDLINGER, March of Time's advertising and publicity director, has returned from Boston where he arranged tieups.

•

JOHNNY GREEN, orchestra leader, and his wife, BETTY FURNESS, left on the TWA *Skychief* last night for Hollywood.

•

JACK MARPOLE, eastern representative of Ten-O-Win, has returned to his office after 10 days on the coast.

•

M. J. SIEGEL, Republic executive producer, is due to leave for the coast today after home office conferences.

•

FLORENCE HEAD, Paramount designer, left last night for the coast on the American Airlines' *Mercury*.

•

ARTHUR GREENBLATT, G. B. eastern division manager, left yesterday for a visit to the Boston Branch.

•

JAMES R. GRAINGER, Republic president, plans to leave on a field trip tomorrow.

Donat in Connecticut

Having brought a print of M-G-M's British-made "The Citadel" from Europe, Robert Donat left for Connecticut yesterday to spend a three-week holiday with his father. Mr. Donat is under a six-picture contract to M-G-M and expects to do "Goodbye Mr. Chips" as his next.

Zimbalist, M-G-M Sign

HOLLYWOOD, Sept. 13.—Sam Zimbalist, producer of "The Crowd Roars" and "Navy Blue and Gold," signed a new long-term contract with M-G-M today.

Goetz Arrives for Talks

HOLLYWOOD, Sept. 13.—Ben Goetz, in charge of British production for M-G-M, arrived here today for a fortnight of conferences.

Canada 16mm Field Booms In Rural Areas and Schools

Canada is experiencing a boom in 16mm. film development, both in the non-theatrical and educational fields, and the large rural areas which have no established theatres are being amply supplied by circuits of 16mm. operators, according to Helen Mason of General Films, Ltd., of Toronto.

General Films alone supplies more than 80 circuits of itinerant exhibitors out of its Toronto and Regina offices, providing projection equipment and programs of features and shorts. A recent development is the entry of the N. L. Nathanson organization in the 16mm. field in opposition to General.

The itinerant exhibition business is well organized, Miss Mason said, and the operators obtain franchises on halls or auditoriums by the year for exclusive film showings. In sections where there are no power lines, the operators carry their own light plants. Also, some of them are talented and put on a vaudeville show to boot.

The films used are from one to five years old. General Films has a library of 180 programs consisting of features and shorts from which the "roadshow exhibitors" can select.

The company, which is the Canadian distributor for Victor Animatograph, is just starting to develop the Dominion for local newsreels, leasing cameras to exhibitors who usually tie up with local merchants to defray the cost of the films. Local newsreels have proved popular in some sections of this country.

Miss Mason, who has returned to Toronto was here on a film buying trip. She formerly for five years was in charge of the film division for Victor Animatograph. Canada is stimulating the use of films in the schools, she reported, the Dominion admitting projection equipment duty free for school use. Nova Scotia pays half the cost of sound equipment installations in the schools, and provincial school authorities are considering establishing libraries of educational sound films.

Court Refuses Stay For "Diagrams" Ban

ALBANY, Sept. 13.—Supreme Court Justice Gilbert V. Schenck has denied an application for a temporary injunction, brought by Jewel Productions, Inc., Social Hygiene Films of America, Inc., and Samuel Cummins, against Irwin Esmond, motion picture director for the State Department of Education, who terminated a permit for "Animated Diagrams of the Human Body," a two-reel Government-made film. "Animated Diagrams" had been shown lately as part of a show variously entitled "Childbirth" and "Birth of a Child."

"Animated Diagrams" was showing in Buffalo last June, when Esmond revoked a permit granted in 1921. Jewel Productions obtained a show cause order from Supreme Court Justice Ernest Hammer of New York County. A change of venue was agreed upon to Albany County, and Justice Schenck at that time reserved decision.

Warner Men Golf Friday

The annual golf tournament sponsored by the Warner Club, home office organization, will be held Friday at the Old Oaks Country Club, Purchase, N. Y. Numerous prizes will be awarded to winners in the various categories. A dinner to be presided over by Leonard Schlesinger will follow the day's activities. Prizes have been offered by the Cocalis, Randforce and Skouras circuits. Arrangements are in charge of Arthur Sachson, Jerry Kyser and Leonard Palumbo.

Augustus Bridle Honored

TORONTO, Sept. 13.—Augustus Bridle of the *Toronto Star*, dean of Canadian film reviewers, was honored during the "Melodic Strings" program over the national network of the CBC tonight when Director Alexander Chuhaldin dedicated the prelude by Leo Roy, Canadian composer, to the critic. This was the first time that the CBC string ensemble had featured modern music by contemporary Canadian composers.

"A Vivid Drama"

London, Sept. 13.—"Pris Without Bars," Alexand Korda film previewed toda which will be released United Artists, poignant records the plight of the er ing girl who is an inmate a girls' reformatory. Ed Best and Barry Barnes a excellent, but the film's tr umphs are Corinne Luchai French blonde, as the seer ingly untamable culpri Mary Morris and Gl Johns, who appeared "South Riding." They see destined for stardom.

Desmond Hurst's came work is outstanding, a Georges Perinal direct sympathetically. It is a viv dramatic picture, aided the brilliant musical score John Greenwood. The fil will open at the Pavilion he Sept. 19.

Flanaga

Farnol Entertains Mo

Lynn Farnol, United Artists licity and advertising director, host yesterday at a cocktail given at his home, 204 East 62n to Edward Moran.

Mr. Moran was co-author Jack Jevne on the Hal Roach pi "There Goes My Heart." He wil today on the *Normandie* for a vac in Europe.

Bergen, Fields Co-S

HOLLYWOOD, Sept. 13.—Edgar gen and Charlie McCarthy wi starred with W. C. Fields in versal's "You Can't Cheat an H Man." Production is schedule start early in October.

MOTION PICTURE DAILY
(Registered U. S. Patent Office)
MARTIN QUIGLEY, Editor-in-Chief and lisher; J. M. JERAULD, Managing JAMES A. CRON, Advertising Manager. TORIAL STAFF: Charles S. Aaronson, Jack ner, Al Finestone, Sherwin A. Kane, Joseph
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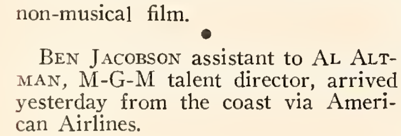
Cool!



OVERNIGHT TO LOS ANGELES

Big, luxurious Flagship Skysleepers. No change of planes. Air-conditioned at airports —nature-cooled en route. The Southern All-Year route. Complimentary meals. To Los Angeles or San Francisco, $149.95. 10% saving on round-trip flights.

The MERCURY Lv. Newark..5:10 p.m.
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Call your travel agent or VAnderbilt 3-2580. Ticket Offices: 45 Vanderbilt Avenue and Rockefeller Center, 18 W. 49th St.

AMERICAN AIRLINES Inc.

rnold Taking ffidavits on llied Charge

(*Continued from page* 1)

d Theatre Owners of New York, tly sent a four-page question- to members, together with cop- f the bill of complaint, asking xhibitors provide the necessary mation on which the Department istice can base its application for nporary injunction. Similar ques- aires have been received by Al- members throughout the coun-

Unit to Obtain Statements

ie bulletin states that Abram F. rs, national Allied general coun- has asked the local unit to obtain gh statements of facts that mem- are willing to swear to."

hese statements will be submitted he Department of Justice; affi- ts in proper form will be prepared Vashington and sent back for ex- ion," the New York members have informed. "These affidavits will used in contemplated preliminary eedings by the Government.

he major defendants seem to be he opinion that this case will not ried for a year or so, and that in meantime nothing will happen. It anticipated that this preliminary on will bring to a head any plans majors may have for adjusting in- ry differences." The preliminary on referred to is the temporary nction applicaton planned by the ernment.

Government Desires Facts

he questionnaire states that "the ernment desires the facts of bona complaints of the following prac- s":

The sale, lease or other disposi- of theatres by independents to a or company or its affiliate.

. Conditions and limitations im- ed by the major companies upon ependent exhibitors to benefit com- tive affiliated theatres.

. Trade practices imposed on inde- dent exhibitors by the distribu- s.

Outline Enlarged Upon

hose are the broad headings of the stionnaire. Point No. 1 calls for ormation on "coercive methods ere an independent has been forced sell or lease his theatre, or to sell interest therein, or enter into an rating agreement."

The second part calls for data on assortment of preferences alleged- given by the major distributors to ir own affiliated theatres, such as ective contracts, overbuying, the use double bills to consume excess prod- , refusal to license competitive the- es, unreasonable clearance and zon- , increasing the protection by ex- ding the local release date, refusal sell second or subsequent runs and continuous first run, or "move- er," practice.

Also asked for is information on ne imposition of provisions prohibit- the use of double bills by inde- ndents," which "are not insisted up- in the contracts of the majors be- een themselves," the fixing of minimum admission prices and "film rentals which are unconscionable and excessive."

Under the heading of "trade practices imposed upon independent exhibitors" are listed block booking, the forcing of shorts and newsreels "in excess of the needs of the independent exhibitor," arbitrary playdates, clearance and zoning by which the exhibitor "is unable to exhibit feature photoplays until after their box-office value is practically exhausted," and "the imposition of film rentals and score charges which are burdensome and unreasonable."

All of these points were condensed from the Government's compiaint.

Elisburg Peps Up Essaness Circuit's Theatre in Loop

CHICAGO, Sept. 13. — The appointment of Herb Elisburg as manager of the Woods, Essaness circuit's first Loop theatre, has brought about several innovations in the Loop setup. Taking over the Woods last week, Mr. Elisburg, who is also the circuit's publicity director immediately set to work. He had the front of the theatre redecorated, the marquee repainted and changed and put a "barker" out in front. As a result business has been the best in months. Elisburg also made a canvass of all available product that had not been given Loop showings and as a result is now showing first run pictures that have been passed up by B. & K. and RKO.

▼

Showing more interest in years past in getting out and selling their product, Chicago independent exhibitors are making the most of the "Movie Quiz" contest. Aided by all sorts of special accessories from national headquarters and stirred by Chicago newspapers who are cooperating in the contest the local exhibitors are finding their efforts rewarded at the box-office.

▼

John Mednikow, local representative for the Trailer-Made Co., plans a housewarming at his new offices at 1300 South Wabash. This location has been renovated and equipped to handle Mr. Mednikow's new trailer affiliation.

▼

Henri Elman, Monogram franchise holder and president of the Capitol Film Exchange is getting serious about his political campaign. Already he has secured more than 100,000 *names on his petition for candidacy as Mayor of Chicago on the Republican ticket. The mayoralty election comes up next spring.*

▼

Norman Alexandroff, head of the Columbia College of Drama and Radio here, plans to establish a film department in his school. Film tests of likely screen material will be made and sent to Hollywood for consideration. Alexandroff recently returned from the coast, where he made arrangements for getting producers to see the tests he will make. He will also be affiliated with the Max Reinhardt school in Hollywood.

▼

Eugene Hopson, Stanley Lambert and Robert Busch, Warner theatre managers, have been transferred according to Charles Ryan, assistant zone manager. Mr. Hopson will go from the Oakland Square to the Shore, Mr. Lambert from the Shore to the Lexington and Mr. Busch from the Lexington to the Oakland Square.

▼

John McGee, Federal Theater director for the Midwest, is seeking George Bancroft for the title role in "Ex-President," a forthcoming Federal Theater production. The play is by Emmett Lavery.

Producers Get New SWG Contract Terms

HOLLYWOOD, Sept. 13.—Under the provisions of the Screen Writers' Guild contract submitted to the producers' committee last night at the Roosevelt here, the employer would have the right to cancel the contract of any writer guilty of "wilful malingering" or employing a ghost writer or serving as a ghost writer.

Also the failure of a free lance writer to deliver a script on or near the date fixed in the contract and for which partial payment has been made, would cancel the pact. A minimum salary of $125 per week for anyone employed as a writer for six consecutive months is provided. Darryl F. Zanuck was the chief spokesman for the producers at the meeting, with Leonard Janofsky voicing the writer views. The meeting was adjourned until Sept. 19.

Korda Flies West After One Day Here

(*Continued from page* 1)

tend a meeting of the board. However, it is said that the election of a president may not be held until the company's annual meeting early in November. Mr. Silverstone is understood to be slated for the presidency.

Meanwhile, U. A. is making an intensive campaign on distribution for "Drums," Mr. Korda's color special, and the producer expects it to reach a record in the United States for his pictures. Most of the circuit deals on the film have been closed and the sales department is now working on secondary contracts, an official said.

Korda at Studio

HOLLYWOOD, Aug. 13.—Upon arriving here today, Alexander Korda went immediately to the United Artists studio. Officials said his visit is in behalf of promotion of his "Drums" and Sabu, boy star of the film, who is scheduled to arrive here shortly. He is said to be seeking talent.

Para. to Start Short

Paramount will begin tomorrow on the filming of the fifth of the series of two-reel Paramount Headliners at the Eastern Service Studios, Astoria.

Aiken to Republic Sales

PITTSBURGH, Sept. 13. — Charles Aiken, one-time theatre manager in Atlanta, has joined the sales staff at the Republic exchange here.

Sherwood Attacks Sell-out to Films

(*Continued from page* 1)

lenged the people responsible to take steps to remedy the situation, and expressed optimism concerning the future of the stage. Approximately 500 attended the luncheon and afternoon speaking program. Broadway cannot take credit for the revival of interest in the stage, he said. The people themselves are responsible.

License Commissioner Paul Moss, representing Mayor LaGuardia at the luncheon, discussed the lessening of restrictions on legitimate theatre building in New York, and said he would seek legislation placing all ticket speculation under his jurisdiction. Brock Pemberton was toastmaster at the luncheon, George M. Cohan made the address of welcome, and other speakers were Laurette Taylor, James J. Brennan, for stagehands; Fred Marshall, for the scenic artists.

To Air Council Program

The all-star entertainment and conference of the American Theatre Council will be carried exclusively by WMCA today. The first program will be broadcast from 2:45 to 3:15 P. M. with Frank Gillmore presiding. Other speakers at the afternoon conference will be Orson Welles, Nance O'Neill and Antoinette Perry. From 12:45 A. M. to 1.45 A. M. the all-star entertainment will be broadcast. Both broadcasts will emanate from the Belvedere Room of the Hotel Astor.

Nebraska MPTO to Convene on Sept. 20

OMAHA, Sept. 13.—The MPTO of Nebraska and Western Iowa will hold its annual fall meeting on Sept. 20 at the Hotel Loyal, association headquarters.

President Charles E. Williams said the group will discuss the current nation-wide advertising campaign and other points of industry importance. Mr. Williams has served as president and secretary-treasurer for 19 years. Other officers are H. F. Kennedy, Broken Bow, Neb., and D. R. Goldie, Cherokee, Ia., vice-presidents.

Guild Arbitration Starts on Coast

(*Continued from page* 1)

laws of the guild, and Mr. Ringer will answer producer attorneys' questions of whether the bylaws were adopted legally, as shown by the minutes. Guild Attorney Barry Brannen opposed the producer demand for access to the guild minutes, declaring them confidential. J. P. MacGowan, executive secretary of the guild, told from the stand that many directors were delinquent in dues. The schedule of dues, he said, is $25 yearly for associate members; $50 yearly for directors making up to $15,000 annually; $100 for those making up to $30,000 and $250 for those over $30,000.

Roland Young Re-Signed

HOLLYWOOD, Sept. 13. — Roland Young has been signed to a new long term contract by Hal Roach. Young is now at work in "Topper Takes a Trip."

OUR OWN MOVIE QUIZ

A MOVIE QUIZ $250,000.00 CONTEST PICTURE

Question: What is the best thing that ever happened to the film industry?

Answer: The sensational success of MOTION PICTURES' GREATEST YEAR campaign

Question: What is the first big success of MOTION PICTURES' GREATEST YEAR?

Answer: "Marie Antoinette!" (*3rd week hold-overs! Sweet Marie is box-office sugar!*)

Question: What is the next big hit in MOTION PICTURES' GREATEST YEAR?

Answer: Spencer Tracy, Mickey Rooney "Boys Town!" (*Literally sweeping America! Every opening engagement Held Over 2nd Week! Imagine!*)

Question: And what follows?

Answer: Clark Gable, Myrna Loy "Too Hot To Handle!" (*Hot Preview! Hot reviews! Read 'em*

(*Very simple. You're winning already. Please continue.*)

Question: These Big Hits come one week after another?

Answer: You bet!

Question: Why is Leo roaring louder this year than ever before in his rip-roaring career?

Answer: Because here's his new release schedule *just for the start of the new season:*

August 26th	"MARIE ANTOINETTE"	*Norma Shearer, Tyrone Power*
September 2nd	"THREE LOVES HAS NANCY"	*Robert Montgomery, Janet Gaynor, Franchot Tone*
September 9th	"BOYS TOWN"	*Spencer Tracy, Mickey Rooney*
September 16th	"TOO HOT TO HANDLE"	*Clark Gable, Myrna Loy*
September 30th	"VACATION FROM LOVE"	*Dennis O'Keefe, Florence Rice*
October 7th	"STABLEMATES"	*Wallace Beery, Mickey Rooney*
October 14th	"THE CITADEL"	*Robert Donat, Rosalind Russell*
October 21st	"YOUNG DOCTOR KILDARE"	*Lew Ayres, Lionel Barrymore*
October 28th	"THE GREAT WALTZ"	*Luise Rainer, Fernand Gravet, Miliza Korjus*
November 4th	"LISTEN, DARLING"	*Judy Garland, Freddie Bartholomew*
November 11th	"SWEETHEARTS"	*Jeanette MacDonald, Nelson Eddy*
November 18th	"SPRING DANCE"	*Franchot Tone, Maureen O'Sullivan*
November 25th	"THE SHINING HOUR"	*Joan Crawford, Margaret Sullavan Robert Young, Melvyn Douglas*
December 2nd	"OUT WEST WITH THE HARDYS"	*Mickey Rooney, Lewis Stone, Fay Holden, Cecilia Parker*
December 9th	"DRAMATIC SCHOOL"	*Luise Rainer, Alan Marshal*

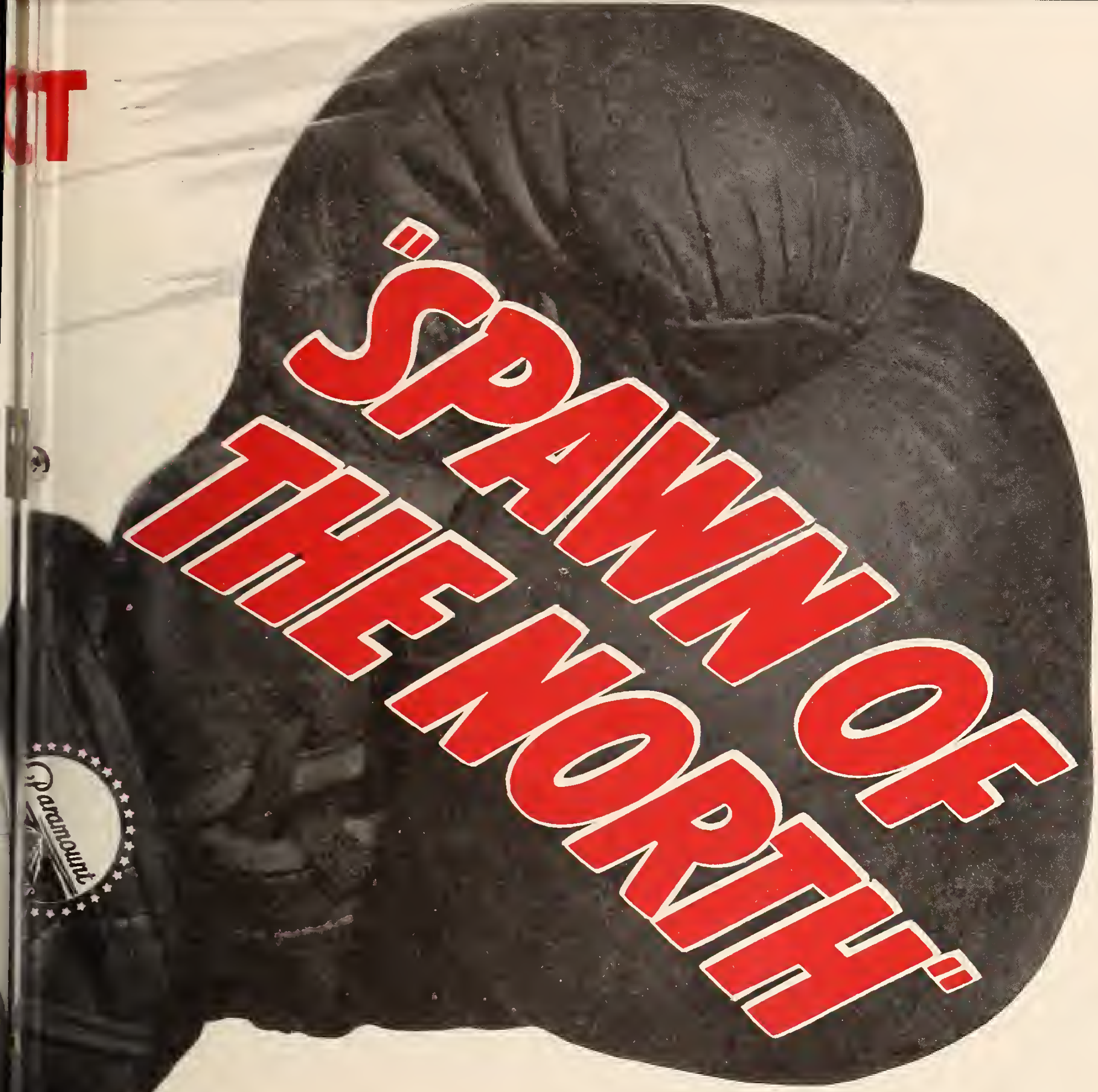
Question: *What is the Exhibitors' slogan for* MOTION PICTURES' GREATEST YEAR?

Answer: (*A push-over!*)

"METRO-GOLDWYN-MAYER PICTURES ARE OUR BEST ENTERTAINMENTS!"

GIVE 'EM THE PARAMO
ONE-TWO!
...and WATCH THOS
RECORDS FALL!

"SING Y
SINNERS
Paramount Pictures



"SING YOU SINNERS"

3 tremendous weeks at New York Paramount Theatre. Third week bigger than second, topping anything at the Paramount in the last six months.

Utah Theatre, Salt Lake City, Outgrosses anything that has played there in last six months.

Lyceum Theatre, Duluth — topping "Wells Fargo" by 60%

U. S. Theatre, Paterson, N. J.—134%

Jacksonville, Fla.—133%

Aztec Theatre, San Antonio, Tex.—170%

Malco Theatre, Memphis — best business in the last seven months.

State Theatre, Detroit, Mich.—continued first run. Week's business in three days.

•"SPAWN OF THE NORTH"

New York Paramount Theatre, opened bigger than "Sing You Sinners." Biggest opening business in last 26 weeks.

Great Lakes Theatre, Buffalo, N. Y.—130%

Newman Theatre, Kansas City, Mo.—133%

Center Theatre, Salt Lake City, Utah—135%

Fox Theatre, Atlanta, Ga.—136%

Paramount Theatre, Des Moines, Ia.—140%

Paramount Theatre, Cedar Rapids, tops "Wells Fargo"!

Majestic Theatre, Dallas, tops "Wells Fargo."

Capitol Theatre, Davenport, Ia.—139%, beats everything except "Wells Fargo."

Capitol Theatre, Sioux City, Ia.—161%

Hollywood Theatre, Fort Worth, Tex.—138%

Majestic Theatre, Houston, Tex.—140%

Metropolitan Theatre, Boston, Mass.—130%

Capitol Theatre, Worcester, Mass.—160%

Paramount Theatre, New Haven, Conn.—140%

Allyn Theatre, Hartford, Conn.—132%

State Theatre, Minneapolis, Minn.—129%

Colfax Theatre, South Bend, Ind.—130%

MOTION PICTURE DAILY'S HANDY BOOKING CHART

[Dates Are Based Upon National Release Schedules and Are Subject to Change. This Chart Is Revised Weekly. Letters in Parentheses After the Titles Denote the Following: (A) Adult, (G) General, (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action]

	COLUMBIA	M-G-M	MONOGRAM	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIVERSAL	WARNERS	G. B.
Aug. 12	The Gladiator (G) (C) *Joe E. Brown* *June Travis*	Rich Man, Poor Girl (G) (D) *Robert Young* (843)		The Texans (G) (O) *Joan Bennett* *Randolph Scott*	Man from Music Mountain (G) (O) Desperate Adventure	Painted Desert (G) (O) *O'Brien* (883)	Keep Smiling (G) (C) *Jane Withers* *Gloria Stuart* (902)		The Missing Guest (G) (D) *Paul Kelly*	Racket Busters (G) (D) *Brent* *Bogart* (205)	Crime Over London *Margot Grahame* *Paul Cavanaugh* (Aug. 15) (8007)
Aug. 19	Convicted (D) *Quigley* *Hayworth*	Block-Heads (A) (C) *Laurel & Hardy* (844)		Give Me a Sailor (G) (C) *Martha Raye* *Bob Hope* *Betty Grable*	Durango Valley Raiders (O) *Bob Steele* (7128)	Smashing the Rackets (G) (D) *Chester Morris* (832)	Alexander's Ragtime Band (G) (M) *Power* (903)				Man with 100 Faces *Tom Walls* (Sept. 1)
Aug. 26	Phantom Gold (O) *Jack Luden*	Marie Antoinette (A) (D) *Norma Shearer* *Tyrone Power* (845)	Under the Big Top *Marjorie Main* *Anne Nagel*	Spawn of the North (G) (D) *Raft* *Lamour*	Tenth Avenue Kid (G) (D) Pals of the Saddle (O)	Breaking the Ice (G) (D) *Bobby Breen* *Dolores Costello* (845)	Speed to Burn (G) (C) *Michael Whalen* *Lynn Bari* (904)		Dark Rapture (O) *Armand Denis* *Leila Roosevelt*	Boy Meets Girl (A) (C) *Cagney* *Pat O'Brien* (303)	The Thirty-Nine Steps (Reissue) (G) (Sept. 15)
Sept. 2	I Am the Law (G) (D) *Robinson*	Three Loves Has Nancy (A) (C) *Montgomery* *Gaynor*		Sing You Sinners (G) (M) *Bing Crosby* (3801)	The Higgins Family *James Gleason* *Lucile Gleason* *Russell Gleason*	Carefree (G) (M) *Astaire* *Rogers* (837)	My Lucky Star *Sonja Henie* *Richard Greene* (905)		Freshman Year (G) (M) *Dixie Dunbar* *Ernest Truex*	Four's A Crowd (G) (C) *Errol Flynn* *deHavilland* (213)	The Lady Vanishes *Margaret Lockwood* *Paul Lukas* (Oct. 1)
Sept. 9	Colorado Trail (O) The Lady Objects *Gloria Stuart* *Lanny Ross*	Boys Town (G) (D) *Spencer Tracy* *Mickey Rooney* (902)	Starlight Over Texas (O) *Tex Ritter*	In Old Mexico (G) (O) *William Boyd* (3855)	Billy the Kid Returns (O) *Roy Rogers* *Smiley Burnette*	The Affairs of Annabel (G) (C) *Jack Oakie* *Lucille Ball* (902)	Safety in Numbers (G) (D) *Jones Family* (906)		Personal Secretary *William Gargan* *Joy Hodges*	Secrets of An Actress *Kay Francis* *George Brent*	The Frog *Noah Beery* *Gordon Harker* (Oct. 15)
Sept. 16	Juvenile Court *Paul Kelly* *Frankie Darro*	Too Hot to Handle *Clark Gable* *Myrna Loy*	Mexicali Kid (O) *Jack Randall*	Sons of the Legion *Donald O'Connor* *Billy Lee* *Billy Cook*	Overland Stage Raiders (O) *3 Mesquiteers*	The Renegade Ranger (O) *O'Brien* (884)	Hold That Co-Ed (G) (C) *John Barrymore* *George Murphy* (907)		Black Bandit *Bob Baker* *Marjorie Reynolds*	Valley of the Giants (G) (D) *Wayne Morris* *Claire Trevor*	
Sept. 23	The Stranger from Arizona (O) *Buck Jones* *Dorothy Fay*	Vacation from Love *Florence Rice* *Dennis O'Keefe* (905)	Wanted by Police (D) *Frankie Darro* *Evalyn Knapp*	Campus Confessions *Betty Grable* *Hank Luisetti* *Eleanore Whitney*	The Night Hawk *Robt. Livingston* *June Travis* *Robt. Armstrong*	Fugitives for a Night *Frank Albertson* *Adrienne Ames* (903)	Time Out for Murder (G) *Gloria Stuart* *Michael Whalen* (908)		Youth Takes a Fling *Joel McCrea* *Andrea Leeds*	Four Daughters (G) (D) *Lane Sisters* *John Garfield* (359)	**G. N.**
Sept. 30	You Can't Take It With You (G) (C) *Jean Arthur* Girls' School	Stablemates *Wallace Beery* *Mickey Rooney* (906)	Sweetheart of Sigma Chi (reissue) *Mary Carlisle*	King of Alcatraz *J. Carroll Naish* *Lloyd Nolan*	Down in "Arkansaw" *Weaver Bros.* *Pinky Tomlin*	Room Service (A) (C) *Marx Brothers* (901)	Straight, Place and Show (C) *Ritz Bros.* *Ethel Merman*	Drums *Raymond Massey* *Sabu* (G) (D)	Road to Reno (G) (C) *Hope Hampton* *Randolph Scott*	Garden of the Moon (G) (M) *Pat O'Brien* *Lindsay*	Renfrew on White Trail (228) (July 22)
Oct. 7	Crime Takes a Holiday *Jack Holt* *Marcia Ralston*	Listen, Darling *Bartholomew* *Judy Garland* (904)		Touchdown, Army *Mary Carlisle* *John Howard*		Mr. Doodle Kicks Off (C) *Joe Penner* (904)	Meet the Girls *June Lang* *Lynn Bari* (910)		That Certain Age *Durbin* *Jackie Cooper*	Broadway Musketeers (G) *Lindsay* *Wyman*	Utah Trail (O) *Tex Ritter* (229) (Aug. 12)
Oct. 14	Flight to Fame *Chas. Farrell*	The Great Waltz *Luise Rainer* *Fernand Gravet*	Mr. Wong, Detective *Karloff*	Arkansas Traveler *Bob Burns*	Prairie Moon (O)	A Man to Remember (D) *Edward Ellis*	Submarine Patrol *Richard Greene* *Nancy Kelly*	There Goes My Heart *Fredric March*	Swing That Cheer *Tom Brown*	The Sisters *Bette Davis* *Errol Flynn*	

ledges for Day, 240, New Record

A total of 240 pledges from indidual theatres for the Motion Pictres' Greatest Year campaign was reved at campaign headquarters yesday, a record day since the first edge was signed July 26 at the open dinner at the Astor. Harold B. anklin, drive business manager, exessed the belief that this total would surpassed before the end of the e.

he outdoor one-hour program of tertainment scheduled for Times uare tomorrow night has been canled by Ben Serkowich, chairman of e drive's Broadway committee, beuse studio schedules made it imssible for a number of stars to are from the coast in time. The ortness of time made it difficult to tain substitutes, and the committee working on other plans for "Broady's Salute to Motion Pictures.'

ew Orleans Houses et Behind Campaign

NEW ORLEANS, Sept. 13.—New Orns, Baton Rouge, Shreveport, Lake arles and other larger towns of e New Orleans area are cooperating lly in the Motion Pictures' Greatest ear campaign, but extent of cooperan of smaller theatres of the district unsettled.

Lobby displays, advertising tieins, ailers and other means of publicizing e drive are being utilized in larger mmunities and Movie Quiz books e being distributed, but action of the aller houses will be taken up at a eeting of the committee supervising mpaign set for this week. The earance in effect here and the late lease date for some of the pictures in e contest will make impossible for ntestants at smaller houses to see ese films before the close of the ntest. This is one of the problems e committee is wrestling with.

The committee handling the camign here is composed of Norman arter of the Saenger Theatres, chairan; L. S. Connor, Warner exchange anager; and E. V. Landaische, 20th entury-Fox exchange head.

Seattle Hot for "Quiz"

SEATTLE, Sept. 13.—For the first ven days of the "Movie Quiz" const a total of 630,000 booklets have en delivered to theatres by the local arner exchange, according to Manar Al Oxtoby.

City Fathers Help

A novel slant to the "Movie Quiz" contest occurred in Wilmington when Councilman John J. Anderson, at a meeting of the City Council, urged council members to become contestants. "Let's all go to the movies and enter the contest," he said.

"If any member of the counsil wins a prize, it should be turned over to the relief funds for needy families in Wilmington."

Edgar J. Door, manager of Loew's in the Delaware city, reports on the incident.

Newsreel Parade

The funeral of Cardinal Hayes, Mount Vesuvius erupting, the Hines trial, Atlantic City beauty contest winner and a varied assortment of other events are on view in the current releases. The sporting division covers football, lifeboat racing and polo on Long Island.

The reels and their contents follow:

MOVIETONE NEWS: Hines trial. Mount Vesuvius. Beauty contest winner. Hankow refugees. Cardinal Hayes services. Chicago's Mayor Kelly launches "Movie Quiz." Tobacco festival in Virginia. Queen Elizabeth of England holidaying in Scotland. Dowager Queen Mary on vacation. King Farouk of Egypt unveils monument. Queen of Holland celebrates 40th year of reign. New 72-passenger clipper type plane ready. Football at New York, West Point, South Bend. Lifeboat races in New York Bay. Polo on Long Island.

NEWS OF THE DAY: French army maneuvers near Swiss border. Cardinal Hayes rites. Mount Vesuvius. Hines trial. Beauty contest winner. Queen of Holland celebrates 40th reigning year. Lifeboat races. Polo on Long Island.

PARAMOUNT NEWS: Queen of Holland. President en route to Rochester, Minn. Bombing of Hankow. Hines case. Hitler in Nuremberg. French defenses on German frontier. British stand in Sudeten crisis. Polo on Long Island. Jai Alai invades New York. Lifeboat races. Baseball in Pittsburgh.

RKO PATHE NEWS: Pro football in Philadelphia. Cardinal Hayes rites. Hines case. San Francisco strike. Hankow bombing. New feminine coiffures. Polo on Long Island. Tobacco fete in Virginia. Beauty contest winner.

UNIVERSAL NEWSREEL: Cardinal Hayes funeral. French war games. Evacuating of Hankow. Clipper plane ready for service. Hines trial. Retail store strike in San Francisco. Vesuvius erupts. Select Miss America. Lifeboat races. Notre Dame and University of Washington in football practice. Polo.

"Legion" Shown in West

"Sons of the Legion," Paramount's film based on American Legion activities, had its world premiere last night at the Orpheum in Phoenix. Several unique tieups with members of the organization participating were arranged. On Thursday the film will open in Los Angeles, at the Paramount, where Martha Raye is scheduled to appear as mistress of ceremonies. The entire roster of Paramount players also is expected to be on hand.

Open at Washington

WASHINGTON, Sept. 13.—Warners' new Silver Theatre will be formally opened Thursday with "Four Daughters" as the film attraction. General Zone Manager John J. Payette is in charge.

Warners also will take over the Seco on Thursday.

Small and Whale Sign

HOLLYWOOD, Sept. 13.—Edward Small has signed James Whale to direct "The Man in the Iron Mask" which will go into production in January. Douglas Fairbanks starred in this story in 1929.

Rosner Books "Courier"

"Courier of Lyons," distributed by Pax Films, has been booked for the Rosner Pacific Coast circuit with houses in Hollywood, Los Angeles, Seattle, Portland, Kansas City, Cleveland and San Francisco.

"Pygmalion" MGM's First Under New Law

LONDON, Sept. 6.—M-G-M's purchase of the distribution rights for Pascal's "Pygmalion" is the first to be made under the reciprocity clauses of the 1938 Films Act. The film, purchased for the United States, will count for M-G-M's quota in Great Britain.

Paramount's acquisition for the United States of "Vessel of Wrath" is in a like category. The reciprocity clause requires that British films bought for foreign distribution may not be counted for the distributor quota twice. That is they may count as such for the foreign distributor, but not for the English distributor. They are, of course, available for the exhibitor quota.

Paramount Reports Purchase of Oxford

WASHINGTON, Sept. 13.—Acquisition in August of the Oxford Building Corp. was reported today to the Securities and Exchange Commission by Paramount Pictures.

The acquisition was consummated by purchase of 100 per cent of the Oxford stock by the Minnesota Amusement Co., a 100 per cent owned subsidiary of Paramount, it was stated.

British Lion Has Profit

LONDON, Sept. 13.—British Lion Film Corp. today reported profit for the year ended March 31, 1938, of £15,498, which compares with a loss of £14,016 last year.

"Three Partners"

Will Hays on Lux program:

"So long as there are motion pictures this art industry will remain in the hands of three partners—the man who produces and distributes the pictures, the man who shows them in his theatre, and the audience.

"This partnership has been eminently successful. The support of the public for better pictures . . . has brought from Hollywood to the people of the world their best entertainment."

F. P. Canadian Cuts "Quiz" Clearances

TORONTO, Sept. 13.—Famous Players Canadian has reduced clearances on a number of features in the "Movie Quiz" contest so that subsequent runs can get them before the contest closes.

Protection on Shea's Theatre has been reduced to 12 days from 60 days, and the clearance on "B" features for subsequent local runs has been cut to two weeks, about half the usual time.

Cooperation with the drive is becoming general. Mayor Stanley Lewis of Ottawa has just issued a proclamation urging people to attend theatres. Frank O'Byrne, Toronto branch manager of Associated Screen News, has contributed a trailer which will run in 445 theatres.

CBC is cooperating by including "Take Your Girlee to the Movies" on the national network in the "Musical Mirror" program.

Shortest COOLEST COAST-TO-COAST
(New York to Los Angeles)

FLY TWA
THE LINDBERGH LINE

COOLEST!
Government figures show that average summer temperatures are cooler over the TWA route between New York and Los Angeles than any other transcontinental airline.

HALF FARE FOR CHILDREN

Take your children with you on your next TWA trip! Half fare for children under twelve; under two years, no charge. Finer service to California. Leave New York 5:30 p.m.; arrive Los Angeles 7:56 next morning. Overnight sleeper luxury. Or take scenic daylight flight. Leave New York 8:00 a.m. (9:00 a.m. Daylight Saving Time) on Sun Racer; arrive Los Angeles 11:43 that evening. Convenient TWA schedules and connections to all major cities.

Call TWA, MUrray Hill 6-1640 or PEnnsylvania 6-6000 for reservations.

SHORTEST... FASTEST... COAST TO COAST

Production Down; 31 Films in Work

HOLLYWOOD, Sept. 13.—Thirty-one pictures are shooting this week, a drop of five from last week's total, as 11 finished and six started. Twenty-six are being prepared, and 67 are being edited.

Started were: "Dramatic School" and "Young Dr. Kildare," M-G-M; "Kentucky," 20th Century-Fox; "Strange Faces" and "Exposed," Universal; "Hard to Get," Warners.

In addition to these shooting are: "The Spider," Columbia; "The Lady and the Cowboy," Goldwyn; "Listen, Darling," "The Great Waltz," "The Shining Hour," M-G-M; "St. Louis Blues," "Disbarred," "Say It in French," Paramount; "Peck's Bad Boy with the Circus," Principal; "Gunga Dinn," "Miracle Racket," RKO; "Topper Takes a Trip," Roach; "Made for Each Other," "Selznick; "Jesse James," "Mr. Moto Takes a Vacation" and "Arizona Wildcat," 20th Century-Fox; "Service de Luxe," "The Storm," Universal; "Trade Winds," Wanger; "Going Places," "Dawn Patrol," "They Made Me A Criminal," "Unfit to Print," "Nancy Drew, Detective" and "Women in the Wind, Warners.

Finished were: "North of Texas" and "South of the Rio," Columbia; "Stablemates," M-G-M; "Mr. Wong, Detective" and "Where the Buffalo Roam," Monogram; "Zaza" and "Frontiersman," Paramount; "Prairie Moon," Republic; "Down on the Farm," 20th Century-Fox; "That Certain Age," Universal, and "Wings of the Navy," Warners.

Columbia started one short subject, the only activity in this field. M-G-M is preparing six, and RKO one. A total of 12 is being edited.

To Repeat Film Course

The course of film study begun last year by the Film Library of the Museum of Modern Art will be repeated this fall under the direction of John Abbott and Iris Barry, director and curator of the Film Library, respectively. The course is scheduled to start Oct. 4.

Fox, Starr Buy Stories

HOLLYWOOD, Sept. 13.—Lawrence Fox and Irving Starr have purchased two stories to go into production immediately for release through Universal. They are: "Lady Luck," by G. Carleton Brown and Emanuel Manheim, and "Call Me a Liar," by Jerry Sackheim and Jerry Horwin.

"Suez" to Open Oct. 14

"Suez" will have its premiere at the Roxy Oct. 14. It will be released nationally three weeks later. A campaign on the scale of that devoted to "Alexander's Ragtime Band" is to be put on with lineage in trade papers, dailies, fan magazines and other national magazines.

To Handle Italian Films

Amerital Film Importing & Distributing Corp. has been organized here to handle the output of Cine Citta, Italian producing unit. Anthony R. Crocco, Pietro Ricci and S. E. Di Gennaro are listed as officers of the company. The company has 17 films with English sub-titles ready for distribution.

New York Previews

"Pals of the Saddle"

(Republic)

Republic delivers superior western entertainment in this latest Three Mesquiteer opus. Bob Livingstone is absent from the cast. His saddle is capably filled by John Wayne. The action content, development of the story and performances are up to the standard of this series. The stress is upon thrills with a laugh here and there to relieve the tension. George Sherman's direction keeps things constantly on the move.

The boys stumble upon an international arms smuggling ring. Wayne is impressed into the secret service by Doreen McKay when her aide is killed. He makes the contacts with headquarters as they are about to deliver a poison gas chemical to a Mexican port. All sorts of exciting complications enter the picture. They are dealt with properly, however, by brains, fists and six-shooters. Wayne is taken prisoner near the conclusion. Ray Corrigan and Max Terhune set him free and they proceed to play havoc with a wagon train that is conveying the contraband. They hold the outfit at bay until a cavalry unit arrives. At the conclusion the trio ride off quite free of any romantic entanglement.

The photography is excellent. Josef Forte, George Douglas, Frank Milan, Ted Adams, Harry Depp and Jack Kirk contribute effective supporting roles. The screenplay is by Betty Burbridge and Stanley Roberts.

Running time, 55 minutes. "G." JOSEPH PRIORE

"Avocate D'Amour" ("Counsel for Romance")

(Regal Distributing)

The appealing and attractive figure of Danielle Darrieux, who has acquired no little reputation among American film goers, is the chief asset of this French film for theatres in the United States, and it is no mean asset.

The picture, produced by Raoul Ploquin from a screenplay by Jean Boyer, and plentifully supplied with English subtitle translations of dialogue, is light comedy with a touch of music, as Miss Darrieux raises her voice in occasional rendition of romantic melody, in a voice in keeping with her appearance, light and attractive. She is aided, both in song and story, by Henry Garat, personable enough and handling himself and his role adequately. The actress proves once again her ability to handle a light comedy role, supplying a deft touch to a well-rounded performance. The exhibitor need hardly be told that Miss Darrieux's appearance is the selling factor of greatest prominence, plus a catchy title.

Miss Darrieux graduates with honors from law school, but her father wants her to marry and settle down. Finally they strike a bargain. She shall have 18 months, and if she fails of any sort of success, she shall marry a man of her father's choice. She is assigned a case, falls in love with the "thief," and finally learns it is all a hoax staged by her father, the man of his—and her—choice being her "client."

Running time, 88 minutes. "G." CHARLES S. AARONSON

"Die Sextanerin" ("The College Girl")

(Henka Film Exchange)

This film was produced in Prague, Czechoslovakia, by the Metropolitan Film Co. It has German dialogue which is translated by English subtitles. The entertainment content, of a dramatic nature, should appeal to audiences that understand the language. For American audiences it will probably seem slow-moving and the unfoldment of the plot may be found rather familiar.

The action concerns a young student. She has little home life. Her mother is an opera singer and her father a preoccupied businessman. The girl falls in love with a handsome professor who comes to teach at the school. She permits the infatuation to become an obsession and consequently experiences the pangs of jealousy, the taunts of her classmates and eventually a mental breakdown. An innocent meeting with the young teacher starts a scandal in the school and they both are dismissed. The ensuing disgrace causes the girl to take poison. However, she is discovered in time. The conclusion shows the two understanding each other.

The production has much foreign atmosphere and stresses the adolescent outbursts of the students. The performances are convincing. The principals are practically unknown here.

Running time, 85 minutes. "A." JOSEPH PRIORE

Stockholders Suing Officers of Condo

Complaints against the officers a directors of Condor Pictures, Inc., i cluding George H. Hirliman, pre dent, and Amedee J. Van Buren, chai man of the board, were filed yeste day in the U. S. District Court 104 stockholders owning 15,170 shar of the company. The complain asked for approximately $60,0 charging that in December, 1936, t defendant filed an untrue registrati statement with the Securities change Commission. The staten was untrue, the complaint continue in that it stated that Condor Pictur had a lease on a studio, and on M 11, 1937, it was alleged, the Securiti Exchange Commission suspended t statement.

Is Restraint on Stills

Behrend Motion Picture Supp House, Inc., was restrained pendi trial from allegedly infringing upon copyrighted stills of Vitagraph, In according to a decision handed do yesterday by Federal Judge Fran G. Caffey.

To India on Film Plan

LONDON, Sept. 13.—John Cornfiel head of British National, will lea for India tomorrow to complete a rangements for the film, "Daught of India," Technicolor production be made partly in England and part in India. This first British Nation film will be released through Ass ciated British.

Plan Cleveland Theatr

CLEVELAND, Sept. 13.—A $150,0 theatre to have 1,500 seats, will built in Euclid, suburb of Clevelan by three local exhibitors, James Scoville, John D. Kalafat and Howa Reif. Parking space for 600 cars w be provided.

Millerfilm Is Renamed

DOVER, Sept. 13.—Millerfilm Cor New York, has changed its name Miller Broadcasting System, Inc.

Wall Street

Board Off ⅛ to 3½ Points

	Open	High	Low	Close	Ne Chan
Col.	13⅜	13½	13	13	—
Cons. pfd...	8⅛	8⅛	8	8	—
E. K.	173¼	173½	167	167	—4
G. T. E. ..	15	15	14	14	—
Loew	50	51¼	46	46	—4
Para.	10¾	10⅛	9⅜	9¾	—1
Para. 1.....	90	90	85	85	—3
Para. 2.....	11¼	11⅜	10	10	—1
Pathe	9½	9¾	8	8	—1
RKO	2⅛	2¼	2	2	—
20th Fox ..	25⅞	26⅜	23½	23⅝	—2
20th pfd ...	33⅛	33⅛	32⅛	32⅛	—1
Univ. pfd. .	40	40	39½	39½	—1
W. B.	6⅜	6½	5¾	5¾	—

Curb Declines Lightly

	Open	High	Low	Close	Ne Chan
G. N.	7/16	7/16	7/16	7/16	...
Tech.	20⅝	20⅝	18¼	18¼	—1
Trans-Lux	2⅛	2⅛	2⅛	2⅛	...
Univ. Corp.	3⅝	3⅝	3⅝	3⅝	—
Univ. Pict.	5⅛	5⅛	5⅛	5⅛	—

Few Bonds in Gain

	High	Low	Close	Ne Chan
Keith 6s '46.......	91	90	90	—1
Loew's 3½s '46....	100⅝	100⅝	100⅝	+
Para. Pict. 6s '55.	95	95	95	...
Para. Pict. '47....	80	80	80	+
RKO 6s '41.......	68	68	68	—
W. B. 6s '39......	74½	74½	74½	...

(Quotations at close of Sept. 18)

CIO Is Behind I. A. Attacks, Smith Charges

(*Continued from page* 1)

have been eyeing the motion picture industry for some time. On the heels of the latest publicity attack from the same anonymous minority source that [illegible] the past year has been attempting to blacken the I. A. T. S. E. leadership, a small group of active agents is circulating through the ranks of studio workers, feeling out prospects for a C. I. O. invasion.

"The alliance is prepared to meet this situation and to properly expose C. I. O. stooges and their Communist associates.

"It further develops that minority factions attacking the I.A.T.S.E. from within have spread their tentacles into every other craft and union organization in the entertainment fields. Working with known Communists this group plans similar maneuvers in other studio organizations. Their principal objective is to disrupt present organizations and destroy existing contractual relations between crafts and employers to make way for a C.I.O. drive. To us the situation is clear. We have been attacked, investigated, assailed and libeled for over a year. Invariably the attacks have come from the same C.I.O. Communist sources. Now we are bringing about our own investigation.

"It will be thoroughly convincing and final. Under the practical procedure that has marked our organization for over 50 years we will establish once and for all that the rank and file of I.A.T.S.E. members who have built this organization are thoroughly loyal to their own union and the A.F.L."

"Gateway," Heidt $10,200 Milwaukee

Milwaukee, Sept. 13.—Week's big money was Horace Heidt's aggregation and "Gateway" at Fox's Palace, which collected $10,200, just $5,200 above average.

Second money went to "My Lucky Star" and "Booloo," which grossed $8,500 at the circuit's Wisconsin. This was $500 to the good. "Spices of Paree," on the stage and "City Streets" on the screen was good for $5,300 at the Riverside, just $300 above average.

Estimated takings:

Week Ending Sept. 7:

"FOUR'S A CROWD" (W. B.)
"BREAKING THE ICE" (RKO)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $5,000. (Average, $5,000)

Week Ending Sept. 8:

"GATEWAY" (20th-Fox)
PALACE—(2,400), 35c-50c, 7 days. Stage: Horace Heidt and Band. **Gross:** $10,200. Average, $5,000)

"CITY STREETS" (Col.)
RIVERSIDE—(2,300), 25c-30c, 7 days. Stage: "Spices of Paree." **Gross:** $5,300. (Average, $5,000)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
"ARMY GIRL" (Republic)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $4,500. (Average, $4,500)

"MY LUCKY STAR" (20th-Fox)
"BOOLOO" (Para.)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $8,500. (Average, $8,000)

New York Previews

"The Mexicali Kid"

(*Monogram*)

Jack Randall is featured in the romantic lead of this western, while Wesley Barry, in the title role, is an engaging sharp shooter, who aids Randall. The yarn is cut rather closely to the pattern of westerns, with perhaps a bit too much footage at times devoted to the inevitable pursuits, but in general it is active and lively stuff, the kind which has a ready audience in so many spots.

Eleanor Stewart is the girl whose ranch is the object of the nefarious scheme of her general manager, according to the original story and screenplay by Robert Emmett. Wallace Fox who directed, wisely kept the action to the forefront as much as possible.

Randall meets Miss Stewart by accident after teaming with Barry, and falls in love with her. Again by accident, he gets wind of the plot of the general manager, plays in with him, and with a handful of chases and considerable gun play thrown in for good measure, succeeds at the last in eradicating the gang, as the Kid is killed in the fight. The disposal of Barry appears somewhat unnecessary, since, although a robber, he is made to reform, and is a likeable character.

Running time, 56 minutes. "G." Charles S. Aaronson

"Strange Boarders"

(*G. B.*)

Here is a deftly told spy drama based on an E. Phillips Oppenheim story that will give satisfaction. The story is gay at times, builds its suspense carefully and before it reaches its tragic-comic climax it offers spicy comedy and a few harrowing moments. All these elements are skillfully prepared and enacted by a first rate cast that includes Tom Walls, Renee Saint-Cyr, George Curzon and a number of other excellent character actors.

Walls and Miss Saint-Cyr are about to sail on their honeymoon when the British Intelligence steps in and orders Walls to investigate the theft of plans from the Air Ministry. Walls is annoyed and Miss Saint-Cyr quite puzzled over the turn of events. However, Walls breaks himself away and sets himself to locating the spy ring. Working from sketchy clues he uncovers the outfit. Miss Saint-Cry catches up with him and tries to be of some use. There are clever situations rich in humor and characterization as the Government's net, supervised by Wall closes about the spy ring. But there is a surprise finish which leaves everything set to rights, though a bit breathless.

For the most part the action is set in and about London and at a middle class boarding house. Herbert Mason directed.

Running time, 73 minutes. "G." Joseph Priore

"Under the Big Top"

(*Monogram*)

The showman should take into consideration the appeal of the circus when he takes on the exhibition of this picture. The story involves the colorful aspects of that branch of show business. What develops dramatically is tepid and familiar, but there is no dearth of action and romance.

The narrative details the upbringing of Anne Nagel, an orphan, by her aunt, Marjorie Main. Miss Main is the owner of a traveling circus. Miss Nagel becomes a trapeze artist. She works with Jack LaRue and Grant Richards. Love ripens between Richards and Miss Nagel. Her aunt objects to this interference with Miss Nagel's career, but Miss Nagel runs off with Richards. Later, Miss Main becomes seriously ill and Miss Nagel, together with LaRue and Richards, return to the circus to revive attendance with their featured act. This perks up Miss Main considerably. LaRue falls and is seriously injured when the trio are doing their act. The accident causes Miss Main to realize that love and romance, things she has kept from Miss Nagel, have a place in human affairs and she is reconciled to some extent.

The principals do their best with the opportunities presented by their roles. Also featured are Herbert Rawlinson, Betty Compson, Snowflake, Rolfe Sedan, Charlene Wyatt and Harry Harvey. Karl Brown directed. Many stock shots are used.

Running time, 63 minutes. "G." Joseph Priore

Greenspan Sells Story

Hollywood, Sept. 13.—Lou Greenspan has sold his original screenplay, "Special Prosecutor," to Bud Barsky Productions. Production will start this month probably for New Grand National release.

Shea Plans Ohio Spot

New Philadelphia, O., Sept. 13.—The Shea Theatre Corp. has purchased a piece of property on Main St. here for the location of a new theatre. Construction is scheduled for next year.

"Antoinette" 2nd Week Hit At Cleveland

Cleveland, Sept. 13.—Top honors of a big week at all first run houses last week went to two holdovers. "Marie Antoinette" at Loew's Stillman more than doubled the usual take with $7,500. Average for a moveover run from the State to the Stillman is $3,500. "Alexander's Ragtime Band," in its fourth consecutive week, topped the Allen $4,000 average by $3,500, bringing the gross for the week to $7,500.

"Carefree" was the biggest box-office attraction of the new product. It went $6,000 over par at Warners' Hippodrome to a $16,000 take. It was moved to the Allen.

Estimated takings for the week ending Sept. 9:

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
ALLEN—(3,000), 30c-35c-42c, 7 days, 4th week. **Gross:** $7,500. (Average, $4,000)

"CAREFREE" (RKO)
WARNERS' HIPPODROME—(3,800), 30c-35c-42c, 7 days. **Gross:** $16,000. (Average, $10,000)

"BOY MEETS GIRL" (W. B.)
RKO PALACE—(3,100), 30c-35c-42c, 7 days. **Gross:** $9,500. (Average, $8,000)

"THREE LOVES HAS NANCY" (M-G-M)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. **Gross:** $13,500. (Average, $10,000)

"MARIE ANTOINETTE" (M-G-M)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days, 2nd week. **Gross:** $7,500. (Average, $3,500)

"Carefree" Clicks $16,500 at Cincy

Cincinnati, Sept. 13.—"Carefree" kept the RKO Albee turnstiles clicking to the tune of $16,500 last week for a $4,500 plus sign, and was moved to the RKO Capitol.

"Love Finds Andy Hardy" clicked for the fourth consecutive downtown week at the RKO Grand, pulling $3,000, up $250 on the average. "Four's a Crowd" went to $11,000 at the RKO Palace, where $10,000 is par.

Total first run business was $56,600. Average is $58,700.

Estimated takings for the week ending Sept. 8:

"CAREFREE" (RKO)
RKO ALBEE—(3,300), 35c-42c, 7 days. **Gross:** $16,500. (Average, $12,000) Moved to RKO Capitol.

"FOUR'S A CROWD" (W. B.)
RKO PALACE—(2,700), 35c-42c, 7 days. **Gross:** $11,000. (Average, $10,000) Moved to RKO Grand.

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
RKO SHUBERT—(2,150), 30c-40c-55c, 7 days, 3rd week. **Gross:** $12,000. (Average, $12,000) Held.

"SPAWN OF THE NORTH" (Para.)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. **Gross:** $3,400. (Average, $6,500)

"KING KONG" (RKO)
RKO LYRIC—(1,400), 35c-42c, 7 days, **Gross:** $4,100. (Average, $6,500)

"LOVE FINDS ANDY HARDY" (M-G-M)
RKO GRAND—(1,200), 25c-40c, 7 days, 4th downtown week. **Gross:** $3,000. (Average, $2,750)

"NUMBERED WOMEN" (Monogram) (2 days)
"TOMBSTONE CANYON" (Big Feature) (2 days)
"WE'RE GOING TO BE RICH" (20th-Fox) (3 days)
RKO FAMILY—(1,000), 15c-25c. **Gross:** $2,200. (Average, $2,450)

"GATEWAY" (20th-Fox)
KEITH'S—(1,500), 30c-40c, 7 days. **Gross:** $4,400. (Average, $6,500)

Fourteen Big Stations Ask Super-Power

WASHINGTON, Sept. 13.—Fourteen broadcasting stations today took issue with the Senate on the question of super-power and urged the Federal Communications Commission to abandon the present limitation of 50 kilowatts on maximum power.

In a brief filed with the commission the stations, loosely organized into the so-called clear channel group for the purposes of the hearings held some 10 weeks ago, contended that in passing the resolution condemning the use of power in excess of 50 kilowatts the Senate acted under a "misapprehension" of the facts and that approval of super-power by the commission would prove the greatest stimulus broadcasting has ever had.

The clear channel group filed its brief under permission given by the commission at the time of the hearings, when super-power was strongly urged by a number of broadcasters and as strongly protested by others who feared that operation of a number of "WLW's" would ruin them financially.

The group is composed of stations KFI, WSM, WLW, WGN, WSB, WJR, WBAP, WFAA, WHAS, WWL, WLS, WHO, WHAM and WOAI.

Republic Is Seeking An Air Show Sponsor

A commercial sponsor is being sought by Republic for its forthcoming network radio program, which is being shaped up on the coast.

The series will consist of a 30-minute program weekly, according to present plans, with the studio's big names appearing. The company will put on the series whether or not it obtains a sponsor, a Republic official says.

Bestor Settles with CRA

Legal difficulties between Don Bestor, orchestra leader, and Consolidated Radio Artists, have been settled. Bestor, who has sought to obtain an injunction restraining Consolidated from enforcing terms of their management contract with him, will remain under exclusive CRA management through settlement of the litigation.

Tuned to Europe

The war crisis in Czechoslovakia kept the radio lanes humming all yesterday, with programs on all local stations and the networks subjected to continual interruptions to broadcast latest news developments. CBS and NBC, in addition, hastily scheduled broadcasts from the European capitals, including Prague, Berlin, Paris, London and Rome. Orders were issued at all stations to remain on the air beyond scheduled closing times, if the news from Europe warranted such action.

New Shows on the Air

"Lux Radio Theatre"

The "Lux Radio Theatre," a program bedecked with awards for meritorious performance, returned to its accustomed 9 to 10 P.M. period on CBS Monday, bearing lusty, brawling "Spawn of the North" as its inaugural offering. The air cast included most of the principals who appear in the Paramount picture of that title, principally George Raft, Fred MacMurray, Dorothy Lamour, John Barrymore and Akim Tamiroff.

Bringing into the confined space of a radio broadcasting studio an action-packed story like "Spawn of the North," which deals with the perils of the Alaskan salmon industry, is an obviously difficult task, and while there were moments when the story became noisy rather than entertaining, the production on the whole proved more than satisfactory, and should give the pictorial "Spawn of the North" a good lift at the box-office. The Lux program has accomplished this result before with pictures whose general release is more or less concurrent with the adaptations presented on the "Radio Theatre." Outstanding examples are "Stella Dallas," "Mad About Music" and "A Star Is Born."

BANNER

New Mexico Station Will Join CBS Web

A new member station of the CBS network is KGGM, Albuquerque, N. M., which will join Sept. 25. KGGM has been unaffiliated, and operates full time with a power of 1,000 watts on 1,230 kilocycles. The station will be available to CBS advertisers at the minimum rate of $130 per evening hour. It will be a member of the CBS Mountain Group.

The new station brings the network's total to 115 stations.

To Study Foreign Radio

Kenneth H. Berkeley, general manager of NBC's Washington stations, WRC and WMAL, will sail for Europe Sept. 21 to study foreign methods of broadcasting. While abroad he will attend the meeting of the International Broadcast Union at Brussels in October. In addition he will visit Moscow, Stockholm, London, Paris, Berlin, Geneva and Rome to observe program methods and discuss further expansion of program exchanges between NBC and those countries. He will be accompanied on the trip by Max Gordon, Continental European representative of NBC, and Mrs. Berkeley.

Renew Program on WHN

Community Opticians have renewed their contract for 13 weeks of participation in the "Early Bird" program on WHN. Commonwealth agency of Boston handled the placement. Continental Baking and Purity Bakeries have contracted for spot announcements over the same station.

Barrett in WHN Post

Maurice Barrett, long associated with WHN, has been named production chief at the station, succeeding Gene Ford, who has gone to Washington and Baltimore to handle stage productions for Loew's Theatres.

"Lamplighter" Is Sold

Network Features, Inc., handling "The Lamplighter" series, has sold the show in Cleveland and Boston to the I. J. Fox Furriers, and in Columbus, to the Boston Store.

WBNX Will Air News

WBNX, New York, has installed Press Radio news service to be broadcast twice daily together with intervening bulletins.

WNAC Leads Boston Area, Survey Shows

BOSTON, Sept. 13.—WNAC continues to lead all Boston stations in popularity, according to the latest survey conducted for the Yankee network by the Hooper Holmes Bureau of New York. The survey also shows WAAB to be in second place, ahead of WEEI and WBZ.

Last year's survey placed WAAB fourth among Boston stations with 9.45 per cent all-day average of listeners. The latest survey shows that WAAB's percentage has jumped to an all-day average of 21.2 per cent as compared to 33.9 per cent for WNAC, 20.1 per cent for WEEI and 15.1 per cent for WBZ.

Kaufman Changes Time

Opening his third season of "Cinema Comment" today over WQXR, Sidney Kaufman this week will change his broadcasting time to 9:45 P. M. Formerly heard on Mondays, Mr. Kaufman has revised his schedule, due to a course of lectures on motion pictures which he will deliver this season on Mondays at the New School for Social Research.

Grimm to Sign Today

CHICAGO, Sept. 13.—It was learned here today that Charley Grimm, former manager of the Chicago Cubs now turned broadcaster, will sign a new announcer's contract with CBS-WBBM tomorrow. This will forestall Mr. Grimm's accepting any managerial baseball position next season, despite rumors.

Program Adds Sponsors

New sponsors on Martin Block's "Make Believe Ballroom" on WNEW are National Biscuit Co. and Sterling, Inc., the former sponsoring five quarter-hours per week, the latter three-quarter hours per week. Contracts for spot announcements for Abelson's, Inc., and Rodney Benson, Inc., also have been placed with WNEW.

Set Riggs Show Talent

The talent setup for the new Tommy Riggs program which will start Oct. 1 over NBC for the Quaker Oats Co. has been completed, with Larry Clinton's band signed for the music, Bee Wayne as vocalist, Dan Seymour, announcer, and Zasu Pitts selected as the initial guest.

Television No
Film Threat,
Says Sarno

LONDON, Sept. 13.—David Sarn
president of the Radio Corporation
America, declared at a luncheon in
honor today that exhibitors have no
ing to worry about so far as televisi
is concerned.

The American executive, hono
immediately prior to his departure
the United States, following a visit
this country and the Continent, ma
an exhaustive examination of televis
as it stands at the present time.
made the forecast that the new medi
would eventually be of great imp
tance in the educational field.

In declaring that film exhibit
have nothing to worry about from te
vision, Mr. Sarnoff declared that
though television is dependent u
the film industry, the future of the f
industry depends to a large extent
television.

The luncheon for Mr. Sarnoff, gi
by the RCA organization here, w
attended by 24 persons, including
number of independent exhibit
Among those present were Ken
man, president of the Cinematogra
Exhibitors' Association; Sidney
Bernstein, circuit operator; John M
well, head of Associated British P
tures; Sam Eckman, former presid
of the Kinematograph Renters' S
ety (distributors); Francis L. H
ley, managing director for 20th C
tury-Fox in England, and Jos
Friedman, managing director in E
land for Columbia.

LeMur Takes WHN Sh

Nestle-LeMur Co. has purcha
participation in the "Polly the Sh
per" series on WHN. Monroe
Breher, Inc., is the agency. Thro
George Bijur, Inc., the Hotel
George has purchased spot announ
ments for 26 weeks over WHN.

McCann Resumes Ho

Alfred McCann, Jr., after a su
mer's absence, has resumed his da
food programs on WOR. Mr.
Cann's program is one of the m
successful participation shows in ra

Stroud Twins Replace

The Stroud Twins will be repla
on the Chase & Sanborn period
Judy Canova on Oct. 2.

Newfoundland's Own

Montreal, Sept. 13.—Canadian Marconi Co. has been awarded the contract to supply a 10,000-watt transmitter to the Newfoundland Government. The station will be of the latest design and will provide the people of Newfoundland with a service operated by a commission similar to the Canadian Broadcasting Corp. The equipment for the station will be manufactured in the Marconi factory here.

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MOTION PICTURE DAILY

First in Film and Radio News
Brief, Accurate and Impartial

OL. 44. NO. 53 | NEW YORK, THURSDAY, SEPTEMBER 15, 1938 | TEN CENTS

U. S. FIRMS SEEK ITALY AGREEMENT

Hope to Avert Need for Liquidating Branches In That Country

American distributors hope to obtain a modification of an Italian Government decree published yesterday in Rome which would require liquidation of American distribution branches in that country in favor of a semi-official national distributing agency. News of the decree was published exclusively yesterday in MOTION PICTURE DAILY.

Negotiations on behalf of the American companies will be conducted in Rome through the American Embassy. In addition, foreign representatives of all American companies engaged in distribution in Italy are meeting in Paris for the purpose of determining future policy and are expected to make representations to Italian officials within the next few days which may permit the continuance of negotiations looking to a modification of the decree.

Home office foreign departments said yesterday that no official notification of the publication of the decree creating a monopoly for the distribu-

(*Continued on page 3*)

Small Group To Confer on Trust Action

ubin, Keough, Dwight May Meet Arnold

Designation of a small committee major company counsel to meet with ssistant U. S. Attorney General aul Williams and Thurman Arnold Washington next week is being onsidered by the major defendants to hom Mr. Arnold three weeks ago ddressed his request for a conference, it was learned yesterday.

J. Robert Rubin, Loew's general ounsel; Austin Keough, Paramount eneral counsel, and Richard Dwight, ounsel for 20th Century-Fox, have een mentioned as those who would be amed to such a committee. A final ecision is expected following the reurn to New York next Monday of Villiam J. Donovan, RKO counsel. Jntil that time, it is possible that Colonel Donovan and Robert W. Perkins, Warners general counsel, vill attend the Washington meeting also. Smaller committee has been ad-

(*Continued on page 3*)

Report Fields Will Join "Parade" Show

Although official verification is lacking, it has been learned that W. C. Fields, whose last regular radio appearances were made on the Chase & Sanborn hour last year, will return to the air as a feature on the Lucky Strike "Hit Parade" broadcasts on CBS at a date not yet settled upon.

The "Hit Parade" heretofore has been an all-musical program, with

(*Continued on page 10*)

Newsreels Ready For European War

War in Europe will find all newsreels ready. Plans laid many months ago or in preparation during that time can be sprung into operation as soon as the wires flash the news that borders have been crossed. Developments of the last few days have caused newsreel heads in New York to be in close touch with their staffs abroad.

Yesterday, on a day's notice, Allyn Butterfield, Pathe News editor, sailed on the *Normandie* to amplify the newsreel's coverage in event of hostilities.

Coast Houses Responding to Drive Impetus

Skouras Reports Takes Exceed Expectation

The first two weeks of the Motion Pictures' Greatest Year campaign have stimulated patronage at southern California theatres far beyond the advance expectations of participating exhibitors, Charles P. Skouras, chairman of the Los Angeles regional campaign committee and head of Fox West Coast, stated yesterday in a communication to campaign headquarters here.

"Public response," Mr. Skouras said, "has been very gratifying and I am confident that the effort to reawaken interest in motion pictures will have permanent results."

The national advertising campaign

(*Continued on page 9*)

G. B. Decides Upon Own Prize Contest

G. B. will sponsor local cash prize contests in four cities on six of its forthcoming releases as an experiment which may lead to a $200,000 promotional campaign on its product, the company stated yesterday.

The local experimental contests will feature six of the company's pictures which, G. B. states, "were excluded from the current national industry drive." Following observation of the contests in four cities in as many parts of the country, G. B. will appropriate $200,000 to launch its campaign on a national scale "if it is found that there is no conflict with the national industry drive," the company said.

The company's statement said that

(*Continued on page 9*)

"You Can't" 2-Week Take Hits $223,000

"You Can't Take It With You" will enter a third week at the Music Hall today after grossing $223,000 in two weeks. The first week's take was $121,000 and $102,000 was garnered in the second.

"Boys Town" at the Capitol netted $40,000 in the week ending last night and is being held. M-G-M reports similar big grosses from the field, the Fox in Tucson, Ariz., having scored its biggest opening day take on the film.

"Valley of the Giants" will start a second week at the Strand tomorrow.

Hardy and Myers

Washington, Sept. 14.—Russell Hardy, for many years in the Government service, most recently as special assistant to the U. S. Attorney General, and noted for his handling of cases brought by the Government against the industry, has gone into private practice here.

His offices are in the same suite as Abram F. Myers, general counsel of Allied States.

Celler Urges U. S. Subsidy for Stage

The Federal Government should subsidize the legitimate theatre, Congressman Emanuel Celler told members of the American Theatre Council yesterday on the closing day of the organization's two-day convention at the Astor. The Congressman, presiding at the morning session, pledged his aid to bring about Federal subsidization of the theatre. He said he has noted favorable sentiment for the idea in Congress, and urged his hearers to press the matter at the capital.

Other speakers of the morning session included Paul Dullzell, executive secretary of Actors' Equity, who proposed a code to eliminate ticket speculation; Milton R. Weinberger, attorney, who talked on theatre taxation, and George Freedley, in charge

(*Continued on page 3*)

To Set Date of UA Meeting Next Week

A date for the special meeting of United Artists stockholders will be set following the arrival here next week of Douglas Fairbanks, Mary Pickford said yesterday on her return to New York from Hollywood by plane. The meeting may be held in Hollywood, it was said, inasmuch as the other three stockholders, Charles Chaplin, Samuel Goldwyn and Alexander Korda, may not find it convenient to journey to New York within the next week or two.

Miss Pickford minimized reports that the meeting was a potentially important one from the standpoint of the election of a company president or other administrative or policy develop-

(*Continued on page 3*)

Berlin Goes Abroad To Settle Song Row

A dispute over the rights to some of the songs used in "Alexander's Ragtime Band" sent Irving Berlin to London yesterday on the *Normandie*, accompanied by Saul Bornstein, his partner in the Berlin Publishing Co., and Francis Gilbert, his attorney.

The dispute is with Bert Feldman, London music publisher, who claims the British rights to some of Mr. Berlin's old compositions in the picture. The Berlin company claims to have obtained all rights from the or-

(*Continued on page 3*)

Tri-States MPTO to Gather at Oklahoma

OKLAHOMA CITY, Sept. 14.—The M. P. T. O. of Arkansas, Mississippi and Tennessee will hold its annual fall meeting here in conjunction with the national M. P. T. O. A. convention, Oct. 30-31 and Nov. 1, according to word received by Morris Loewenstein, national secretary, from R. X. Williams, Jr.

Mr. Williams has asked Mr. Loewenstein to send complete infor-

(*Continued on page 3*)

Continue Attack on Guild's Enrollment

Hollywood, Sept. 14.—Producer attorneys today continued their fight to show that the Screen Directors' Guild does not have a majority of directors, assistants and unit managers as is claimed by guild officials, in the N. L. R. B. hearing on the guild petition to be declared the collective bargaining agency for crafts before Trial Examiner William Ringer.

Leading the fight to show that many members are delinquent in dues and some have resigned from the organization, Alfred Wright, 20th Century-Fox counsel, in cross-examining J. P. McGowan, guild secretary, brought out that W. S. Van Dyke and George Fitzmaurice, among others, had quit the group. Mr. Van Dyke, Mr. McGowan said, was talked into withdrawing his resignation and Mr. Fitzmaurice's resignation was never accepted.

After reading the guild minutes overnight Mr. Ringer ruled that producer attorneys could not have access to them but could cross-examine Mr. McGowan on specific events alleged to have occurred. This brought to light the Van Dyke and Fitzmaurice situations.

Pizor and Comerford Close Theatre Deal

Philadelphia, Sept. 14.—Lewen Pizor, Philadelphia exhibitor leader, today transferred his interest in the Hollywood, Pottsville, to the Comerford Circuit. At the same time he entered into an association with the Comerford organization, assuming an executive position.

He still retains his interest in the operation of 14 houses on his own, however. Within the past two weeks, he and Charles Segall, also prominent in local exhibition circles, have opened two new houses here and on Sept. 21 will open the new Chelten in Germantown. Mr. Pizor is president of the United M. P. T. O.

Wall Street

Board Trading Generally Uneven

	Open	High	Low	Close	Net Change
Col.	12⅝	12⅝	11	11	—2
Cons.	1¼	1¼	1⅛	1⅛	— ⅜
Cons. pfd...	7½	7½	7	7	—1
E. K.	167⅛	168	165	168	+1
G. T. E.....	14	14	12¾	13½	— ½
Loew	47½	48½	46	46⅞	+ ⅞
Loew pfd. .	106	106	106	106	—1
Para.	9⅞	10⅜	8¾	9⅜	— ⅜
Para. 1.....	86	86	83½	83½	—1½
Para. 2.....	10⅛	10⅛	9⅛	9⅛	— ⅞
Pathe	8⅝	8⅞	7⅞	8	.....
RKO	2	2⅛	1⅞	2	.....
20th Fox ..	24⅛	25⅝	21¼	23⅞	+ ¼
Univ. pfd...	37¼	37¼	37	37	—2½
W. B.	5⅝	5⅞	4¾	5¼	— ½
W. B. pfd.	32	32	32	32	—3

Curb Declines Fractionally

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	7/16	7/16	.....
Sonotone ..	1½	1½	1⅜	1⅜	— ¼
Tech.	19	19	16⅝	17	—1⅛
Trans-Lux .	2	2	2	2	— ⅛
Univ. Corp.	3	3	2¾	2⅞	— ⅛

Light Bond Changes

	High	Low	Close	Net Change
Keith 6s '46.......	90	89⅝	89⅝	— ⅜
Loew 3½s '46....	100¾	100¼	100¼	— ⅜
Para. B'way 3s '55	62	62	62	.....
Para. Pict. 6s '55	94¼	94¼	94¼	+ ⅝
W. B. 6s '39......	74	73½	73½	— ½

(Quotations at close of Sept. 14)

Purely Personal

Earle W. Hammons, president of New Grand National, will leave for the coast tomorrow night by train. He will spend next week in Hollywood conferring on the company's new production plans, returning to New York Sept. 26.

•

David Sarnoff, RCA president, and Col. William J. Donovan, chief counsel for RKO, sailed from England yesterday on the *Queen Mary,* which is due in New York Monday.

•

Henry G. Schick, formerly head of a theatre supply company in Vienna, has joined the local sales staff of National Theatre Supply.

•

Raymond Duport, sales and promotion manager for Forest Mfg. Corp., is on a 10-day trip to the south and southwest.

•

Joseph D. Basson, president of operators' Local 306, has returned from a trip.

•

Al Wilkie of Paramount has returned from a week's fishing in Canada.

•

Edward Everett Horton will get in today on the *Washington.*

E. Schwartz, president of Trailer Made, Inc., and Morton Van Praag, general sales manager, with a party of home office executives, left yesterday for the opening of a new office in Chicago today.

•

Russell Holman, eastern head of Paramount production, changed his plans and canceled his passage on the *Normandie,* which sailed yesterday. Bob Goldstein, agent, also canceled.

•

Billy Rose is taking time out from his World's Fair and Casa Manana duties to collaborate with Walter Donaldson on two songs.

•

Fernand Gravet, actor, did not sail on the *Normandie* yesterday, as scheduled, and M-G-M reports he is still on the coast.

•

George Beban, II, has returned to town after a series of summer theatre engagements at Stockbridge and Cohasset.

•

George W. Long, formerly with Western Electric, has joined the Jam Handy editorial staff.

•

Eric Andrew Simpson's "Cargo of Innocence" has been acquired by M-G-M.

Coast Locals Start Autonomy This Week

Hollywood, Sept. 14.—Harold V. Smith, international officer of the I.A.T.S.E. in charge studio locals, today set meetings of Sound Technicians' Local 695 for Friday, and Photographers' Local 659 for Saturday, at which time autonomy will be returned to them and election of their officers held.

Mr. Smith's announcement was simultaneous with a new blast by him directed at intramural minorities described as CIO and Communistic.

Previews Here Stir Objections in ITOA

The growing practice of previewing new films in New York neighborhood houses is called unfair competition by the I. T. O. A. because the advance showings are held only in affiliated theatres.

The previews are usually of a big picture, shown in addition to the regular bill, to obtain audience reaction prior to Broadway first run.

M-G-M Adds 'Cinderella'

Hollywood, Sept. 14.—"A New York Cinderella" has been put on the M-G-M schedule, with Spencer Tracy and Hedy Lamarr in the leading roles. The story is an original by Charles MacArthur. Lawrence Weingarten will be the producer and Joseph Von Sternberg will direct.

S. R. Kent Going West

S. R. Kent, president of 20th Century-Fox, will leave tomorrow for production conferences at the studio. This is described as a periodic visit. His stay is expected to be short.

Counsel to Ask Jury Hear "Birth" Review

Albany, Sept. 14.—Trial by jury of the review of the Board of Regents decision refusing a license for "The Birth of a Baby" will be asked by the American Committee on Maternal Welfare when the case comes before the Supreme Court at Troy Friday. Former Supreme Court Justice Ellis J. Staley, counsel for the petitioners, says he intends to make the request.

Warner Club to Elect

Local and national delegates appointed by the various units of the Warner Club will meet on Saturday to elect officers for the coming year. The New York chapter is represented by 21 delegates. They include: Philip Abrahams, Louis S. Aldrich, J. H. Barry, Ralph W. Budd, Neal F. Coogan, Jack Diamond, Frank L. Tates, Leroy B. Griffin, Rudy Hagen, John Holmes, Frank J. Kiernan, Walter R. Koppe, Jules Levey, Leonard Palumbo, Elkan Reiner, Arthur Sachson, Robert Salomons, A. W. Schwalberg, Al Trojack, Samuel Wolowitz and Jack Wuhrman.

Patricia Ellis Signed

Odessco Productions has signed Patricia Ellis for the lead in William K. Howard's new picture, "It Might Have Happened to You," which will go into production at Eastern Service Studios Oct. 10.

Rites for T. S. Burger

Services for Timothy S. Burger, father of the late Paul Burger, will be held this afternoon at 4 P. M. at the Grace Chapel, Tenafly, N. J. Mr. Burger died Wednesday in Tappan, N. Y.

Britons Add Three Features in Col

Three additional features in Tec nicolor are scheduled by British pr ducers, it was said yesterday by M Natalie Kalmus, color director of t company, who sailed on the *Norma die* to resume her work at Engli studios.

Herbert Wilcox has scheduled "M rie Lloyd, Queen of Halls," wi Anna Neagle, following completion "Sixty Glorious Years," also a Te nicolor feature, which will be rele by RKO. Alexander Korda, who now producing "Four Feathers" Technicolor, plans the same treatme for "Thief of Bagdad," and Geoffr Toye, who has completed "The Mik do," will make another Gilbert & Su livan picture in the color medium.

Later Mrs. Kalmus may supervi Technicolor production in Paris. Sl spent several weeks here with her hu band, Dr. Herbert T. Kalmus, at the Cape Cod home.

Film Talks Planned For the New Schoo

A series of film showings and di cussions will start Oct. 3 at the Ne School for Social Research under th chairmanship of Sidney Kaufman, member of the M-G-M publicity sta and film commentator for WQXR.

Mr. Kaufman said the series wi place emphasis on production, scenari writing, "the origin and developme of film language and theories of th cinema as an art and social force. Censorship will be one of the topics be discussed and illustrated by film Among the speakers will be John F Abbott, Ernst Toller, Dudley Nichol Paul Strand, Walter Wanger, Ku Weill, Frank S. Nugent, John How ard Lawson, Clifford Odets, Rit Hochheimer and Howard Dietz.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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J. S. Will Ask Italians for Compromises

(*Continued from page* 1)

n in Italy of foreign films has been ceived in New York. It was ad- tted, however, that reports had been ceived from abroad during the past 7 days indicating that the new Ital- film policy would be along the es incorporated in the decree.

On Sept. 1 Italy reduced by half authorized amount of cash which nerican film distributors are per- tted to withdraw from Italy. For- erly, the American concerns were rmitted to take out a total of 20,- 0,000 lira, apportioned among the mpanies in accordance with the mber of pictures which each of them stributed in Italy. The authorized al has been reduced to 10,000,000 a, but, despite this, foreign depart- ents continue to regard Italy as one the important markets abroad.

Reports Heard for 10 Days

Persistent reports during the past eek or 10 days have indicated that alian officialdom was considering a duction in the number of American ctures which would be admitted to e country. The former quota, which pired Sept. 1, authorized total im- rts of 250 American pictures. The ports hold that the number will be duced to 150. However, no word final action on the matter has been ceived yet and, it is believed, a de- sion may not be made until the en- re question of distribution arrange- ents has been negotiated.

If the decree turning over distribu- on to the semi-official agency is en- rced, Paramount, Loew's, 20th Cen- ry-Fox and Warners would be bliged to liquidate their Italian anches. Other companies distribute Italy through Italian agents, but ould, of course, be obliged to liqui- te their contracts with these repre- ntatives. The four companies named perate from two to 10 branches each Italy.

ri-States MPTO to Gather at Oklahoma

(*Continued from page* 1)

ation regarding the convention plans.

Mr. Loewenstein has also received ssurance from the Kansas-Missouri xhibitors' Association, headed by rank Cassil, that that association will nd a large delegation to attend the uthwestern get-together of state ssociations planned by Loewenstein oncurrently with the national con- ention.

Oklahoma Theatre Owners, Inc., ill hold sessions Oct. 31 and Nov. 1 the afternoon immediately after the ational convention sessions adjourn ach day.

Einfeld Due Here Soon

S. Charles Einfeld, Warners' adver- sing and publicity director, who akes his headquarters on the coast, expected next month for home office onferences. When he arrives Mort lumenstock, eastern advertising and ublicity head, plans to leave on a two- eek cruise, his first vacation in 18 onths.

Celler Urges U. S. Subsidy for Stage

(*Continued from page* 1)

of the theatre collection at the New York Public Library.

Marc Connelly presided at the luncheon meeting and discussed a plan for assisting playwrights. John Golden, producer, urged a strong managers' organization and a control board for the theatre. Burns Mantle, drama critic, also spoke. The afternoon session saw the awarding of one of five of the John Golden Fellowships to Stanley Young, playwright. The others have not yet been voted. Frank Gillmore, president of the Associated Actors and Artistes of America, urged an international drama convention, and Orson Welles, Nance O'Neil and Jane Wyatt also spoke, followed by an open forum. A banquet and entertainment at the Astor last night concluded the meeting.

Independent Praises Low-Budget Pictures

"The outstanding box-office success of several low budgeted pictures of recent release serves to show that entertainment is not so much a matter of the number of dollars put into a film as it is the application of those dollars," says an editorial in *The Independent,* publication of the I. T. O. A.

"The producers in charge of such pictures as 'Love Finds Andy Hardy,' 'Crime School,' 'Saint in New York' and 'Gangs of New York' have delivered to the public enjoyable films; to the exhibitors box-office films; to the industry adequate proof that money-making pictures do not necessitate the spending of millions."

The editorial is addressed to Hollywood, and declares: "Good entertainment is the password today; a wise use of dollars and discrimination in selection of performers and stories are more important than a lavish hand and fat bankroll."

Critics Here Praise "Edge of the World"

The first release of Pax Films for the new season, "Edge of the World," which was produced in England by Joe Rock Productions, and written and directed by Michael Powell, has received virtually unanimous praise from New York's daily newspaper critics.

In the MOTION PICTURE DAILY review from London, published July 16, 1937, the film was described as "unusual," with magnificent pictorial effects, and was called notable for the "atmosphere of absolute, and often stark, realism." The film is currently playing at the 55th Street Playhouse, for an indefinite run.

Set "Legion" Opening

HOLLYWOOD, Sept. 14.—Paramount has completed elaborate plans for the opening here tomorrow of "Sons of the Legion" in conjunction with the convention of the American Legion. Numerous tieups with Legionaires are scheduled and many players from the Paramount studios will participate. Next week a series of parties at which Paramount players will act as hosts have been planned.

To Set Date of UA Meeting Next Week

(*Continued from page* 1)

ments, as has been reported in many quarters over the past week.

"All important company affairs which would ordinarily come to the attention of the stockholders have been settled," Miss Pickford said. "There is nothing more to do except proceed with the making of good pictures. I know of nothing of any importance which is likely to come before the meeting."

Miss Pickford said that she planned to return to Hollywood "in a short while" and that her new cosmetics business might keep her on the west coast for three or four weeks.

M-G-M Men to Give Testimony Sept. 23

Nicholas M. Schenck, president of Loew's and J. Robert Rubin, vice-president and general counsel, will be notified today to appear at the office of Emil K. Ellis, attorney, in the RKO Bldg. Sept. 23 for examination before trial of the Loew's minority stockholder suits.

Six other directors of the corporation are also to be questioned by Mr. Ellis, who recently obtained depositions from M-G-M executives and directors on the coast. The consolidated suits seek to abrogate salary and bonus agreements ratified by the stockholders.

Ferguson Is Making 'em Waltz Conscious

William R. Ferguson, M-G-M exploitation manager, returned yesterday from Chicago where he conducted a meeting of 14 field exploitation men in the midwest and south on "The Great Waltz," scheduled for release Oct. 28.

Mr. Ferguson said elaborate plans are being made for a "Great Waltz Competition" which will be staged nationally as a move to revive the waltz in connection with the picture.

The industry's promotion campaign also was discussed at the meeting. A similar session was held here late last week, and Mr. Ferguson may hold an exploitation meeting on the coast later.

Proctor Will Celebrate

The RKO Proctor 58th St. Theatre will celebrate its 10th anniversary Sept. 22 with a special program. It is the 10th anniversary for the present house built by the late F. F. Proctor, but there has been a theatre on the site for 42 years.

Vaudeville will be inaugurated on the anniversary program and the public will see the enlarged Third Avenue entrance for the first time.

Danz Personnel Shifted

SEATTLE, Sept. 14.—Changes in personnel of John Danz's Sterling circuit include Al Wilgus, formerly at the suburban Portola, to manager of the Roosevelt, downtown, succeeding Ben Stevenson, resigned; William Fischer to manager of the Star, reopened after remodeling, and Thomas Verschuren to assistant advertising manager succeeding Grover Nobles, resigned.

Small Group To Confer on Trust Action

(*Continued from page* 1)

vocated, it was said, on the assumption that more ground could be covered in a limited time by fewer spokesmen.

The request for the Washington meeting was addressed to the five theatre operating defendants ostensibly for the purpose of discussing the maintenance of the *status quo* of theatre holdings pending determination of the Government's equity suit. Failure to agree on a stand-still proposal, Mr. Arnold indicated in his letter to the defendants, would necessitate a Government move for a temporary injunction to restrain the defendants from extending their theatre interests during the pendency of the suit.

It is certain, however, that the forthcoming conference will explore, also, the Government's attitude toward the establishment of a voluntary trade practice program and the views of both sides on the possibility of arriving at a consent decree.

Loew's Hires Davis Law Firm

Loew's-M-G-M has retained the law firm of Davis, Polk, Wardwell, Gardiner & Reed as counsel for its corporate and individual defendants in the suit. John W. Davis, former Democratic nominee for President, heads the firm.

The designation of counsel by the Loew's-M-G-M group leaves Warners as the sole major defendant in the action which has not yet retained outside counsel. Mr. Perkins, head of the company's legal staff, has been acting for the company in the proceeding thus far. It has been reported that the firm of Cravath, deGersdorff, Swaine & Wood will be retained by Warners in the near future, with Frederick W. Wood indicated as chief counsel for the company and its associated defendants.

No agreement has been reached yet by the major defendants on the designation of chief counsel. Several law firms are mentioned as being in the running, but several major defendants are represented as being opposed to the designation of a single law firm as chief counsel.

Berlin Goes Abroad To Settle Song Row

(*Continued from page* 1)

iginal publishers. Legal action is threatened, but 20th Century-Fox attorneys expect the argument to be settled amicably and say that it will not delay release of the film in Great Britain. The film company is said not to be involved.

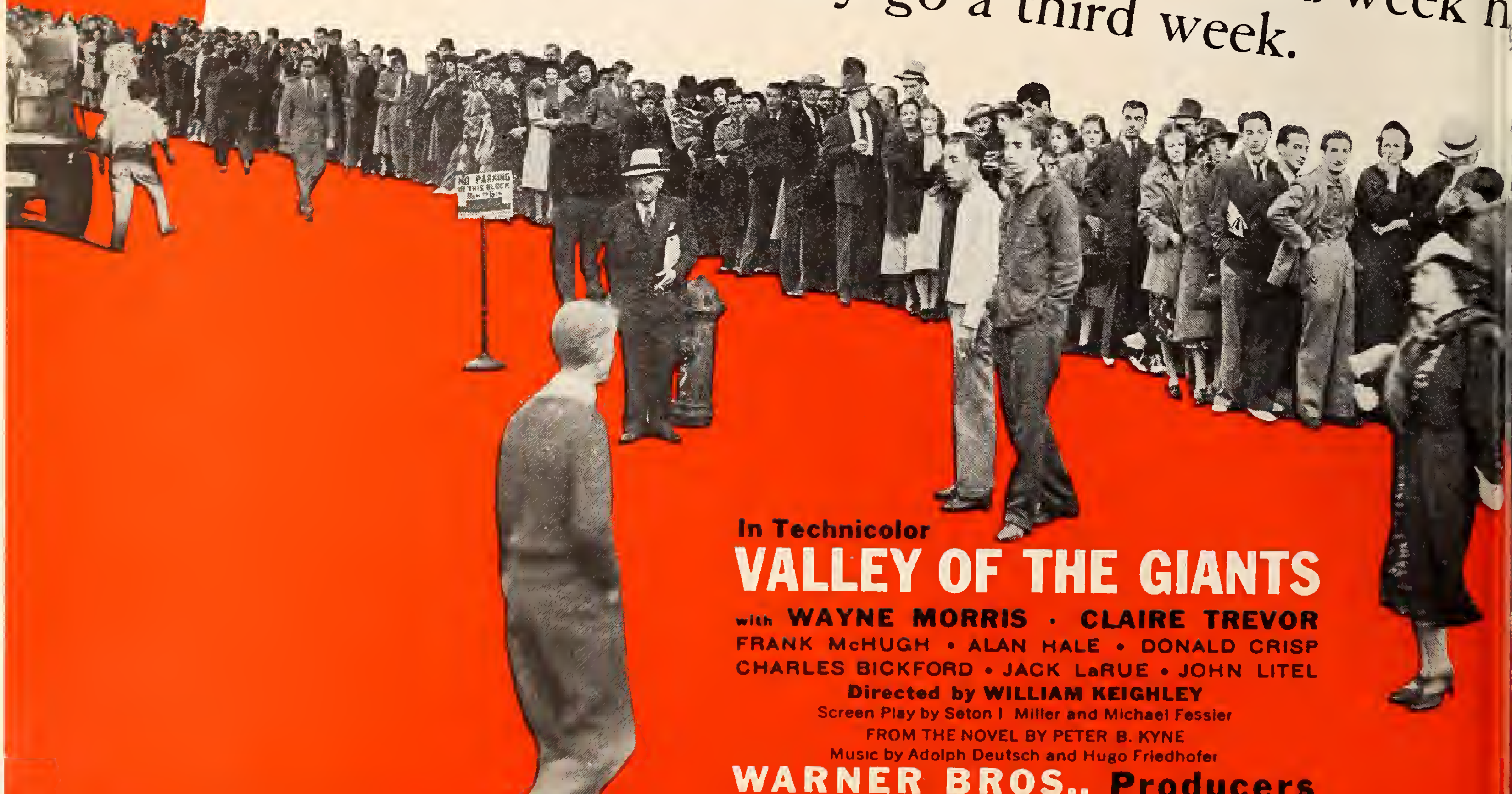
While in London Mr. Berlin will attend the opening of the picture.

Orders Reels Released

PHILADELPHIA, Sept. 14.—Common Pleas Judge Gerald Flood has ordered the release to News of the Day of the newsreels taken of the Holmesburg Prison, where four prisoners were alleged to have been roasted to death.

Strand Loses
But Gets $

Riotous scenes occurred at the Strand ove
theatre did an estimated $34,000 over Friday
day for its second combination film and stag
tion is "Valley of the Giants" plus Ozzie N
Johnny "Scat" Davis and Harriet Hilliard.
Friday's early birds broke down a door in
their crush to get into the theatre, the first tin
this has occurred since "G Men" played the
ago. The opening day's take was reported at
Over the weekend the doors opened at 8:3
final show ending at 4:30 A. M., making six com
and nine showings of the film. A second week h
set and the show may go a third week.


NO PARKING IN THIS BLOCK

In Technicolor

VALLEY OF THE GIANTS

with **WAYNE MORRIS** · **CLAIRE TREVOR**
FRANK McHUGH • ALAN HALE • DONALD CRISP
CHARLES BICKFORD • JACK LaRUE • JOHN LITEL
Directed by WILLIAM KEIGHLEY
Screen Play by Seton I. Miller and Michael Fessier
FROM THE NOVEL BY PETER B. KYNE
Music by Adolph Deutsch and Hugo Friedhofer
WARNER BROS., Producers

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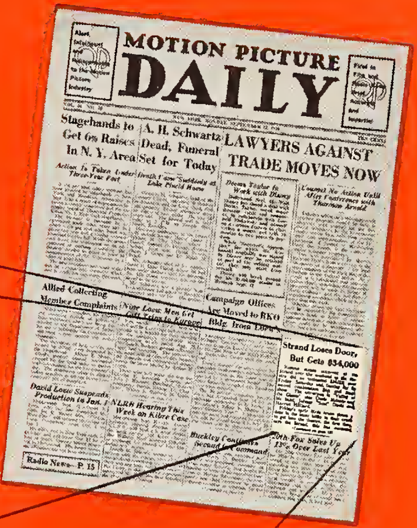
MOTION PICTURE DAILY

Alert, Intelligent and Independent to the Motion Picture Industry

First in Film and Theatre News, Accuracy and Impartial

Stagehands to Get 6% Raises In N. Y. Area

Action Is Taken Under Three-Year Pact

A. H. Schwartz Dead, Funeral Set for Today

Death Came Suddenly at Lake Placid Home

LAWYERS AGAINST TRADE MOVES NOW

Deems Taylor to Work with Disney

Counsel No Action Until After Conference with Thurman Arnold

Allied Collecting Member Complaints

Nine Loew Men Get Gift Trips to Europe

Campaign Offices Are Moved to RKO Bldg. from Loew's

Strand Loses Door, But Gets $34,000

David Loew Suspends Production to Jan. 1

NLRB Hearing This Week on Kibre Case

Buckley Continues Second in Command

20th-Fox Sales Up 13% Over Last Year

Radio News—P. 15

STRAND
"VALLEY OF THE GIANTS"
WAYNE MORRIS
CLAIRE TREVOR
FRANK MC HUGH
MORRIS
PUBLIC HACK STAND TAXICAB

"Sailor" and Goodman High Chicago Draw

Chicago, Sept. 14.—"Give Me a Sailor," plus Benny Goodman and his band kept the Chicago in the top spot in the Loop last week with $49,000. Average is $32,000. Goodman and band stay a second week.

At the Palace "Carefree," with the help of the Labor Day weekend, grossed $22,000 for a second week. The Roosevelt with "My Lucky Star" hit $13,800 which was $2,800 over average. "Professor Beware" at the Apollo was slightly over average and "Marie Antoinette" hit $17,200 for a second week, $2,200 above normal.

Excellent weather over the weekend helped business.

Estimated takings:

Week Ending Sept. 8:

"PROFESSOR BEWARE" (Para.)
APOLLO—(1,400), 35c-55c-65c, 7 days. **Gross:** $7,200. (Average, $6,500)

"GIVE ME A SAILOR" (Para.)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Benny Goodman & Band. **Gross:** $49,000. (Average, $32,000)

"BOY MEETS GIRL" (W. B.)
GARRICK—(900), 35c-55c-75c, 7 days. **Gross:** $6,000. (Average, $6,500)

"CAREFREE" (RKO)
PALACE—(2,500), 35c-55c-75c, 7 days, 2nd week. Stage: Frances Arms & Revue. **Gross:** $22,000. (Average, $19,000)

"FAST COMPANY" (M-G-M)
STATE-LAKE—(2,776), 20c-40c-55c, 7 days. Stage: Roscoe Ates and Revue. **Gross:** $10,000. (Average, $13,000)

Week Ending Sept. 9:

"MY LUCKY STAR" (20th-Fox)
ROOSEVELT—(1,300), 35c-55c-75c, 7 days. **Gross:** $13,800. (Average, $11,000)

"MARIE ANTOINETTE" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 2nd week. **Gross:** $17,200. (Average, $15,000)

Shaffer Gets New Post

Canton, O., Sept. 14.—Ralph Shaffer, manager of the Palace for the past two years, has been transferred to the new Park, Mansfield, O., which will open Thursday.

A farewell party was given in Mr. Shaffer's honor at the Belden Hotel. It was arranged by Frank Henson, manager of Loew's and Ben Schwartz of Warners' Ohio. Guests included members of the Palace staff and representatives of theatres in Cleveland, Steubenville and East Liverpool.

Form Four Companies

Albany, Sept. 14.—New incorporations here are: Tri-National Films, Inc., by Judith Kahn, Matty Kosberg and Ester Moseson; M. D. Productions, Inc., by Adelyn Bushnell, Louis S. Bardoly and Sidney R. Fleisher; Kirby Grant, Inc., by Gloria Stroll, Samuel Yudell and Lee Cohen, and Schine Riviera Corp. (Gloversville), by Alton F. Dockstader, Mark Benjamin and R. E. Wallace.

Lease New Britain House

New Britain, Conn., Sept. 14.—The Rialto, formerly operated by Michael Daly of Hartford, has been leased by the Polish Falcons to Massachusetts Theatres, Inc., for a period of 10 years. The new lessees also operate the Rivoli, West Haven, and were one of eight bidders for the house. Renovation will begin at once, and operation is expected by Oct. 1.

Hollywood Preview

"If I Were King"

(Paramount)

Hollywood, Sept. 14.—In "If I Were King" Producer-Director Frank Lloyd has turned out a worthy box-office successor to "Wells Fargo." It presents Ronald Colman in what probably will be rated his greatest role, that of the swashbuckling adventurer-poet, Francois Villon, in the time of Louis XI.

The picture has been produced on a spectacular scale. Its appeal is as modern as today's startling events; its theme is feed people and they will defend what is theirs.

Villon saves the throne of France, but is banished from Paris because he dares to love a princess. The background has the splendor of the period. The drama is built up by the duplicity of court traitors.

There is sweeping spectacle as the Burgundians surround the walls of Paris. In the isolated capital the smug court laughs behind stone walls with storehouses full as the populace starves. Rebellion threatens. The spectacular Villon is made chief constable of France and is given a week to drive off the besiegers. He defeats the conspirators, rallies the people of the city to their King and conquers the enemy. A wanton girl gives her life in the struggle. Banishment is his reward.

Colman's work establishes him as a candidate for any of the year's acting honors. Fine performances also are contributed by Basil Rathbone, Frances Dee, Ellen Drew, C. V. France and Henry Wilcoxon. The story is from the stage play by Justin Huntly McCarthy and the screenplay is by Preston Sturges.

Running time, 95 minutes. "G." G. McC.

Out Hollywood Way

Hollywood, Sept. 14.—Bob Burns, for his picture owed RKO, will star with Peter Holden, seven-year-old New York stage actor, in "Little Orvie," filmization of the Booth Tarkington story. George Haight will produce, with Lionel Houser writing the script.

Walter Lantz has changed the name of his Universal cartoons to "Walter Lantz's Cartunes." .. Paramount has taken its oft announced story, "Ruler of the Seas," off the shelf and given it to Frank Lloyd to produce. Talbot Jennings will write the screenplay . . . Paramount has purchased the George Abbott production, "What a Life," by Clifford Goldsmith . . . Warners is giving Jeffrey Lynn, first seen in films in "Four Daughters," a buildup, and may place him opposite Bette Davis in "Dark Victory."

Hal Wallis, Henry Blanke, William Dieterle and Paul Muni have returned from Mexico City after spending a week there getting President Cardenas' suggestions on the script of "Juarez." . . . Lorna Lynn, four-year-old actress of Jed Harris' production of Ibsen's "The Doll's House," has been given a term contract by RKO . . . Ray Milland and Ida Lupino have been selected for top roles in Paramount's full color picture, "The Light That Failed," which William A. Wellman will produce and direct.

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Casting—Kay Sutton has been selected as George O'Brien's lead in "Shadow Valley," RKO . . . Anne Nagel will play the lead in Monogram's "Gang Bullets" . . . Opposite Tex Ritter in Monogram's "Where the Buffalo Roam" will be Dorothy Short . . . David Oliver, Herbert Mundin and Lorraine Krueger to "Exposed," Universal . . . Janet Shaw to "Unfit to Print," Warners . . . Robert Preston to a good role in "Union Pacific," Paramount, after playing bits . . . Reginald Owen to "Dramatic School," M-G-M . . . Virginia Weidler to "Out West with the Hardys," same lot . . . Eddie Foy, Jr., will have a featured role in Warners' "Women in the Wind" . . . Maxine Sullivan to "Going Places," Warners. . . .

+

Contracts—Paramount has extended the contract of Tito Guizar for six months, that of John Howard for one year and signed Preston Sturges to a new deal making him a director as well as writer . . . Warners has given Jane Bryan a new contract . . . Contracts of Priscilla and Rosemary Lane have been extended prior to the regular period of expiration and Priscilla will be teamed with Jeffrey Lynn in a number of pictures, including "The Great Lie." Rosemary is being tested for the feminine lead of "The Desert Song" . . . The studio also has placed Irene Rhodes, 19, discovered by a Warner location company in Oklahoma City, under contract. She makes her film debut in "Women in the Wind" . . .

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Directors—Harold Shuster has been signed to direct Universal's "Candid Camera Girl."

Little Carnegie to Open

The Little Carnegie Playhouse will reopen tomorrow with Alexander Korda's "South Riding." The house has been renovated. New air conditioning has been installed, new sound has been put in, the screen has been enlarged and the seating arrangement changed.

Variety Club

Pittsburgh

Pittsburgh, Sept. 14.—The annual banquet on Oct. 30 is practically a sellout already. Howard Adlesberger has gone to Florida with his mother for a vacation. Jimmy Balmer is back from Hershey, Pa., where he attended a hockey league meeting. George Tyson drafted Wally Forrestor, managing editor of the *Press*, as a judge in the Atlantic City beauty pageant. Ken Hoel won't get his annual two-week rest until next month.

The Friday Night Family series has been resumed for the fall and winter season. A Variety Club affair without Rosey Rowswell at the speakers' table would be unthinkable. A hidden chapter in Tony Stern's life is the fact that in college he batoned a dance band.

C. J. Latta is thinking about going after a pilot's license seriously. The Charlie Kurtzmans have taken an apartment at the Royal Yorke.

Kansas City

Kansas City, Sept. 14.—Variety Club is sponsoring Film Row's bowling league this year. The league, headed by Jim Lewis, RKO, will open the season at Pla-Mor, Sept. 26. Eight teams will be sponsored: Cinema Club, National Screen Service, RKO, Don Davis (RCA), Finton Jones (Travelers Insurance), Fox Midwest Theatres, Inc., M-G-M, and Film Delivery.

The Cinema Club, which is under the wing of Variety, has the following new members: W. W. Sherrill, Albert Morris, Larry Biechele, Charles Barnes, Harold Hume, George Blackwell, Martin Stone, Ed Hartman.

Variety will sponsor a golf tournament Oct. 3 at Old Mission.

Cincinnati

Cincinnati, Sept. 14.—Wm. J. Devaney, office manager of the local M-G-M branch, is the latest recruit into the ranks of resident membership.

Nelson Trowbridge, skipper of the Cox, is in New York arranging for the list of legitimate attractions to play his house this season.

Joe Goetz, who sits on the managerial lid of the RKO Paramount, is arranging details of a city-wide celebration which will mark the theatre's seventh anniversary Sept. 23.

Work is to start at once on enlarging present quarters of Tent No. 3, made possible by acquisition of two adjoining rooms. The change is scheduled for completion by Nov. 1, according to Joe Oulahan, chief barker.

Omaha

Omaha, Sept. 14.—An industry fun festival and golf tournament will be sponsored by the Omaha Variety Club on Sept. 19 at the Ralston Club.

The program, as announced by Chief Barker Walter M. Green, includes golf during the day and a dinner-dance at night. The affair will be open to all persons connected with the industry and their friends.

Lab Strike Up to Board

Action on a strike vote was placed in the hands of the executive board of the Motion Picture Laboratory Union, Local 702, at a meeting last night.

The RITZ BROTHERS

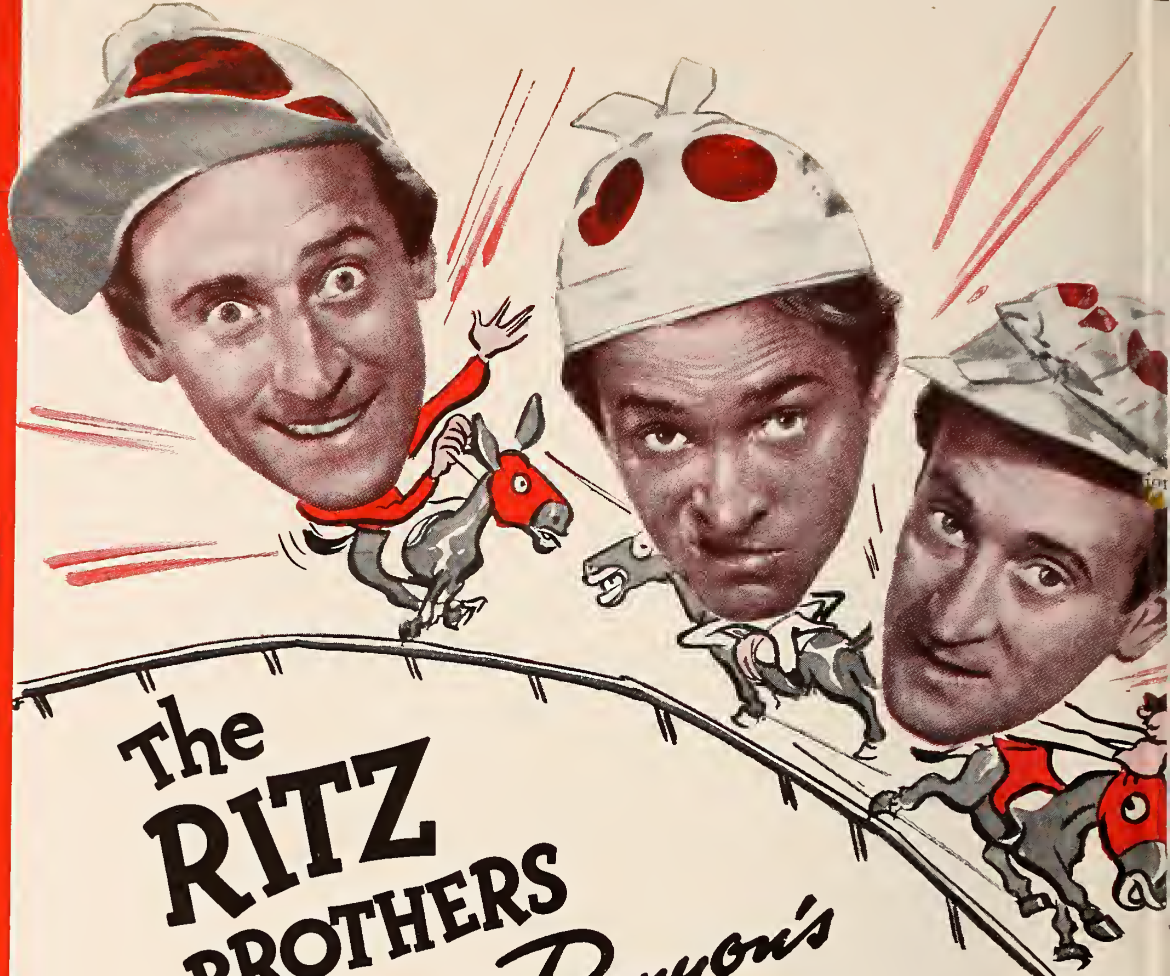
Theyre off...and we dont mean the horses! Damon has those Ritzes on the Runyon... they dont know witz end of the horse is witz! There's panic in the paddock... bedlam at the barrier!.. No, it's hysteria leading by a nose!

Now it's the Ritzes up!.. down!.. off!.. on! Hay... Hay... Hay-larity! Here's the photo finish! Frantic fun the winnah! Songs and romance place 'n show! The biggest Ritz-hit pay-off yet!

DAMON RUNYON'S STRAIGHT, PLACE and SHOW

Printed in U.S.A.

More than you've ever had in a Ritz Brothers picture before! . . . The Damon Runyon story—its freshness, laughter, color, human-interest . . . punch! There's Richard Arlen, torchy Ethel Merman and Phyllis Brooks for grand romance! Hit songs by those hit-songsters . . . Brown & Pollack. Direction by that ace of aces, David Butler. And, over all, the guiding hand of Darryl F. Zanuck—your profit guarantee!



The RITZ BROTHERS in *Damon Runyon's* STRAIGHT, PLACE and SHOW

with

RICHARD ARLEN
ETHEL MERMAN
PHYLLIS BROOKS
GEORGE BARBIER
WILLIE BEST

Directed by David Butler

Associate Producer David Hempstead • Screen play by M. M. Musselman and Allen Rivkin • Additional dialogue by Lew Brown • Based on a play by Damon Runyon and Irving Caesar • Lyrics and music: "With You On My Mind," "Why Not String Along With Me," by Lew Brown and Lew Pollack • Special material by Sid Kuller, Ray Golden and Jule Styne • Dances staged by Nick Castle and Geneva Sawyer

Darryl F. Zanuck
In Charge of Production

THIS IS ONE OF THE
MOVIE QUIZ
$250,000
CONTEST
PICTUR

20th CENTURY FOX
THE KEYSTONE OF YOUR FUTURE

Coast Houses Responding to Drive Impetus

(*Continued from page 1*)

and newspaper editorials related to the drive were credited with their share of the success of the drive to date. Of equal importance, Mr. Skouras said, is the "quality of the pictures being released.

"Pictures like 'Alexander's Ragtime Band,' 'Marie Antoinette,' 'Four Daughters,' 'Letter of Introduction,' 'Spawn of the North,' 'Carefree,' 'Algiers' and 'You Can't Take It with You,' supported by the newspaper advertisements and the contest, are proving again that motion pictures are the best entertainment," Mr. Skouras said.

A tribute to the industry's recent accomplishments was paid yesterday by Martha A. Burt, national chairman of the committee on motion pictures of the General Federation of Women's Clubs, in connection with the national campaign.

Mrs. Burt Praises Campaign

"The Federation is not indifferent to this great industry," Mrs. Burt said. "It understands the problems of the producer and exhibitor and it keeps an interested eye on the industry's investments as well as the perusal of all its product. The motion picture is the most important influence in the lives of the American people and it is worthy of our interest and support. We have cooperated with the industry to the end that there may be an abundance of excellent pictures worthy of our praise, and we believe that our efforts helped to bring about worthwhile results."

A theme song for the campaign which will plug "film-going" will be forthcoming shortly from Ralph Freed and Burton Lane of the Paramount studio music department, who were given their assignment yesterday. A musical director to do a score for the all-industry short subject, "The World Is Yours," will be designated by the M-G-M studio within the next few days.

Newspaper cooperation with the drive continues unabated across the country. Reports from Wilmington relate that both morning and evening papers carried an eight-page film section this week; Cleveland film critics are identifying every contest picture reviewed as such; the Columbus *Citizen* lauded the drive editorially and the *Dispatch* is planning picture layouts on the local campaign. A 32-page special edition, with eight pages devoted to the campaign, was printed recently by the Westchester, Pa., *Daily News* in cooperation with local exhibitors and merchants.

St. Louis Attendance Up

St. Louis, Sept. 14.—Theatre attendance hereabouts has increased as a result of the "Movie Quiz" contest, says Fred Wehrenberg, M. P. T. O. head. At Mr. Wehrenberg's suggestion neighborhood houses are having announcers call the attention of audiences to the pictures in the contest just prior to the showing, at the same time giving an explanation of principal features of the contest.

New York Preview

"Grand Illusion"

(*World Pictures*)

Actually an indictment of war, this film, produced by Jean Renoir in France, offers a psychological study of the effect of war on various representative individuals, and achieves its purpose admirably. There is no doubt that Mr. Renoir is chiefly responsible for the excellent quality of the film. He produced and directed, and, with Charles Spaak, prepared the script.

Picturing, with a high degree of quiet dramatic intensity the reaction of a group of French army officers in German prison camps during the World War, the film has a strong cast, headed by Jean Gabin, Pierre Fresnay and Eric von Stroheim, while Dita Parlo, the only woman in the cast, has an important supporting role.

Von Stroheim dines Fresnay and Gabin, French fliers, after he shoots down their plane, and later the two are transferred to a prison of which Von Stroheim, now wearing neck braces for a crippled spine, is the harsh commandant. He treats Fresnay with every courtesy, pays scant notice to his companions, who, he considers, are not officers to the manner born, and beneath him in station. The manner in which the confinement tells upon the officers, with the exception of Fresnay, is effectively dramatized. Eventually, Fresnay sacrifices his life that his two companions may escape, which they do with the help of the German girl, Miss Parlo.

Running time, 100 minutes. "G."

CHARLES S. AARONSON

G. B. Decides Upon Own Prize Contest

(*Continued from page 1*)

"One of the elements that will be stressed in the contest is that the patrons of any particular theatre will compete only with the other patrons of that theatre and not with the country's entire movie-going public."

The four cities in which the initial experimental contests will be conducted have not been selected yet. The pictures to be included are "Strange Boarders," "Crime Over London," "Man with 100 Faces," "The Lady Vanishes," "The Frog" and "Climbing High.'

G. B.'s acceptance of an invitation to participate in the national industry campaign was received too late for the inclusion of the company's pictures in the "Movie Quiz" prize contest, according to campaign officials. Subsequently, Arthur S. Lee, vice-president of G. B., called a meeting of American representatives of British producers at which a promotional campaign for all forthcoming British product in this market was discussed, but no action resulted.

Loop Theatres Gain From "Quiz" Contest

Chicago, Sept. 14.—Loop theatres are chief beneficiaries of the "Movie Quiz" contest to date, reports show. So far only the Loop houses and "A" week theatres have received the pictures figuring in the contest. Neighborhood houses will begin to get the pictures in the middle of October.

In the meantime contestants are giving the Loop houses a big play and business is very good.

Change 'Drummond' Title

Hollywood, Sept. 14. — "Arrest Bulldog Drummond" has been selected by Paramount as the release title of the film tentatively titled, "Scotland Yard Against Bulldog Drummond."

Albany Merchants Aiding Film Drive

Albany, Sept. 14.—Following Mayor John Boyd Thacher's proclamation calling upon citizens to support the Motion Pictures' Greatest Year Drive, Clifford J. Beckett, secretary of the Chamber of Commerce, has sent out letters urging members to aid the campaign.

Merchants will be asked to display circulars and window cards and to use package inserts.

More than 100,000 "Movie Quiz" booklets have been distributed in this vicinity to date, says Si Fabian, regional director.

Conn. Independents Aiding "Movie Quiz"

New Haven, Sept. 14. — Approximately 30 independent houses are distributing "Movie Quiz" booklets in Connecticut, in addition to all Loew-Poli, Warner and M. & P. theatres, chairman Dr. J. B. Fishman reports. Theatres have agreed to distribute booklets on request only, and hope to stimulate interest considerably this week by large newspaper ads, in which exhibitors will cooperate. A full page has been placed in next Sunday's *Bridgeport Herald*. Leading department stores will carry the following slug on ads during the week of Sept. 15 to 21; "Go to the Movies Week in New Haven."

Calls Agents' Meeting

The American Federation of Actors has called a meeting for next Wednesday at the Actors' Church, to acquaint theatrical agents with the details of the federation's licensing plan prior to making the plan effective. All federation members will be required to book through licensed agents only, and licensed agents will be permitted to handle only A.F.A. members. The effective date for the plan has not yet been set.

British Show Annoyance at Film Festival

London, Sept. 7.—If the British industry takes part in future years in the Venice Film Festival it almost certainly will be under different circumstances. A feeling of acute dissatisfaction with the manner in which the Bienniale is organized and the free judgment of foreign product has resulted from this year's show. Together with the American representative, the British delegate, Neville Kearney, secretary of the Film Group of the Federation of British Industries, handed in his resignation from the jury. Now it is likely that trade efforts may be made to get the Government to sponsor future entries on the part of British producers.

Mr. Kearney's resignation came as a sequel to the awarding of the festival's chief prizes to the Nazi documentary on the Olympic games, considered outside the scope of the award, and to a Fascist production made by Vittorio Mussolini which nobody expected would gain a prize on merit.

Following this protest the shorts producers are likely to back a movement in the direction of Government sponsorship of future entrees—not only of shorts, but of all films.

Albert Cavalcanti, producer of the G. P. O. film unit, has expressed his dissatisfaction with the methods under which British shorts were shown at the festival.

John Grierson, documentary pioneer and a member of the Films Council, intends to press for the matter to be taken up by the appropriate Government department and for entries to the Venice Festival to be made with the joint collaboration of national bodies concerned with foreign propaganda.

Frank Lloyd to Europe

Hollywood, Sept. 14.—Frank and Mrs. Lloyd sailed to day on a 10-week trip to London and Scandinavian countries. They are traveling via the Panama Canal and the West Indies.

Show Irish Film Shortly

"Rose of Tralee," a new Irish picture, shortly will have its first New York showing. John Dunne is in charge of publicity and exploitation. Dublin Film Co. distributes.

Name Change

Broadway will change its name to "Hollywood Boulevard" for one hour tomorrow, while the film capital's main thoroughfare will become "Broadway" for the space of 24 hours, all in an exchange of courtesies for the sweet sake of Motion Pictures' Greatest Year.

The name change will be made official at noon tomorrow by Borough President Stanley M. Isaacs at 44th and Broadway, where other civic officials and celebrities are scheduled to aid in the public salute to the industry drive.

▸ Radio Personals ◂

ALAN MOWBRAY and Patsy Kelly will appear as George McCall's guests on "Hollywood Screenscoops" Sept. 22 . . . Robert Taylor succeeds Robert Young as "em cee" on the "Good News" show tonight . . . Ted FioRito will be the guest maestro on the Fitch "Bandwagon" Sunday . . . Joan Bennett and Thomas Mitchell will appear opposite Herbert Marshall on Friday's "Hollywood Hotel." . . . Helen Claire has joined the cast of "Hilltop House." . . . Louise Massey and Westerners are on their way back from Hollywood, and will appear as guests on the Vitalis show next week . . . Bernice Lippman of WQXR's musical continuity department has announced her engagement to Elliott Norwalk. . . . Ann de Ohla has been booked for a guest appearance on the Kraft Music Hall next week.

Pittsburgh

Alan Trench is back on the WWSW sales staff after two years with the Gulf Co. in Ohio and Michigan . . . Mary Martha Briney, soprano, and the three Kinder Sisters have just been added to the talent staff at KDKA . . . Bob McKee, announcer at WCAE, has landed a sponsored news broadcast series . . . Clarence A. Pettit has been named director of public relations at KDKA. He will handle special contacts and not the press work, which is being done by Kay Bart . . . The Walt Framers have named the new arrival Jill . . . Local admirers, 15,000 strong, of Rosey Rowswell, who broadcasts the Pirates' baseball games over KDKA and WWSW, have signed a petition asking NBC to permit him to air the World Series games if Pittsburgh wins the National League pennant.

Omaha

Jake Rachman, KOIL film critic and columnist, has resigned to take a similar position with the *Omaha Post,* new tabloid . . . John Gillin, Jr., WOW general manager, is back at his desk after a vacation at the lakes . . . Sallie Steele, member of KOIL's dramatics department, has joined the same department at WBBM, Chicago . . . Bill Kotera, WOW chief engineer, vacationed in Colorado . . . Staff members of the Central States Broadcasting System from Omaha and Lincoln held their annual picnic recently with Frank Pellegrin, Bruce Wallace and Don Finlayson in charge.

St. Louis

Garry Morfit, announcer, formerly with WBAL, Baltimore, has joined KWK . . . Lyman Cameron, KWK announcer, has been promoted to production chief . . . Josephine Halpin of "One Woman's Opinion" on KMOX is back after a layoff from illness . . . Merle Jones, manager of KMOX, is in Chicago stalking business . . . Bill Edmonds, KWK announcer, is back from a vacation . . . George Bartom, recently transferred from production to sales on KMOX, has resigned to return to RKO in Chicago.

"Man on Street" Interviews via Television Are Tried Out by NBC

The first television interview with the "man on the street" was telecast by the NBC mobile television unit yesterday afternoon from Rockefeller Plaza, when Warren Wade, the network's television program director, asked six men and a like number of women passersby to express their views on television possibilities.

The men foresaw in it a great medium to cover news happenings and sports events, while it was the collective opinion of the women that its greatest value would be in covering musical and dramatic offerings.

The experiment marked the first time the television mobile units have been tested with the public participating. Another "man on the street" telecast is planned for tomorrow night.

Republic Broadcast Not Set Yet—Siegel

Republic's planned coast-to-coast radio program will be launched late this year or early in 1939, with much thought still to be given to the venture, said M. J. Siegel, the company's production executive, before leaving for the coast last night by train.

Mr. Siegel said the plans are in a formulative stage, with sponsor, network, type of program and talent to be used still to be decided. He will continue discussions on the coast.

Phil Reagan's $18,000 breach of contract claim against Republic for not using him in a picture for eight months has not been settled yet, although efforts are being made in that direction, and it is indefinite whether he will return to the Republic lot, Mr. Siegel asserted.

While here he conferred on the casting of "Wagons Westward," planned as Republic's largest budget picture, and other films. Mr. Siegel plans to return here in December.

Air Tieup Demonstrated

A demonstration of how local dealers can tie in with national programs was given by the D. L. & W. Co., producers of Blue Coal and sponsors of "The Shadow" on Mutual, at a meeting here of more than 1,000 dealers yesterday. A professional cast, headed by Lee Childs, gave a stage version of the program. J. Nelson Stewart, advertising director, assisted by William E. Malone, were in charge of the demonstration.

Albany Booking Bands

ALBANY, Sept. 14.—Ina Ray Hutton and her girl swing band will play Fabian's Harmanus Bleecker Hall, Sunday, Sept. 18. Arrangements to broadcast the Hutton program via WOKO or WABY are now under way, according to James A. Carrier, manager.

Joins Blair Company

R. W. Garner has become promotion manager for John Blair & Co., radio station representatives. He was formerly connected with another station representative firm, Joseph Hershey McGillvra, and prior to that he was with Procter & Gamble and H. W. Kastor & Sons agency.

Mary Pickford on Air

Mary Pickford will be interviewed on Cal Tinney's "If I Had the Chance" program over the NBC-Blue on Sept. 23 at 8:30 P. M.

FCC Sets Dates for 3 Examiner Hearings

WASHINGTON, Sept. 14.—The Federal Communications Commission has dated examiners' hearings for Sept. 23 on the application of Edward Breen and Allen R. Loomis for a 1,370-kilocycle station at Fort Dodge, Ia., to operate with 100 watts nights, 250 watts day, and on Sept. 26 on the applications of Peter J. Caldarone for a 1,270-kilocycle, 250-watt daytime station at Providence, and Fredericksburg Broadcasting Corp. for a 1,260-kilocycle, 250-watt daytime station at Fredericksburg, Va.

R. J. Barrett, WOR Chicago Head, Dies

CHICAGO, Sept. 14.—R. J. Barrett, Jr., in charge of the WOR office in this city, died this morning at the Michael Reese Hospital from complications resulting from a mastoid operation. He is survived by his wife and and three daughters. Funeral services are tentatively scheduled for Friday from his home here.

Mr. Barrett had been in charge of WOR sales and operations in Chicago and the midwest since February of this year, coming here from Blackett-Sample-Hummert, where he was radio time buyer.

Ross A. Hull Is Killed

VERNON, Conn., Sept. 14.—Ross A. Hull, editor of *QST*, official organ of the American Radio Relay League, and a foremost authority on ultra-short wave radio and television, was killed at his home here yesterday while conducting an experiment, more than 6,000 volts passing through his body.

Gosden Is Recuperating

LOS ANGELES, Sept. 14.—Freeman S. Gosden, "Amos" of "Amos 'n' Andy," is recuperating from an operation in Cedars of Lebanon Hospital. He will remain there several days, and meanwhile NBC engineers have installed broadcasting equipment in the hospital, where the program will originate until he has recovered.

Cantor Signs Writers

Izzy Elinson and Joe Quillan have been re-signed to a four-year contract by Eddie Cantor to write the continuity for his new Camel series, which starts Oct. 3 on CBS. They are also writing an original film script for the comedian.

Report Fields Will Join "Parade" Sho

(*Continued from page 1*)

guest stars, usually from concert a opera, making interview appearanc In that format the program has been popular one for several years, b now, it is said, George Washingt Hill, president of the American T bacco Co., is of the opinion that revision in policy is necessary; a the negotiations with the comedi were entered upon some months a with the deal now completed. [illegible] comedian will broadcast from H wood, with the remainder of the sh continuing to come from New Yo

Radio System Sougl For Canadian Polic

MONTREAL, Sept. 14.—Wester Canada will be surveyed within a ye with a view to establishing a poli radio system, Commissioner S. Wood, head of the Royal Canadi Mounted Police, states.

The force is endeavoring to ha an engineering survey made in t three prairie provinces to find poi for stations. The survey will be c ried out in cooperation with the Ra Division of the Department of Tra port. The proposal is to establish s tions in larger centers such as Win peg, Regina, Saskatoon, Calgary a Edmonton.

WOR Covering Europ

WOR is giving the European sit tion bulletin coverage at every stati break and has issued orders that commercial program can be interru ed for important European war bul tins.

Last night at 9:15 an unsuccess effort was made to get three Europe commentators through a short wa hookup.

A news broadcast from Prague a Berlin also was put on at 11:15.

On Air 24 Hours Dail

ST. LOUIS, Sept. 14.—WIL, the fi commercial radio station in St. Lou is planning next week to become t first local station to broadcast arou the clock. From 1922, when the s tion was established, until a little m than a year ago, WIL broadcast hours a day, then they lengthened t program to 17½ hours by includi dance music from midnight to 3: A. M., and now they will extend t dance programs to 6 A. M.

"Radio Columns" Aire

SAN FRANCISCO, Sept. 14.—N Stations KPO-KGO have join other network stations in daily bro cast of an imitation "radio colum to ballyhoo their own features. T 15-minute programs, prepared un the direction of the press departme are aired daily by commentator Blue. The move follows the action daily newspapers in dropping ra columns.

Demby Gets WMCA Po

Emanuel Demby, formerly with t Biow and Winer agencies, has join WMCA as editor of the "High Sch Reporter." A staff of 60 correspo ents in each secondary school will p vide WMCA with direct contact every high school in the city.

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ɔl 44. NO. 54 NEW YORK, FRIDAY, SEPTEMBER 16, 1938 TEN CENTS

/arners Win Poster Rental Decision Here

xpect Behrend to Take Case Up on Appeal

'he first court attack by the major ributors on allegedly illegal prac- s of the poster rental exchanges resulted in a temporary decision Warners in the Federal District urt here, with legal precedent on phase of the renters' activities to established.

n a four-page opinion granting rners a temporary injunction inst the Behrend Motion Picture pply House, Inc., New York, Judge ncis G. Caffey has ruled that the endant infringed the distributor's yright material by rearrangement unauthorized reproduction of star tos. While the court found that the is clear-cut in the matter, counsel Behrend maintains there is no al precedent and plans an appeal to Second Circuit Court of Appeals. f the appeal is taken, the case will heard in about two months Other- e, the hearing on a permanent in- ction probably will not come up in district court for a year or more. Other major distributors are watch- this case closely. For some years y have been informally discussing

(Continued on page 3)

U" 20%-50% Ahead broad—Seidelman

Universal's foreign business has in- ased from 20 to 50 per cent in most ropean countries in recent months, was said by Joseph H. Seidelman, e-president in charge of foreign tivities, on his arrival yesterday on *Washington* after three months road.

Mr. Seidelman disclaimed knowl- ge of the Italian liquidation decree volving American film companies,

(Continued on page 3)

llinois Allied to Start Action Today

CHICAGO, Sept. 15.—The Allied of inois suit against B. & K. and the jor companies which seeks to rify the clearance situation will be ed tomorrow, Joseph Rosenberg, at- rney for the organization, advised day.

The suit, filing of which has been nding for some time, was outlined a meeting of the organization on onday.

Paramount's Theatres Find Drive Helping

Grosses Across Country Are Up, Says Freeman

The Motion Pictures' Greatest Year campaign has stimulated attendance in Paramount's theatre operations across the country, reports received from circuit operators affiliated with the company reveal, Y. Frank Freeman, vice-president in charge of Paramount theatres, said yesterday.

"Attendance has shown a steady improvement since the opening of the drive," Mr. Freeman said. "Interest in the 'Movie Quiz' contest is high in all sections of the country. That is probably the best barometer on the effectiveness of the campaign now."

Campaign headquarters completed a preliminary tabulation yesterday of newspaper expressions related to the drive which revealed that more than 500 daily publications in 350 cities have published editorials in praise of the campaign and its aims.

"Editorial comment has been solidly for the drive, the attitude of the news-

(Continued on page 3)

New Deals to Raise Republic's Revenue

Republic's revenue will be considerably increased by new distribution percentages provided in contracts closed with franchise owners.

To date 15 of the company's 17 franchise holders have signed new five-year pacts calling for a boost of the company's share from gross receipts. The other two are in negotiation. All pacts, retroactive to July 1, provide for a decreased percentage to the territorial distributor.

Republic has closed more contracts

(Continued on page 3)

Kill Italian Quota

Rome, Sept. 15.—According to a local distributor, the foreign quota system no longer exists in Italy. The monopoly decree authorizes the Government's agency to purchase all films in the future to meet local needs. Because of the foreign exchange situation, however, such purchase is expected here to be held to a minimum.

H. C. Miner Named Century President

Henry Clay Miner, chairman of the board of Century Circuit, Inc., was elected president at a meeting of the board yesterday. He succeeds Abraham H. Schwartz, who died last Friday.

Fred J. Schwartz, son of the late circuit head, was elected a director to succeed his father. No other appointments were made and no changes are anticipated, a company official said.

Active executive direction of the circuit of 50 theatres in the metropolitan area will be in the hands of Mr. Miner and Albert A. Hovell, vice-president and general counsel of Century. Mr. Miner will continue as chairman of the board, a post to which he was elected three years ago when he retired as active head and Mr. Schwartz was elected president. Prior to that time Mr. Miner had been presi-

(Continued on page 3)

"Valley" Gross Is $49,000 First Week

The Strand reports a gross of $49,000 for "Valley of the Giants" in the week ending last night. The theatre's second stage show since inaugurating the combination policy is credited with much of the draw. The bill includes Ozzie Nelson and his band, Wayne Morris, Johnny "Scat"

(Continued on page 6)

Benes Pleads for Peace

Coincidental with the Czech crisis of the moment, March of Time yesterday received belated permission through its Paris office to release a statement in English recorded by President Eduard Benes during the reel's filming of material for the current issue, "Prelude to Conquest."

President Benes said: "We have been working hard during the last 20 years and have accomplished a great deal. We have tried and are still trying honestly to be just, as much as human beings can be. We hope that we shall be able to continue our work in the future, believing that international peace can be saved and honestly maintained by pacific means."

U. S. Stand on Rome's Decree To Be Decided

Clarification Is Asked; Will Act Next Week

Major company policy on future operations in Italy will be determined here early next week, it was indicated yesterday following a meeting of the heads of foreign departments with Frederick L. Herron, foreign manager of the M.P.P.D.A.

The meeting was called to consider the Italian decree establishing a government monopoly for distribution of foreign films in that country and which, if enforced in its present form, would require the liquidation of American branch offices in Italy. The decree was published officially in Rome on Tuesday, as reported exclusively in MOTION PICTURE DAILY the following morning. First advices to home offices from European representatives were received early yesterday.

The decree was discussed at length by the foreign managers at yesterday's session but policy decisions were deferred due to what was described as the "inexplicit language" of several articles of the decree. European representatives in Paris and the American Embassy at Rome were cabled requests for clarification of the articles in question and on receipt of this in-

(Continued on page 3)

Appeal Is Granted In Dakota Action

FARGO, Sept. 15.—An appeal to the U. S. Supreme Court was allowed today in an order filed here by a special three-judge Federal Court which ruled constitutional an act of the 1937 North Dakota legislative session prohibiting the owning of picture theatres by producers or distributors. Granting of the appeal plea was expected.

Bonds fixed in the order include $1,000 as costs of the action and $1,000

(Continued on page 6)

MPPDA Directorate To Meet Here Today

The board of directors of the M.P.P.D.A. will hold its quarterly meeting today with Will H. Hays presiding. Mr. Hays returned to New York yesterday following his customary summer visit in Hollywood.

Today's meeting, among other items of business, is scheduled to elect Murray Silverstone, United Artists chief

(Continued on page 3)

Warner Golf Tourney Has 125 Entries

About 125 golfers will tee off this morning at the annual Warner Club golf tournament at the Old Oaks Country Club, Purchase, N. Y. Arthur Sachson, Jerry Keyser and Leonard Palumbo will handle the arrangements at the club.

In addition to the regular play there will be a putting contest, longest drive contest and a hole-in-one contest. Lunch will be served between 12 and 2 P.M. In the evening dinner will be served and prizes will be awarded by Leonard Schlesinger.

Warner Club members and guests attending will include:

Joby Adams, Lou Aldrich, Ken Aneser, Charles Baily, Harold Bareford, E. Bisher, Joe Bloom, Al Blum, Clayton Bond, Jim Brennan, W. V. Brooks, W. A. Cannon, Al Carpenter, Joe Castellano, E. Carney, Andrew Connor, M. J. Connor, H. E. Cooke, Lou Dennis, H. M. Doherty, Mike Dolid, Nat Fellman, Charles Foder, Norman Foley, S. Friedman, Morton Gerber, J. J. Clynn, Gil Golden, Dick Golden, Larry Golob, Jess Gourley, Gene Grant, L. B. Griffin, Roy Haines, W. S. Halliday, Maurice Henry, Ed Hinchy, Joe Hummel, Frank Hurtt, Irving Hyland, Saul Immerman, Don Jacocks, Arthur Jones, Louis Kaufman, Jerry Keyser, Ray Kinney, B. Klawans, Herb Kempe, Ernest Lange, James Lannon, Paul Lazarus, J. N. Lubin, Stan Levine, Harold Lee, Karl MacDonald, Pat Marcone, Frank Marshall, Tommy Martin, Dr. Merksamer, Stewart McDonald, R. A. McGuire, Joe McLaughlin, Edwin Morris, Harry Novak, Tome O'Sullivan, Lenny Palumbo, Sid Rechetnik, Elkan Reiner, Sol Reiner, Lester Rieger, Larry Roberts, Harold Rodner, Harry Rosenquest, Alan Rubinger, C. C. Ryan, Lee Rogers, Henry Sanicola, Sam Sax, Martin Schiff, Leonard Schlesinger, S. Schneider, Ed Schnitzer, E. Schreiber, Sol Shernow, Arthur Siegel, A. Silver, Stan Smithers, Herman Starr, Fred Stern, Lee Stewart, Dan Triester, Al Trojak, E. N. Ullberg, A. Vigard, Albert Warner, Charles Warren, Rudy Weiss, Gene Werner, Hal White, Jacob Wilk, Bob Williams, Roy Winkler, Cy Wood and Joe Zybulewski.

Jack Alicoate, James M. Jerauld, James P. Cunningham, A-Mike Vogel, Jack Harrower, Roy Chartier, Abe Bernstein, James Cron, Ray Gallegher, Floyd Stone, Hy Daab and Chick Lewis.

Bargaining Demands Come Up at Hearing

HOLLYWOOD, Sept. 15.—With the Screen Directors' Guild announcing that in the course of the hearing it intended getting testimony from Jack L. Warner, Darryl Zanuck, Louis B. Mayer and Hunt Stromberg, copies of the bargaining demands by the guild were introduced today before N.L.R.B. Examiner William Ringer.

Demands made by the guild which were stymied by producers' insistence that the guild is not the proper bargaining representative for assistant directors and unit managers in addition to directors were outlined.

ITOA Goes to Astor

Allied of New Jersey will lose a neighbor next Monday when the I.T.O.A. will move from the Lincoln Hotel to the third floor of the Astor. For three years the two independent exhibitor organizations have been neighbors on the same floor of the Lincoln, although sometimes they have been unfriendly in their rivalry.

Purely Personal

A. H. McCAUSLAND, Irving Trust representative in RKO, will leave tonight for the coast by train for studio conferences. He expects to return in time for the RKO reorganization hearing in Federal court Sept. 29.

•

SONNY SEIDELMAN, young son of J. H. SEIDELMAN, Universal foreign head, who returned with his father from Europe yesterday, spent the summer at a camp in the Alps.

•

ED KUYKENDALL, M.P.T.O.A. president, who postponed his scheduled trip to New York a week ago, will arrive here Monday from his Columbus, Miss., home.

•

GLADYS SWARTHOUT, accompanied by her husband, FRANK CHAPMAN, will leave today for Hollywood. LYNNE OVERMAN is also heading west.

•

B. N. JUDELL has acquired the midwestern territorial rights to "Adventures of Chico," produced and distributed by Woodward Productions.

•

DON VELDE, in charge of Paramount's accessory department, will return next week from a field trip.

•

BING CROSBY left Chicago yesterday en route here. He will sail for a vacation in Bermuda.

•

MORT BLUMENSTOCK is redecorating his home.

SAMSON S. KRITZBERG, president of Amkino, is on a two-week tour through Pennsylvania, Ohio and upstate New York towns, accompanied by SELIG PITT, Ohio representative.

•

RITA MOONEY, secretary to J. E. ROBIN, equipment dealer, will be married next week to NEAL BRENKERT, son of KARL BRENKERT, head of Brenkert Light Projection Lamp Co.

•

N. H. GOLDSTEIN returned to Springfield, Mass., yesterday following business conferences with Y. FRANK FREEMAN and LEON NETTER at the Paramount home office.

•

ELLEN DREW, Paramount player, left Hollywood yesterday for a tour of 30 key cities in which she will make personal appearances.

•

CHARLES A. MORLA, assistant foreign export manager of Monogram, will sail today on the *Santa Rosa* on a seven-week business trip.

•

RAYMOND DUPORT, sales and promotion manager of the Forest Mfg. Corp., has left on a 10-day trip through the south.

•

JACK BELLMAN, Republic district manager, is due today from Albany conferences.

•

WILLIAM S. HART is due from the coast today to attend the trial of his suit against U. A.

Crime Group Starts Chance Games Attack

A crusade against theatre chance games by the Society for the Prevention of Crime, backed by District Attorney Thomas E. Dewey, resulted in the arraignment yesterday of the staff of the Jewel Theatre in Harlem in Magistrate's Court on a charge of conducting a lottery.

Harry G. Kosch, counsel for the Belle Circuit, which operates the house, obtained postponement of the hearing to Oct. 4. Magistrate Peter A. Ables continued bail of $25 for each defendant, which was given in Night Court following the police raid.

Mr. Kosch said in court that numerous theatres in New York state are running some kind of chance game, that they have been upheld by some court decisions and that he intends to make a test case of the Jewel Theatre prosecution, with appeal to the state Supreme Court if necessary.

Milstein Appointed Small's Agent Here

HOLLYWOOD, Sept. 15. — Edward Small today appointed J. J. Milstein as his New York representative. Mr. Milstein, who resigned last December after two years as Republic sales manager, will have charge of all eastern contacts for the producer.

Mr. Milstein is here now and will remain for 10 days in conferences with Mr. Small and his executive staff. Prior to going with Republic he was in charge of sales for M-G-M in the Los Angeles territory for 12 years. He produced "Fight for Peace" recently.

Curry Forming New Company in England

Harry Curry, sales executive in England who at one time represented Warners and Paramount in Great Britain and Paramount in Australia, is forming a new English independent producing and distributing organization, which is intended to work on a reciprocal basis with American independent companies.

It is his plan, Mr. Curry declared at a trade press luncheon at the Tavern yesterday, to produce films in England for quota purposes there. Those which are thought satisfactory for this market will be distributed in the United States by J. H. Hoffberg Co. Mr. Hoffberg was the co-host at yesterday's luncheon.

Mr. Curry has purchased about 12 American independent films for English distribution. He goes back to England on the *Georgic* tomorrow.

Hicks Moves Foreign Men

Three shifts in the Paramount foreign office managerial setup have been made by John W. Hicks, vice-president in charge of foreign distribution. Henry Gordon, formerly at Trinidad, has been appointed to the Panama office. Robert L. Graham of the Australian office has been named Gordon's assistant in the Canal Zone. Saul Jacobs, manager at Guatemala, has been transferred to Trinidad.

Selznick Signs Hitchcock

HOLLYWOOD, Sept. 15. — Selznick International today signed Alfred Hitchcock to direct "Rebecca," from the Daphne du Maurier novel soon to be published in the United States.

Freeman Will Spend More Time in Fiel

Y. Frank Freeman, Paramou theatre head, will spend more ti in the field visiting with the co pany's theatre associates at their c erating headquarters as a matter future policy, he said yesterday.

The new procedure will elimina the projected meeting with the co pany's western associates in Ch this fall, as the individual opera in that territory will be visited by M Freeman within the next few montl His initial schedule will take him Toronto next week for conferenc with N. L. Nathanson and J. J. Fit gibbons. He will spend next wee end in New Orleans conferring wi E. V. Richards and will go to A lanta from there for conferences wi the heads of the Lucas & Jenki circuit. Other Paramount associat will be visited later, Mr. Freem said.

Basil Dean Resigns From A.T.P. Studio

LONDON, Sept. 15.—Basil Dean, e ecutive head of Associated Talki Pictures Studio, which he founded 1931, has severed his connection wi that organization, as well as with A sociated British Film Distributors, Lt

Mr. Dean has long been a leadi figure in the entertainment world he noted as a producer both of stage pla and pictures. His future plans are n yet known.

Consolidated Pays 25c

Consolidated Film Industries' dire tors yesterday voted a dividend of cents on the preferred stock, payab Oct. 10 to stockholders of record Se 26.

MOTION PICTURE
DAILY

(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Pu lisher; J. M. JERAULD, Managing Edit JAMES A. CRON, Advertising Manager. ED TORIAL STAFF: Charles S. Aaronson, Jack Ba ner, Al Finestone, Sherwin A. Kane, Joseph Prio

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J. S. Stand on Rome's Decree To Be Decided

(Continued from page 1)

mation, it is believed, the major ributors will decide whether to en- distribution to the newly created NIC, the government controlled mo- n picture distributing body, or with- aw from the Italian market.

Among those at yesterday's meeting e, in addition to Colonel Herron, re Sam E. Morris, Warners; thur Loew, Loew's; John W. cks, Paramount; Arthur Kelly, nited Artists; J. A. McConville, lumbia, and E. V. Lombard, 20th ntury-Fox. J. H. Seidelman of niversal, who returned to New York sterday from a five-month Euro- an visit, was unable to attend the eting.

Phil Reisman, RKO foreign man- er, is in Paris attending the sessions ere on the Italian situation. Fred nge, Paramount continental man- er, and Harold Smith, M.P.P.D.A. presentative on the continent, also e sitting in at the meetings there. r. Hicks and Mr. Loew plan to sail r Europe on the *Queen Mary* next ednesday.

Admit Gravity of Terms

Foreign managers were quick to mit the gravity of the terms of the w Italian decree, some regarding it a virtual expulsion of the American mpanies from the Italian market. NIC will have its headquarters in me and will control film importa- n and distribution in the Italian lonies and possessions, as well as at me. As published, it became effec- e Wednesday. However, one of the ticles regarded as being inexplicit, dicates that a period of grace may granted. In any event, the Ameri- n companies are given 10 days in hich to declare the contracts which ey now have in effect in Italy. They e given the choice of submitting ch contracts in terms of performance be designated by ENIC or of sur- ndering the contracts to the govern- ent body. If they are not inclined do either, the decree states that they re free to cancel the contracts . . . ithout indemnity."

Only Warners, Loew's, Paramount d 20th Century-Fox have their own anches in Italy.

urns' Pact Is Extended

HOLLYWOOD, Sept. 15.—Bob Burns' ntract with Paramount has been ex- nded for another year. Four films e scheduled for the comedian.

Ten Tons of 'Em

Omaha, Sept. 15.—A Nebraska exhibitor heard that 331,000 "Movie Quiz" booklets had been distributed in the Omaha territory and remarked: "That's a lot of booklets."

"A lot of booklets? You're telling me," replied D. V. McLucas, who is handling the Omaha campaign work. "It's exactly 10 tons of booklets!"

The Newsreel Parade

The European crisis, of course, held the attention of the newsreels and the current issue points up the situation pictorially. The victory of Senator Tydings in the Maryland primary also came in for wide coverage. The reels and their contents follow.

MOVIETONE NEWS—Sudeten crisis. Speed racer in Utah. MacMillan returns from Arctic trip. Governor Allred opens Texas bridge. College girl fashions. Corrigan arrives on coast. Colonel Lindbergh in Moscow. New zeppelin ready to take off. Maryland steeplechase. California grid players in training. Ski champions star in Australia.

NEWS OF THE DAY—Crisis in Europe. Lindbergh in trip to Russia. Tydings beats New Deal purge. Unique school trains debutantes. N. Y. U. works out for new football season. Long shot wins Maryland steeplechase.

PARAMOUNT NEWS—Corrigan reaches California. Small business has its say in meeting. Colonel Lindbergh in Russia. Incoming liner brings record crowd. King Zog celebrates anniversary. Marathon typists in competition. The Sudeten crisis. Bob Hope plays 10 golf games at once on the coast.

RKO PATHE NEWS—Corrigan reaches California. Senator Tydings renominated. Michigan prison model for nation. American skippers take trophy. Spawning salmon aided by man. Congressman Barton turns "sinner." Crews work to save swamped wheat. Jai Alai, new game, hits New York.

UNIVERSAL NEWSREEL — California celebrates admission day. Czech crisis. Bridge dedication in Texas. Tydings wins in Maryland. Georgia candidates. Hoop skirts are back. Makes auto record try in Utah. Motorcyclists try Washington hill climb. Wrestling match in ice cream is staged.

Paramount Houses Helped by Drive

(Continued from page 1)

papers generally being that this unified effort of the industry could bring only good was worthy, therefore, of unreserved praise," campaign headquarters reported. "All papers stressed the excellent effect the success of the drive would have on business in general," it was said.

The newspaper summary also showed that the campaign slogan, "Motion Pictures Are Your Best Entertainment," furnished the theme for many of the editorials. Other editorial themes were the patriotic value of the industry to the nation; Hollywood's pioneering work in a new and typically American art form; Hollywood's leadership in world film production; the value of films as entertainment for the masses and the influence of films on American life and world markets.

Campaign headquarters was advised by W. S. Caldwell, chairman of the Toledo Theatre Managers' Association, that more than 50,000 "Quiz" booklets have been distributed in that city, indicating that one-sixth of the population has entered the contest.

"Following the insertion of the latest national advertisement the requests for booklets have increased noticeably," Mr. Caldwell reported.

The managers of 31 Ross Federal Service branch offices and their field representatives were instructed yesterday to offer their services to the chairmen of local campaign committees and to contribute their efforts in every way possible to the success of the drive.

Campaign Increasing Oklahoma City Takes

OKLAHOMA CITY, Sept. 15.—First run grosses in Oklahoma City houses are showing a definite upturn since the start of the Motion Pictures' Greatest Year campaign. Total first run business in the past week was, successively $18,500, $18,200, $21,900 and $21,000 against a weekly average of $17,200.

Circuit operators and independents throughout this territory are taking an active part in the drive, with an estimated $25,000 in ad sales accessories and "Movie Quiz" contest booklets already disposed of through the local Warner exchange.

"U" 20%-50% Ahead Abroad—Seidelman

(Continued from page 1)

but said he was to attend a meeting of foreign department heads at which the matter will be discussed. He visited Italy on the survey he just completed.

Universal's sales and revenue boost in Europe is due to the Deanna Durbin and Danielle Darrieux pictures, Mr. Seidelman said, and chiefly in France is Miss Darrieux a favorite. She was given a great welcome when she returned to Paris following the completion of "The Rage of Paris," and remained there to make two films. She is due back here soon.

Mr. Seidelman visited every Europeon country but Russia. All was quiet in Prague when he was there for several days, he said. He was accompanied by his family.

"U" Is Negotiating For Feature Cartoon

HOLLYWOOD, Sept. 15. — Cartoon Films, Ltd., cartoon producers, is negotiating with Universal for the making of a feature length cartoon. Completion of the deal awaits the arrival here of Matthew J. Fox, Universal vice-president, now in New York.

The cartoon company plans to start building its own studio shortly for increased production. It already has produced a series of four cartoons for British release.

Omaha Pledges $3,905

OMAHA, Sept. 15.—A total of 127 exhibitors in the Omaha district has pledged $3,905 toward the Motion Pictures' Greatest Year campaign. This does not include 45 circuit houses.

D. V. McLucas, U. A. exchange manager, expects about 135 exhibitors to sign pledges of over $4,000. A total of 331,000 "Movie Quiz" booklets has been distributed.

English Exports Gain

LONDON, Sept. 15.—Exports of exposed positive film from England during August totaled 2,016,558 feet, an increase of 342,935 feet over August, 1937. The imports of exposed positive film totaled 13,235,154 feet, a decrease of 473,948 feet from August, 1937.

Warners Win Poster Rental Decision Here

(Continued from page 1)

action against certain practices of the renters which appeared as copyright infringement of posters, stills and other material. The competition from the renters has affected the distributors' accessory revenue considerably, chiefly Paramount and Warners, which have a rental arrangement of their own.

The ultimate outcome of the case will affect more than 40 poster renters throughout the country.

H. C. Miner Named Century President

(Continued from page 1)

dent of the company since its inception upwards of 25 years ago.

Mr. Miner has been in the theatre business some 50 years. He comes from a family of theatre operators, his father, Henry Clay Miner, Sr., having been identified with Miner's Bowery Theatre and a number of other early-day houses.

New Deals to Raise Republic's Revenue

(Continued from page 1)

and has obtained better representation in important key cities and the larger circuits for 1938-'39 than since its organization, it was said yesterday by James R. Grainger, president, before he left by train for the coast.

After conferring with Moe J. Siegel, executive producer, at the studio, Mr. Grainger will make a tour of exchanges in Los Angeles, San Francisco, Portland, Seattle, Denver, Salt Lake City and Minneapolis, returning here about Oct. 15.

MPPDA Directorate To Meet Here Today

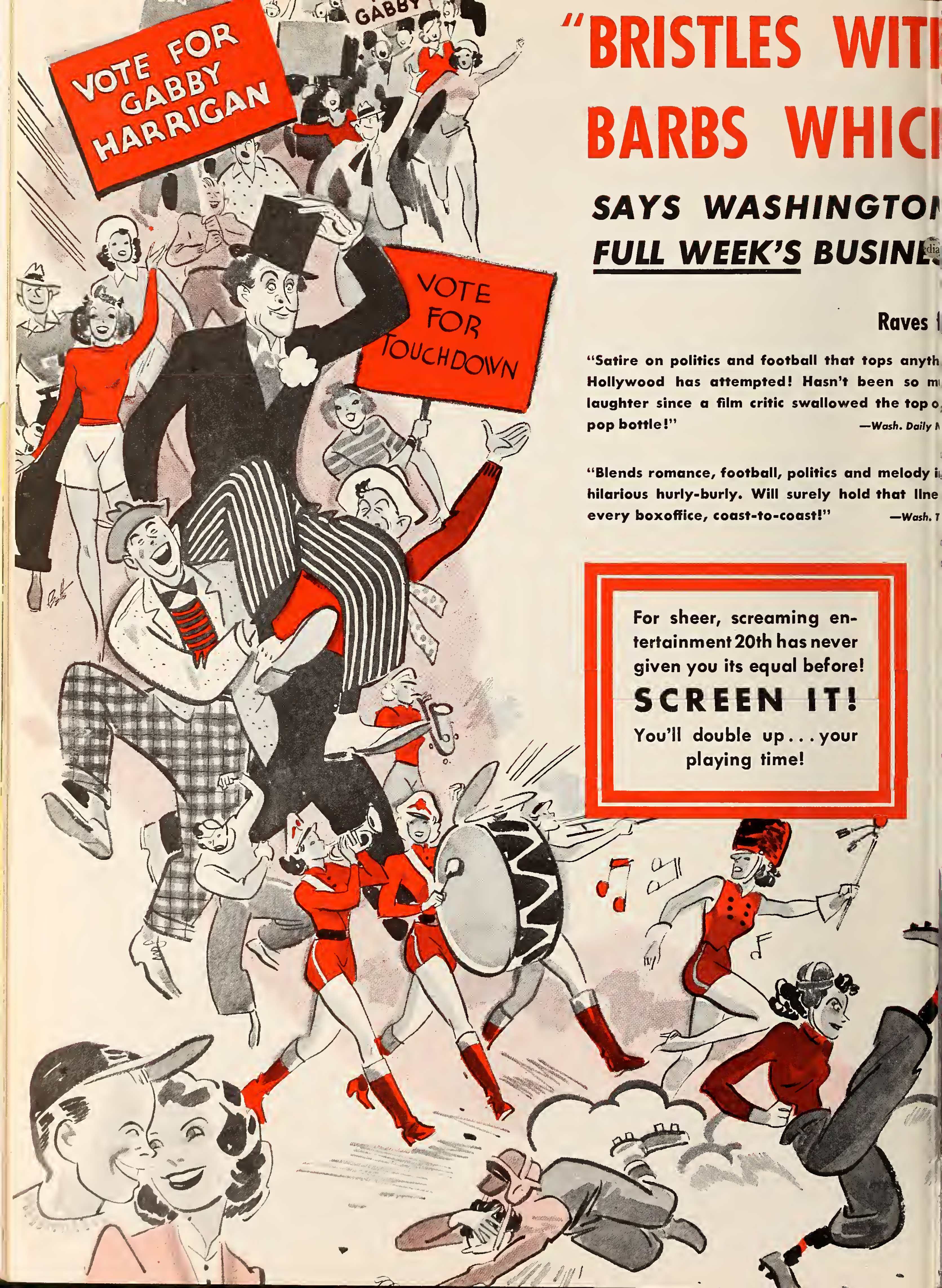
(Continued from page 1)

executive, to membership on the M.P.P.D.A. board of directors as the representative of that company. He succeeds Harry D. Buckley in the post.

Expected at today's meeting are Barney Balaban, Paramount; Jack Cohn, Columbia; Sidney R. Kent, 20th Century-Fox; Nate J. Blumberg, Universal; Albert H. Warner, Warners; Nicholas M. Schenck, Loew's; Mr. Silverstone; Earle W. Hammons, Educational-Grand National; Leo Spitz, RKO; Carl E. Milliken, secretary, and Frederick L. Herron, treasurer.

Quiz Interest Is High

SEATTLE, Sept. 15.—Keen interest on the part of theatre patrons in the $250,000 "Movie Quiz" contest was reported here from all parts of the territory by exhibitors attending a meeting of the M.P.T.O. of Washington. Most exhibitors reported they are distributing more contest booklets than they had anticipated before the campaign began.



"BRISTLES WIT BARBS WHIC

SAYS WASHINGTO FULL WEEK'S BUSIN

Raves

"Satire on politics and football that tops anyth Hollywood has attempted! Hasn't been so m laughter since a film critic swallowed the top o pop bottle!" —*Wash. Daily*

"Blends romance, football, politics and melody i hilarious hurly-burly. Will surely hold that line every boxoffice, coast-to-coast!" —*Wash. T*

For sheer, screaming entertainment 20th has never given you its equal before!

SCREEN IT!

You'll double up . . . your playing time!

UP-TO-THE-MINUTE POLITICAL
WILL MAKE THE COUNTRY ROAR!"

. C., EVE. STAR . . . AS "HOLD THAT CO-ED" DOES
N FOUR DAYS . . . IN SMASH WORLD PREMIERE!

ashington! Cheers from the Coast! Hoorays from the trade! READ 'EM!

Satire on political scene makes it a laugh hit! An ilarious gem of entertainment! One rib-tickling ituation after another!" —*Wash. Post*

Mixture of satire on politics and fun on gridiron nbeatable combination for superb comedy!" —*Earl Godwin, President White House Correspondents Assn.*

'Money laugh-hit! A sure-thing for any boxoffice lean-up! A new high in hilariously screwy climaxes!" —*Hollywood Reporter*

"Smash hit! Scores as political-pigskin film! Hold everything for 'Hold That Co-Ed'!" —*Wash. Herald*

"Will delight all audiences with its boisterous comedy and flippant satire on politics and football!" —*Daily Variety*

"Audience positively rocked with laughter! Anything can happen in pigskin tussles and politics!" —*L. A. Herald & Express*

"The exhibitor who cannot do S. R. O. business with this might just as well give his theatre back to the Indians!" —*Picture Reports*

"I laughed till I had to tape my ribs! And I'm still laughing. Don't miss it!" —*Frank "Buck" O'Neill, nationally famous columnist*

"The funniest picture of the year!" —*L. A. Examiner*

HOLD THAT CO-ED

A 20th Century-Fox Picture with

JOHN BARRYMORE · GEORGE MURPHY · MARJORIE WEAVER
JOAN DAVIS · JACK HALEY
GEORGE BARBIER · DONALD MEEK
JOHNNY DOWNS

Directed by George Marshall
Associate Producer David Hempstead · Screen Play by Karl Tunberg, Don Ettlinger and Jack Yellen · Original story by Karl Tunberg and Don Ettlinger
Dances staged by Nicholas Castle and Geneva Sawyer
Darryl F. Zanuck In Charge of Production

20th CENTURY FOX
THE KEYSTONE OF YOUR FUTURE

THIS IS ONE OF THE MOVIE QUIZ $250,000.00 CONTEST PICTURES

Banner LINES

WITH radio rumbling threats of retaliation against the motion picture because its medium was not used by the screen people in the current Motion Pictures' Greatest Year drive, it is refreshing to note the attitude maintained by the J. Walter Thompson agency in behalf of its production, the Lux "Radio Theatre."

The "Theatre," through its agency, having notified the drive committee of its desire to cooperate with the campaign, supplemented this friendly expression with an invitation to Will Hays to appear on the Lux hour to sound the keynote of the drive over the radio. This invitation was accepted immediately by Mr. Hays.

Moreover, in its desire to help the motion picture business, the agency selected "Spawn of the North" as its new season's opening attraction, primarily because it is a current release. Other screen properties, more adaptable to radio than "Spawn of the North," were available to the agency, but these were passed by because they were past film releases. J. Walter Thompson believes that current motion pictures are given a tremendous lift at the box-office when they are enacted on the Lux hour, and that belief is not idly compounded, but is based on past experience. On at least three previous occasions the "Radio Theatre" offered adaptations of pictures which were current at the time of their presentation on the air, and on each occasion the picture did tremendously well at the box-office. The pictures were "Mad About Music," "Stella Dallas" and "A Star Is Born."

▼

Too many radio columnists write pieces telling people in radio how to run their affairs, and accordingly long ago this department determined never to write a piece headed "If I Were—" something or other in radio. But in this case we are making an exception. So: If I were a sponsor looking for a show on a local station somewhere, I'd look up J. Kelly Smith, general manager of CBS Radio Sales, and listen to him tell of a program on WKRC, Columbia's station in Cincinnati, which, first sponsored by a Cincinnati dairy, resulted in developing three out of every four leads into a sale; then was sponsored by Sears, Roebuck, and in one day sold out the entire hosiery stock promoted through this show.

▼

Sixteen publicity offices placed bids with the Buchanan agency to handle the new Texaco program. Tom Fizdale won out because he came forth with the most colossal of all colossal ideas—having the inaugural Texaco broadcast take place in the Hollywood Bowl. And, proving that radio sometimes can match the Hollywood way of doing things, now that Fizdale has been signed to do the show, the Hollywood Bowl idea has been discarded.

▼

Welcome Lewis' name appears as the mistress of ceremonies of "Singing Bee," attractive WHN program. Not generally known, however, is that the program is the idea of, and is written by, Hazel Flynn, the Music Hall's publicity director.

JACK BANNER

Broadcast Problem Splits C.E.A. Parley

LONDON, Sept. 15.—The independent theatre owners' representatives have expressed general dissatisfaction with the attitude of the circuits on the problems of showing films in bars and on radio broadcasts at a meeting of the general council of the Cinematograph Exhibitors' Association.

Following discussion of the broadcast recently from the Gaumont Holloway, it was agreed to appeal directly to Isidor Ostrer, asking that all future broadcasts be dropped. A study of the bar problem provoked pleas for the abolition of the screenings, but it ultimately was decided that the matter should be referred to a joint committee of the C. E. A. and Kinematograph Renters' Society (distributors).

A television committee will be formed to report monthly on the progress of that medium. The double bill problem, also a cause of independent-circuit difficulties, was put over to next month's meeting.

Kate Smith Signs Troupe

Kate Smith, who will return to CBS Sept. 29, has signed a troupe to do a regular dramatic spot in her show, which is titled "Kate Smith's Cousins." The cast includes Ezra Stone, who plays a juvenile role in "What a Life," Betty Fields, Leah Penman and Blayne Filmore. The scripts will be written by Clifford Goldsmith, author of "What a Life."

Two Programs to Canada

Two Standard Brands programs, "One Man's Family" and Dr. William Stidger's "Getting the Most Out of Life," will be carried in Canada over 29 stations of the Canadian Broadcasting Corp., simultaneously with their airing over NBC, according to a contract just set. J. Walter Thompson is the agency.

Sponsor Grange on CBS

The Pure Oil Co. will sponsor Red Grange, former football star, in a twice weekly sports series over an 11-station CBS hookup, starting Sept. 22. The programs will be heard Thursdays and Saturdays from 6 to 6:15 P. M. New York is not included in the hookup.

Spaeth to "Information"

"Tune Detective" Sigmund Spaeth, just returned from a two-year lecture tour that took him to many countries, will return to radio Sept. 27 as musical expert in NBC's "Information Please." Mr. Spaeth is managed by CBS artists bureau.

British Official Here

L. F. Odell, chief engineer of British Relay Wireless, will arrive here today from Canada, accompanied by Mrs. Odell. He will remain in New York for the next week or two to study American radio engineering equipment, before returning to England.

A. F. A. Postpone Talks

Conferences on a basic agreement for vaudeville actors which were to have been started yesterday by the American Federation of Actors with presentation houses have been postponed to next week, at the request of the theatres.

Mutual Plans New Program; 40 Sponsors

A new cooperative program with 40 sponsors already in line, has been arranged for presentation on the Mutual network, starting Sept. 25 from 6:30 to 7 P. M. In New York, Howard Clothing Co. will sponsor over WOR.

The program is entitled "Show of the Week," and its features will consist of a band of the week, song of the week, and three two-minute news periods. Redfield-Johnstone is the agency, while Music Corp. of America handles the band bookings. The bands to be presented in the series, in order, are: Richard Himber, George Olsen, Red Norvo, Eddy Duchin, Al Goodman, Peter Van Steeden, Ozzie Nelson, Vincent Lopez, Kay Kyser, Bunny Berigan, Buddy Rogers, Larry Clinton and Leo Reisman, with more to be booked. The "em cee" will be Ray Perkins.

Columbia Will Hold Midwestern Meeting

A meeting of Columbia's midwestern division managers will be held in Chicago this weekend. Rube Jackter, assistant sales manager, will leave New York on the Century today to preside at the meeting.

Those who will attend the meeting include Phil Dunas, midwestern division manager, and the following branch managers: Mel H. Evidon, Des Moines; Oscar J. Ruby, Milwaukee; Hy J. Chapman, Minneapolis, and Isadore M. Weiner, Omaha.

New Warner House Open

WASHINGTON, Sept. 15.—The Silver Theatre, newest Warner house in this vicinity, located on Georgia Ave. in Silver Spring, Md., was opened to the public last night. The house will be operated by Warners under a term lease from William Wilcox. Lamar Keen will be manager.

To Discuss Dance Plans

The general committee for the dinner dance to be given by the Motion Picture Associates at the Hotel Astor Nov. 26 will be named at a luncheon meeting of the organization today at the Lincoln. Details of the affair will be discussed. Jack Ellis will preside.

Says U. S. Talent Sought

American film talent is much in demand in England, Edward Everett Horton reported yesterday on his return from a holiday in Europe with his brother and manager, W. B. Horton.

Comerford Trying Shows

The Comerford circuit is planning to reinstate vaudeville in a limited number of theatres later in the fall, it is understood. Last spring the circuits had stage shows in Scranton and Wilkes Barre.

McNamee Flies to Coast

Graham McNamee, announcer, left for Hollywood yesterday via American Airlines, to be gone several weeks.

Appeal Is Granted In Dakota Action

(*Continued from page 1*)

as possible damages incurred by the state during the existence of a temporary injunction against operation of the law, allowed by the lower court and reinstated pending the appeal. Both are to be furnished by the plaintiffs, Paramount Pictures, Inc., Minnesota Amusement Co. and American Amusement Co.

Assignments of error cited in the petition for appeal included allegations of 20 specific errors in rulings by the court during the hearing in Fargo in June.

"Valley" Gross Is $49,000 First Week

(*Continued from page 1*)

Davis and Harriet Hilliard. The show is held a second week.

"My Lucky Star" proved lucky for the Roxy at $46,500 for the week. This is another Broadway holdover. The Criterion did $8,400 in a second week with "10th Avenue Kid."

"Boys Town," according to M-G-M, is obtaining unprecedented grosses in a number of key cities. In Omaha, day and date at the Omaha and Paramount, the film did 139 per cent over normal business at the former house, exceeding "Test Pilot."

"Alexander's Ragtime Band" is the first film to be held a third week at the State, Harrisburg.

Miami to Change Name

The Miami Theatre at Sixth Ave. and 47th St., will shortly change its name to the Irish Theatre, and will be devoted exclusively to the exhibition of Irish films. The initial screen offering will be "Rose of Tralee," which is due to open next month.

Sign Fishell for Show

Dick Fishell, WMCA sports commentator, has been engaged for 10 broadcasts on the "For Men Only' program, sponsored by the Vitalis Co. on NBC.

Wall Street

Majority Gain On Board

	Open	High	Low	Close	Net Change
Col	12½	12½	12¼	12¼	+1¼
Col. pfd. ..	30	30	30	30	.....
Cons. pfd..	7⅛	7⅛	7	7	.....
E. K.	167	168	167	167	—1
G. T. E...	13¾	13¾	13½	13½	.....
Loew	49½	49½	47¾	48½	+1⅝
Para.	9¾	10	9½	9⅞	+ ½
Para. 2.....	10	10⅛	9⅞	10⅛	+1⅛
Pathe	8½	8½	8½	8½	+ ½
RKO	2	2⅛	2	2	.....
20th Fox ..	24⅞	24⅞	24	24⅜	+ ½
20th pfd....	31½	31½	31½	31½	— ⅝
Univ. pfd...	36¾	37¼	36¾	37¼	+ ¼
W. B.	5¾	5¾	5⅜	5½	+ ¼

Fractional Curb Increases

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	7/16	7/16	.....
Monogram	2	2	2	2	.....
Sentry	¼	¼	¼	¼	.....
Sonotone .	1⅜	1½	1⅜	1½	+ ⅛
Tech.	19¼	19¼	18⅛	18⅝	+1¼
Univ. Corp.	3⅛	3⅛	3⅛	3⅛	+ ¼

Little Bond Activity

	High	Low	Close	Net Change
Loew 3½s '46....	100¼	100¼	100¼	.....
Para. B'way 3s '55	61	61	61	—1
Para. Pict. 6s '55.	94¼	94¼	94¼	— ¾

(Quotations at close of Sept. 15)

"THE *Best* BREEN PICTURE TO DATE"

— SAY THE CRITICS . . .

This is the best Bobby Breen picture to date, chiefly because of the charm and grace of Irene Dare, 5 year-old figure ice skater and a new comer to to the screen.

Boxoffice.

Sol Lesser comes through with Bobby Breen's best picture to date, one notable for downright cleverness in story, direction and acting.

Hollywood Spectator.

This picture should do better at the box office than any previous Breen vehicle, as it will not only increase Bobby's host of fans, but will create a following for the child star, Irene Dare.

Showmen's Trade Review.

Top performances by Bobby Breen, five-year-old Irene Dare, a skating sensation, and Charles Ruggles, plus fine direction by Edward F. Cline, add up to excellent entertainment. Sol Lesser rates credit as producer.

Film Daily.

'Breaking the Ice' best of young singer's pictures. There is also a little knockout in the film, a "Baby Sonja Henie," named Irene Dare. She is only 5, but just watch her figure skating!

The San Francisco News,
Claude A. La Belle,

The best of the Breens.

Daily Variety.

Showmen are quite justified in exploiting this as the best of the Bobby Breen pictures. The factor quite likely to stir up the most far reaching word of mouth advertising is the skating performance of five-year-old Irene Dare. This youngster is entitled to a place in electric lights from here in. She compares to no one but Sonja Henie.

Motion Picture Herald.

Frisco duals fade in face of B.O. pix; 'Marie' stout 19½G, Breen-'Ice' hot 17G.

Weekly Variety.

AND . . . THE *Boxoffice* SECONDS THE MOTION

★ BREAKING THE ICE ★

IS *smashing* ALL BOXOFFICE THERMOMETERS IN ITS FIRST THREE BOOKINGS

Baltimore (HIPPODROME) leading town with biggest take in weeks!

San Francisco (GOLDEN GATE) best business in weeks!

Sacramento (CAPITAL) outstanding business – held over!

★ A PRINCIPAL PRODUCTION ★ SOL LESSER, President ★ RELEASED BY RKO RADIO PICTURES

75 million

MOVIE-GOERS KNOW ALL ABOUT I

A "SHOCK-SOCK" PICTURE SOLD BY NATIONAL PRE-EXCITEMEN

NATIONAL MAGAZINE COVERAGE!

...14 page layout in Life; successive spreads in Click for August, September and October; American Weekly feature page; stories and art spreads in Fawcett publications, etc.

REPEATED COAST-TO-COAST RADIO BREAKS!

...over all major networks including the Benny Goodman Camel Caravan, Al Jolson Lifebuoy Program, Cal Tinney Show, Benay Venuta Varieties, "So You Want To Be", etc.

COMPLETE NEWSPAPER COVERAGE!

...via feature stories, editorials and news stories on Associated Press, NEA, King Features, United Press, United Features, Bell Syndicate, Chicago Tribune-Daily News Syndicate, International News Service, etc.

PRACTICAL EXPLOITATION TIE-UPS!

...including "Dark Rapture" swing hit by Benny Goodman; more than 25 national and local merchant co-op aids including tie-ups with Camel Cigarettes, Dodge Motor Car, Bulova Watch, Leica Camera, Texaco, etc.

A
MOVIE QUIZ
$250,000.00
CONTEST
PICTURE

"DARK RAPTURE

SEE!

Heroes win their women by taking a flogging!
440 Wives Per Man!
The Original Land of Swing!
Secret Jungle Rituals!
"Bronco-Busting" Elephants!
And a Thousand Other Sensations!

Filmed and Recorded on the DENIS-ROOSEVELT
Belgian Congo Expedition

READY NOW *for smart showmen*

HEAR!

Actual, Authentic Jungle Sounds Recorde
for the First Time In Screen History!

Produced by
ARMAND DENI
of "Goona Goona" FAME
Leroy G. Phelps associate produce

A New UNIVERSAL Release

DO NOT REMOVE

lert.
ntelligent
nd
ndispensable
o the Motion
icture
ndustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

L. 44. NO. 55 NEW YORK, MONDAY, SEPTEMBER 19, 1938 TEN CENTS

ajors Again To Confer on Move in Italy

larification Is Expected Today on Details

Heads of home office foreign de-rtments are tentatively scheduled to eet again today to discuss future licy on distribution in Italy as a sult of the decree establishing a gov-nment controlled monopoly on film stribution in that country.

Clarification of several phases of the cree, which was requested after an itial meeting of the foreign man-ers last week, is expected from Eu-pean representatives of the major mpanies this morning. This addi-nal information, together with the certainment of individual company ewpoints over the weekend in in-ances where they were not obtain-le earlier due to the absence of some

(*Continued on page 3*)

talian Decree Now Before State Dept.

WASHINGTON, Sept. 18.—Publica-on by the Italian Government of its ecree establishing a monopoly "for e purchase, importation and dis-ibution of foreign films" has been fficially reported to the State De-artment by the American Ambassa-or at Rome.

Officials in Washington concerned ith motion pictures expressed them-elves unable to evaluate the effect

(*Continued on page 3*)

ore Circuit Deals Are Closed by RKO

RKO has just closed a number of ircuit deals, says General Sales Man-ger Jules Levy. In New England . L. McAvoy, eastern and Canadian ales manager, has signed for the 31 eiber & Shea houses; the 15 Nate oldstein houses; the Graphic Circuit ith 12 houses, and the Charles Morse ircuit.

Mr. Levy has also signed with Robb & Rowley. In the Minnesota terri-ory L. E. Goldhammer has signed eals with the Weempner-Frank Cir-uit; in the Milwaukee area 100 per ent deals have been made with the Eskin Circuit, and in the west West-rn and Southern Sales Manager Cresson E. Smith has signed with Westland Theatres.

Radio News—Page 9

Meet in Paris

Paris, Sept. 18.—Continental executives of American companies held a three-hour meeting at the local office of the Hays organization on Friday, with Benjamin Miggins, 20th Century-Fox Continental manager, presiding, to discuss the Italian decree for a state monopoly on the handling of all foreign product.

No decision was taken, but it was indicated that the decree will have serious consequences for American companies in Italy, probably causing their suspension. With French producers also hit by the edict, the news created a sensation in local film circles.

Quiz Errors Cut Contest Films by Five

Because of errors discovered in "Movie Quiz" booklets which make it impossible to give correct answers to the questions pertaining to five contest pictures, the campaign committee decided yesterday to judge any answer submitted on the five pictures as a correct one.

The pictures involved are "Gateway," "The Texans," "The Crowd

(*Continued on page 6*)

Grand National to Set Schedule Soon

New Grand National expects to have its initial production schedule completed and available for announcement in Hollywood this week, Earle W. Hammons, president, said before departing for the west coast over the weekend.

Mr. Hammons will be in Hollywood on the final production arrangements for a week and, following his return to New York, final organizational work on the new company, including the election of a board of directors and complete roster of officers, will be begun.

Arrangements for British distribution of the company's product also may be completed next week. Grand National's current contract with Associated British Film Distributors expires this month and a new deal will

(*Continued on page 6*)

THEATRE BUILDING BOOMS NATIONALLY

Averaging Fewer Seats; Most Construction In Small Towns

A considerable amount of new theatre construction and extensive remodeling is currently under way throughout the country. The large majority of new theatres will have seating capacities ranging from 600 to 1,000, as distinct from the average seating capacity of about 1,200 which prevailed during the boom construction of several years ago.

In relation to the entire construction picture, there is comparatively little activity in the large metropolitan centers. Circuit heads here explain this by an acute overseating condition in many of the large cities which in recent years has militated against the building of new theatres.

It is noted by architects, also, that the trend continues strong toward rejuvenation of old houses, with substantial amounts being spent to bring

(*Continued on page 3*)

No Action Is In Sight On Concessions

That further moves toward a program of industry self-regulation have been postponed indefinitely was indicated by S. R. Kent, president of 20th Century-Fox and chairman of the distributors' trade practice committee, before leaving for the coast Saturday night for his semi-annual visit to the studio. He will be gone three weeks.

Mr. Kent said distributors have not reached an understanding on a trade practice program, and he would not predict future developments. He also

(*Continued on page 3*)

Says Quotas Hurt Quality of Films

An Argentinian Government representative appointed to study the effect of film quota legislation on native production in European quota countries recently reported back that such measures acted to lower, rather than improve, the quality of native films.

Since the filing of the report there has been no agitation for quota legislation in the Argentine, according to John Nathan, Paramount managing director for that country, Paraguay and Uruguay. Mr. Nathan arrived in

(*Continued on page 6*)

Rowland Joins Small As Executive Aide

HOLLYWOOD, Sept. 18.—Richard Rowland has been appointed executive assistant to Edward Small, president of Edward Small Prod., in a move which contemplates an expanded program. Mr. Rowland takes office immediately and "The Duke of West Point," first Small film for U. A., starts at once with "King of the Turf" next in line.

Mr. Small's expansion program calls for an increased number of productions this year. The company moved today into the former Major Pictures studio building which it will occupy completely.

Foreign Problems Hays Board Topic

The increasing number and seriousness of the problems affecting the industry's world markets was considered by the M.P.P.D.A. board of directors at a three-hour meeting on Friday. The session was adjourned to Thursday morning.

No details of the discussion of foreign problems were made available but

(*Continued on page 6*)

20th-Fox Increases Ad Budgets by 33%

Twentieth Century-Fox is increasing its international advertising and publicity budget 33 per cent over last year to publicize 1938-'39 attractions, according to Charles E. McCarthy, department chief.

The increase, he said, is due to a greater number of percentage attractions that will carry key city "assist" newspaper campaigns and elaborate prerelease exploitation on the big specials such as given "Alexander's Ragtime Band."

Mr. McCarthy has added two new divisions to his department, radio promotion and roadshow "AAA" production exploitation. The Roxy campaign on "Alexander's Ragtime Band" was the first real test of the new setup and will serve as a model.

OCT. 1

Moving-In Day Everywhere fo

GAR
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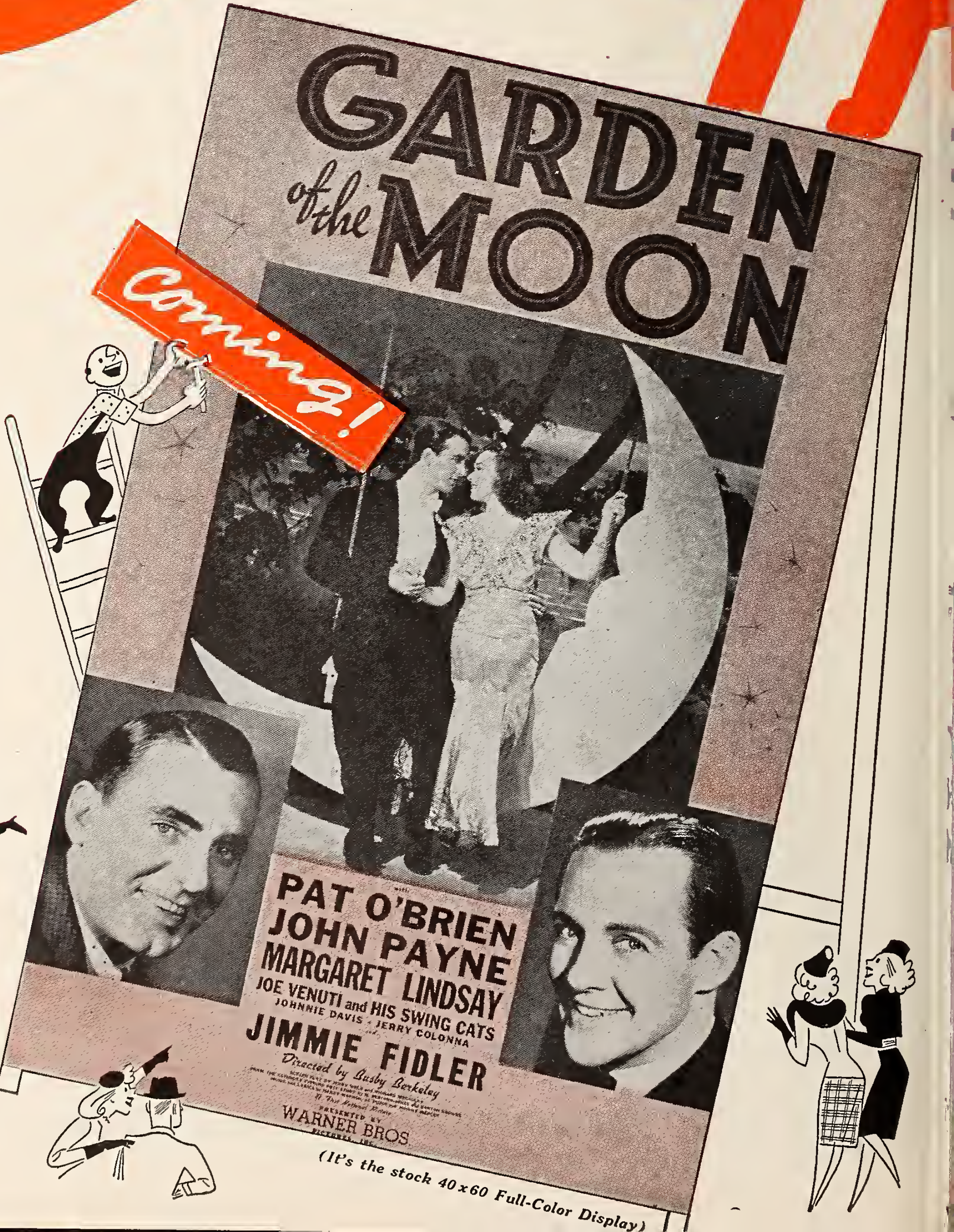

GARDEN of the MOON
Coming!
with
PAT O'BRIEN
JOHN PAYNE
MARGARET LINDSAY
JOE VENUTI and HIS SWING CATS
JOHNNIE DAVIS · JERRY COLONNA
and
JIMMIE FIDLER
Directed by Busby Berkeley
PRESENTED BY
WARNER BROS.
PICTURES, INC.

(It's the stock 40x60 Full-Color Display)

TIME TO MAKE YOUR FIRST MOVE IS NOW

Get'em talking right away and they'll be shouting by the time you open!

arners' Glorious

EN OF
E MOON

with

Pat O'Brien · John Payne
Margaret Lindsay

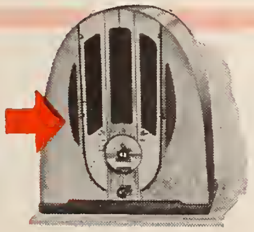
OE VENUTI AND HIS SWING CATS · JOHNNIE DAVIS · MELVILLE COOPER

and

Jimmie Fidler

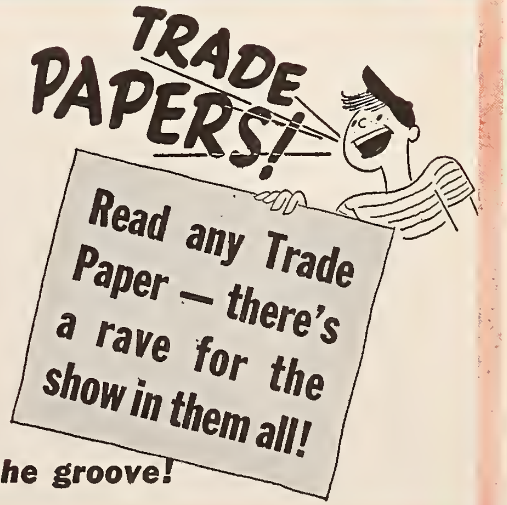
irected by **BUSBY BERKELEY** • Screen Play by Jerry Wald and Richard Macaulay • From the Saturday Evening Post Story by
. Bedford-Jones and Barton Browne • Music and Lyrics by Harry Warren, Al Dubin and Johnny Mercer • A First National Picture

**IT COMES
OUT HERE
ALL DAY!**



All day every day listen to the networks announce:

"'Love Is Where You Find It' *from* 'GARDEN OF THE MOON'"
"'Lady On The Two Cent Stamp' *from* 'GARDEN OF THE MOON'"
"'Girl Friend Of The Whirling Dervish' *from* 'GARDEN OF THE MOON'"
"'Confidentially' *from* 'GARDEN OF THE MOON'"
"'Garden Of The Moon' *from* 'GARDEN OF THE MOON'"


TRADE PAPERS!
Read any Trade Paper — there's a rave for the show in them all!

EDITOR'S NOTE: ***It's not a musical, but the music that's in it is deep in the groove!***

British Films Exceed Quota Requirements

London, Sept. 18.—British product registered during the first five months of the new Films Act, through August, totaled 39 features against an aggregate registered of 207, indicating that British product is more than supplying its requirement under the exhibitors' quota. In the five months 168 foreign features were registered.

Under the Films Act, the exhibitors' quota is 12½ per cent, while the total in the five months amounted to 18.08 per cent. In the shorts category, the British product in the five months amounted to 40 per cent of the total, whereas 12½ per cent is required.

In the distributor quota, where 15 per cent is required, the total of British product in the five months, considering the double and triple quota provisions, amounts to 16.4 per cent. Ten of the British features for the distributor quota are in the high cost category.

The British product in the period is estimated to have cost £450,000 in labor cost, or £900,000 in total negative cost, under the new act, giving an average of about £32,000 negative cost per film, a considerable gain over the comparable figures during the old act.

Melchiorre to Deny Sunday Law Charges

Harrisburg, Sept. 18.—Assemblyman Charles Melchiorre, Philadelphia Democrat, is here waiting to testify before this Assembly committee probing charges of conspiracy against Governor Earle and thirteen other officials. He insists upon replying to the charge of Attorney General Charles J. Martiotti that he had admitted $100,000 had been paid for passage of the Sunday show bill in 1935.

Mr. Melchiorre has made a sweeping denial of all the charges to the press.

Wall Street

Board Drops Lightly

	Open	High	Low	Close	Net Change
Cons. pfd...	7	7	7	7	.....
G. T. E. ..	13	13	13	13	— ½
Loew	48	48⅛	47½	48⅛	— ⅜
Para.	9⅝	9⅝	9¼	9⅝	— ¼
Para. 1.....	82	82	82	82	.....
Para. 2.....	9⅞	9⅞	9⅝	9⅝	— ½
Pathe	8⅜	8½	8¼	8¼	— ¼
RKO	2	2⅛	2	2⅛	+ ⅛
20th Fox ..	23⅝	24	23⅜	23⅞	— ½
W. B.	5½	5½	5¼	5¼	— ¼
W. B. pfd...	30	30	30	30	—2

Curb Declines Fractionally

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	7/16	7/16	.....
Sonotone ...	1⅜	1⅜	1⅜	1⅜	— ⅛
Tech.	18⅞	18⅞	18¼	18¼	— ⅜
Trans-Lux	2	2	2	2	.....
Univ. Pict.	5⅛	5⅛	5⅛	5⅛	.....

Little Bond Activity

	High	Low	Close	Net Change
Loew 3½s '46.......	100	100	100	— ¼
Para. Pict. 6s '55	94¼	93⅞	93⅞	— ⅜
RKO 6s '41.......	66	66	66	+1

(Quotations at close of Sept. 16.)

Says Quotas Hurt Quality of Films

(*Continued from page 1*)

New York Friday for a month's visit at the home office. The Argentine produces 40 to 50 features a year.

He reported that American film distributors who were accused two years ago of operating in violation of the Argentinian anti-trust laws have just begun to enter their defense. The procedure under Argentinian jurisdiction calls for the complete entering of the case for the prosecution before the defense is called upon to answer in court, he said.

Mr. Nathan said that business in his territory is "good," although there has been but little improvement this year over last. He cited triple featuring in subsequent run houses as the most disturbing trade problem current. Admission scales, however, continue to be maintained at a high level, he said.

Grand National to Set Schedule Soon

(*Continued from page 1*)

be discussed with that company before any other arrangements are made, it was stated.

Indications are that the New Grand National company will be a member of the M. P. P. D. A. As a subsidiary of Educational, one of the charter members of the organization, its addition to the membership may be automatic. If not, an application for membership will be made.

The company's owners are still searching for a new name. Its present appellation has not been registered with the secretary of state.

Jack Kirsch Heads Chicago Fund Drive

Chicago, Sept. 18.—Jack Kirsch, president of Allied Theatres of Illinois, Inc., has been named chairman of the Amusements Division of the eighth annual campaign of the Community Fund of Chicago. In last year's drive the Amusements Division, under the chairmanship of John Balaban, contributed more than $25,000, going well over its quota.

Workers will open the campaign Oct. 17. The total sought this year is the same as last—$3,550,000. The money will be used to finance approximately 180 Protestant, Catholic and Jewish social welfare and charitable agencies.

Open Hollywood Branch

Hollywood, Sept. 18.—A local branch of Associated Film Audiences of New York has been opened here with Herbert Biberman as temporary chairman. The branch grew out of the recently formed Conference for Freedom of the Screen organized by John Abbott. Election of officers is scheduled for Tuesday.

Morris, Davis in Unit

Wayne Morris and Johnnie Davis, Warner players, supported by Billy Baer's orchestra, have been formed into a vaudeville unit by Rockwell-O'Keefe, and have been booked into Philadelphia, Washington and other cities. Morris and Davis currently are appearing at the Strand.

A Warning

Cleveland, Sept. 18.—M. B. Horwitz, local industry drive chairman, declared that it has been brought to his attention that in some localities newspapers have accepted ads claiming to sell correct solutions to "Movie Quiz" questions. Mr. Horwitz, who has brought to the attention of local newspapers that such ads are fake, suggests that exhibitors in other territories contact their newspapers in order to forestall acceptance of such ads.

Foreign Problems Hays Board Topic

(*Continued from page 1*)

it was stated that the recent Italian decree creating a Government controlled distribution monopoly in that country figured in the discussion.

The board elected Murray Silverstone, United Artists chief executive, to membership on that body succeeding Harry D. Buckley, the company's former M.P.P.D.A. representative. A resolution mourning the recent death of Whitford Drake, former president of Erpi, was adopted. Will H. Hays, president, reported on studio developments with particular reference to production efforts in relation to the industry's $1,000,000 business campaign. National advertising in connection with the campaign and results of the drive to date were discussed also.

At the meeting were Mr. Hays, Barney Balaban, N. J. Blumberg, Mr. Buckley, Jack Cohn, E. W. Hammons, E. B. Hatrick, F. L. Herron, S. R. Kent, N. M. Schenck and Leo Spitz.

Behrend Injunction Not to Be Appealed

Counsel for Behrend Motion Picture Supply House over the weekend decided not to appeal the temporary injunction obtained by Warners in Federal Court here restraining the poster renter from selling stills that have been rearranged from the original.

The Behrend company will take its chances on the trial for a permanent injunction, which may be heard in two months if calendar preference can be obtained. Otherwise, it may not come up for a year or more. Percy Freeman, attorney for Behrend, said an appeal on the temporary writ would be useless because no law exists covering the case.

Federal Judge Francis G. Caffey issued the temporary injunction over protest of Behrend's counsel that no infringement existed since the stills in question were changed for sale by the poster exchange. Mr. Freeman said this case will establish whether this particular practice, of long standing in the industry, is legal.

Allied Action Delayed

Chicago, Sept. 18.—The suit which Allied of Illinois has been promising to file against B. & K. and major distributors for the past month now is scheduled to be taken to court on Monday. No explanation was made of the organization's failure to file the action Friday, the last scheduled date.

Quiz Errors Cut Contest Films by Five

(*Continued from page 1*)

Roars," "Girls on Probation" and "Give Me a Sailor." Some of the errors were typographical and others resulted from the time limitations imposed in the preparation of the booklets which necessitated printing of t contest questions before production were completed. Some of the questions were related to material which did not appear in the completed picture.

Explanations of the errors and the steps being taken to rectify them will be sent out to all theatres participating in the "Movie Quiz" contest and screen and lobby material is being prepared to explain the mishap and its remedy to contestants. The committee's remedy gives contestants a "free ride" on five contest pictures which, in effect, means that contestants need supply correct answers to only 25 pictures instead of 30 to qualify for prizes.

First Series in 2,000 Papers

With the first series of 11 national ads having been placed in more than 2,000 daily publications in the United States and Canada during the first two weeks of the campaign, the advertising committee will meet today to discuss the next phase of national advertising. Reaction to the initial ads is being obtained from reports being gathered from all sections of the country to guide the committee in future activities.

Members of the committee are Howard Dietz, Robert Gillham and Charles E. McCarthy. Donahue & Coe is the agency.

Among promotional plans for future stages of the campaign is a National Music Week, to be dedicated to Motion Pictures' Greatest Year. Other plans to maintain the momentum of the drive are in work. Several national circuits are following the lead of B. & K., Chicago, which has instructed all of its managers to continue planning campaign activities as insurance against a lapse of public interest in their communities.

M-G-M Denial Is Entered

M-G-M Pictures Corp., M-G-M Distributing Corp., Loew's, Inc., and Culver Export Corp. have filed denials in the U. S. District Court to the $1,000,000 damage suit of Delores Lacy Collins, suing individually and as administratrix of James H. Collins, for the alleged plagiarism of the book "Test Pilot."

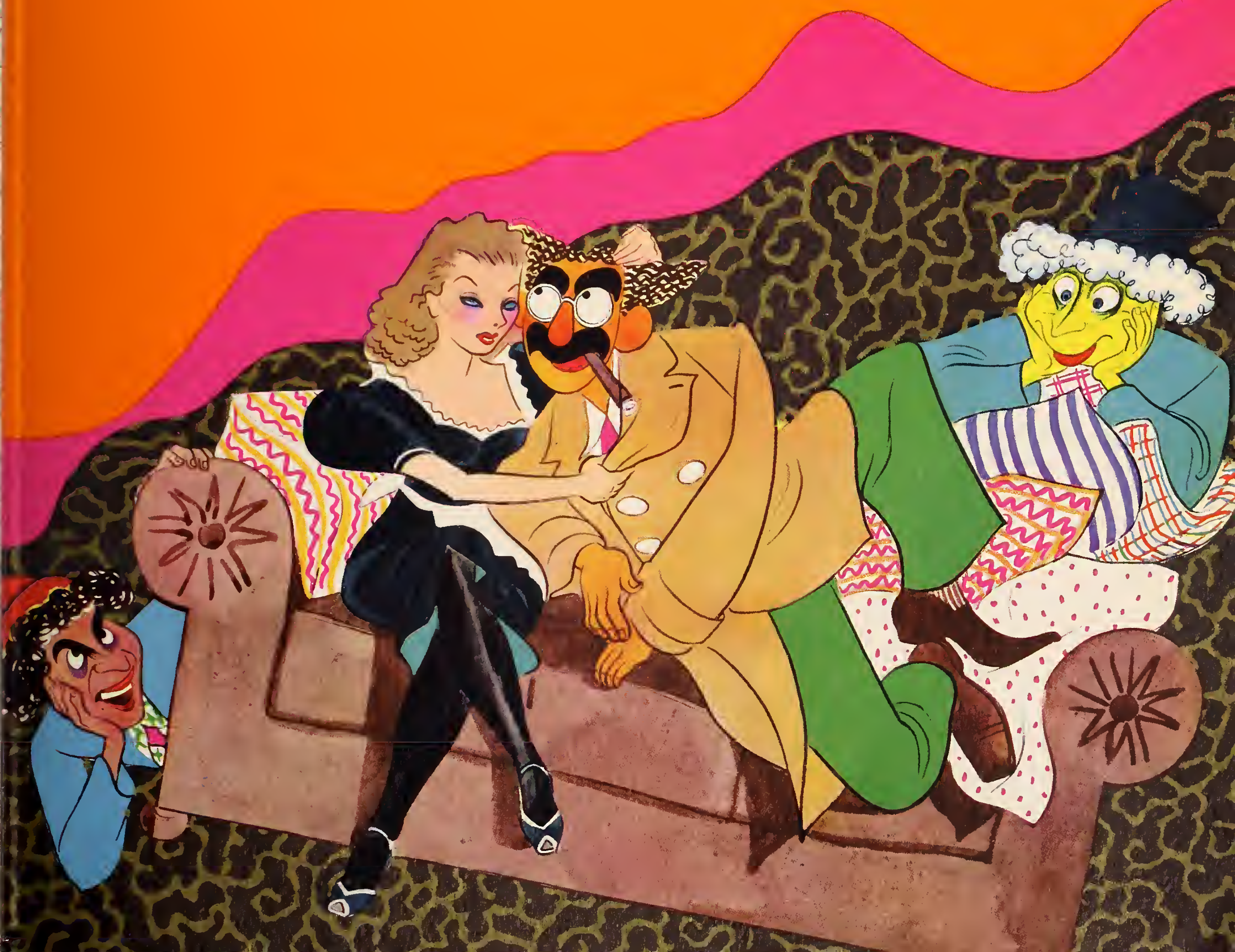
Midwest to Open Office

Midwest Film Distributors will open a new exchange building in Kansas City about Nov. 15, it was said by Robert F. Withers, head of the company, who returned to Kansas City over the weekend. He was here for conferences with Republic, for which he is the territorial franchise owner.

Obtains 16mm. Rights

Commonwealth Pictures Corp. has acquired exclusive 16mm. world rights to the last eight Ambassador-Conn releases.

Of all the Screen's Great Stories of human love and sacrifice... This isn't it!



Broadway's most successful comedy hit!... The biggest laugh show in a generation! ... A two-season sensation! ... The movie rights cost more than those of any other play ever produced—and, measured in laughs, it was cheap at twice the price ... Imagine the mad Marx Brothers in Broadway's top comedy ... HOW CAN ANYBODY STAY AWAY FROM YOUR THEATRE?

THE MARX BROS.

"ROOM SERVICE"

with

LUCILLE BALL

ANN MILLER

FRANK ALBERTSON

RKO RADIO PICTURES

A MOVIE QUIZ $250,000.00 CONTEST PICTURE

PANDRO S. BERMAN IN CHARGE OF PRODUCTION
DIRECTED BY WILLIAM A. SEITER
Screen Play by Morrie Ryskind

Radio Personals

CHAUNCEY LANDON, vice-president of the Compton agency, is ill in the hospital . . . John McMillan, radio director for the same agency, has just returned from a week in Chicago in connection with Compton's radio activities there . . . Phil Spitalny's girl orchestra will make stage appearances in Detroit, Indianapolis and Milwaukee during the month of October . . . Sid Gary, who got his start on WMCA, has returned to that station . . . Ed W. Wallnau, associate manager of the Hotel Piccadilly, will be Glenna Strickland's guest on WNEW tomorrow . . . Murray Carpenter, radio time buyer at the Compton agency, is back today from a two-week vacation.

RCA Begins Series Of Facsimile Tests

RCA has begun a series of test facsimile broadcasts between Philadelphia and the RCA exhibit building on the World's Fair grounds in preparation for the public demonstrations of facsimile which will take place during the fair's progress. The tests will continue for several days.

RCA's New York-Philadelphia ultra-short wave radio circuit is being used in the experimental work. Signals from Philadelphia are being received at the RCA Communications office in New York, from where they are relayed to the Fair grounds.

New Shows on the Air

Mutual Celebration

Serving the dual happy purposes of the fourth birthday celebration of the Mutual network, and the joining to that network of the 25 stations of the newly-formed Texas State network, a gala four-hour broadcast was aired Thursday night, in which stage, screen and radio stars and players, and network and political figures, participated. The program emanated from California, New York, Texas, Chicago, Cincinnati, and other cities. The proceedings started at 8 P.M. and continued until 2 A.M.

The New York contingent included William Gaxton, Allen Prescott, Dr. Charles Funk, Alfred Wallenstein, Morton Gould, Ernie Fiorita, Benay Venuta, and others. From Chicago came Henry Weber's concert orchestra and various acts of WGN; from Hollywood were heard Fred Keating, Betty Jane Rhodes, Morton Downey, Dick Foran, Betty Grable and Harry Sosnik's orchestra; from Texas came the speeches and performances of Governor Allred and Governor-elect William V. O'Daniel, Elliott Roosevelt, president of the Texas State network; Bop Hope, Shirley Ross and Gene Autry.

It was a momentous broadcast, happily executed, and while overlong, rode the airways with hardly a dull moment.

BANNER

Start Work on G. E. Television Station

SCHENECTADY, Sept. 18.—Recommendation by an F. C. C. examiner that the General Electric Co. be allowed to establish experimental stations in the Helderberg Mountains, 15 miles southwest of Albany, as well as in Schenectady and Bridgeport, Conn., has led to preliminary work on construction of a television broadcast station near Thacher Park.

An outlet station and 100-foot antenna are to be erected in the Helderberg Mountains, with an elevation of more than 1,650 feet over the surrounding territory, slightly greater than that of the station atop the Empire State Building in New York.

The principal studio is to be at the General Electric Schenectady plant with broadcasts scheduled to be effected through a low power directional radio beam to the mountain station where television waves will be broadcast.

Troy to Have First Station in December

TROY, Sept. 18.—Troy Broadcasting Co. will open a daytime station December 1 following approval by the Federal Communications Commission. Operating at a frequency of 950 kilocycles, the new station, which has yet to receive its symbol, will be of 1,000 watts.

Col. H. C. Wilder, proprietor of WSYR, Syracuse, is one of the directors. Samuel E. Aronowitz, well known Albany lawyer, and W. Lawrence Meeder, head of Russell Sage, girls' college here, are also on the board. Troy's Chamber of Commerce long has contended that the city is big enough to support its own station.

Will Represent WQXR

WQXR, New York, has appointed Joseph H. McGillvra its national sales representative. Mr. McGillvra will handle the station's accounts in the United States and Canada, with the exception of the New England and middle Atlantic seaboard states. This is the first time WQXR has had national representation.

Phelan Leaving WNAC

BOSTON, Sept. 18. — Charles W. Phelan, director of sales of WNAC and the Yankee network, has resigned from that post, effective Dec. 31. Linus Travers, recently elected vice-president, will assume charge of WNAC and Yankee network sales, continuing also in charge of production.

Seldes Joins "Headlines"

"Headlines and Bylines," the CBS program, will inaugurate its second year with the addition to its staff of Gilbert Seldes, author and newspaperman, who joins H. V. Kaltenborn and Ralph Edwards Oct. 2, when the series will return.

Screen Ad Heads Meet

KANSAS CITY, Sept. 18.—Representatives of the screen advertising companies of the United States will meet at the Hotel Muehlebach here tomorrow to discuss the handling of national accounts' advertising, according to W. H. Hendren, head of United Film Ad Service, here.

No Film Openings

Des Moines, Sept. 18.—L. L. Hill, KSO-KRNT station manager, has declared that no more film openings will be broadcast over the two stations, because picture publicity departments are cashing in on stations with programs that are entirely commercial, and the ban will hold until the cash register rings.

Para. Demonstrates Exploitation Value

Paramount has inaugurated a series of "demonstration campaigns" on certain of its films designed to prove the practical value of press books and to show exhibitors that merchandising suggestions indicated for pictures will bring additional box-office returns, according to Robert M. Gillham, director of advertising and publicity.

"Sons of the Legion" was the first subject, selected because of its timeliness, and Phoenix, Ariz., was the place. Jack Daily, special exploitation man, worked with Harry Nace, operator of the Orpheum there. A parade, local endorsements, the appearance of Mayor LaGuardia of New York, who was passing through Phoenix, and other stunts were used. Mr. Nace reported business 25 per cent improved. Other demonstrations are planned.

IATSE Petitions Aim To Back Up Officers

HOLLYWOOD, Sept. 18.—Petitions expressing confidence in present I. A. T. S. E. leaders and striking at Jeff Kibre and the minority faction which filed charges against I. A. T. S. E. leaders before the N. L. R. B. are being circulated in the studios among members of the various locals. It is understood that several thousand signatures already have been obtained.

The petitions say in part: "We feel that the intent and purpose of the accusers of our officials are selfish aims and personal motives. We desire to remain as members of the I. A. T. S. E. and want no representation by Carey McWilliams (CIO attorney here), Kibre, the CIO, Communism or any other ism."

To Extend Dooley Series

Liggett & Myers will expand its NBC network from 51 to 76 stations on Sept. 22 when Eddie Dooley, football writer for the *New York Sun*, begins his grid series for Chesterfield cigarettes. Dooley's schedule calls for two broadcasts a week, Thursdays and Saturdays from 6:30 to 6:45 P. M. On his first four broadcasts, Mr. Dooley will be heard on the Chesterfield "Daily Sports Column" series with Paul Douglas, who has been broadcasting baseball for Chesterfield on NBC.

Radio Company Formed

SAN ANTONIO, Sept. 18.—Sunshine Broadcasting Co. has been organized here. The principals include Gene A. Howe, O. L. Taylor and T. E. Snowden.

Gilliam Gets Ayer Post

PHILADELPHIA, Sept. 18.—Thomas H. Gilliam, Jr., has been appointed head of the N. W. Ayer & Son office here, effective immediately.

Broadcasters Begin Survey Of Film Shows

WASHINGTON, Sept. 18.—Questionnaires were sent out over the weekend by the National Association of Broadcasters to all of its member stations, asking for information regarding the amount of time devoted to programs in which motion pictures are exploited.

Accompanying the questionnaire was a letter signed by Paul Peters, Director of Research for the Association, explaining that the N.A.B. needs basic information regarding programs on which it can base an effort to reach a "sounder and more equitable relationship with the motion picture industry."

Station owners are asked to show on the questionnaire whether they carry any paid advertising sponsored by the film industry, and if so how much; whether any commercial programs sponsored by other industries use film material; whether sustaining programs are carried in which films, film music, picture personalities or other Hollywood phases are carried; whether they have any tieup with local exhibitors, and what is the commercial value of time given to the exploitation of the film industry.

SMPE Detroit Meet Set Oct. 31-Nov. 2

DETROIT, Sept. 18.—The 23rd fall convention of the S. M. P. E. will be held here at the Hotel Statler Oct. 31-Nov. 2. One of the principal topics will be the progress made in industrial pictures.

A program of papers and technical presentations is being arranged by J. I. Crabtree, editorial vice-president, and Glenn Matthews, chairman of the papers committee. Karl Brenkert of Detroit is chairman of the local arrangements committee. John Strickler and A. J. Bradford are assisting W. C. Kunzman, convention vice-president, in arranging details of the convention and banquet to be held the evening of Nov. 1. Mrs. J. F. Strickler will be hostess for women visitors.

The Progress Medal and the Journal Award will be presented at the banquet.

The spring convention will be held in Hollywood and the 1939 fall convention will be held in New York.

GB Gets "Pagliacci"

G.B. has acquired distribution rights in this country to "Pagliacci," starring Richard Tauber and produced in England by Trafalgar Films. It will be roadshown here in "art" houses, and a separate department at G.B. is being set to handle the film.

Minsky to Show Films

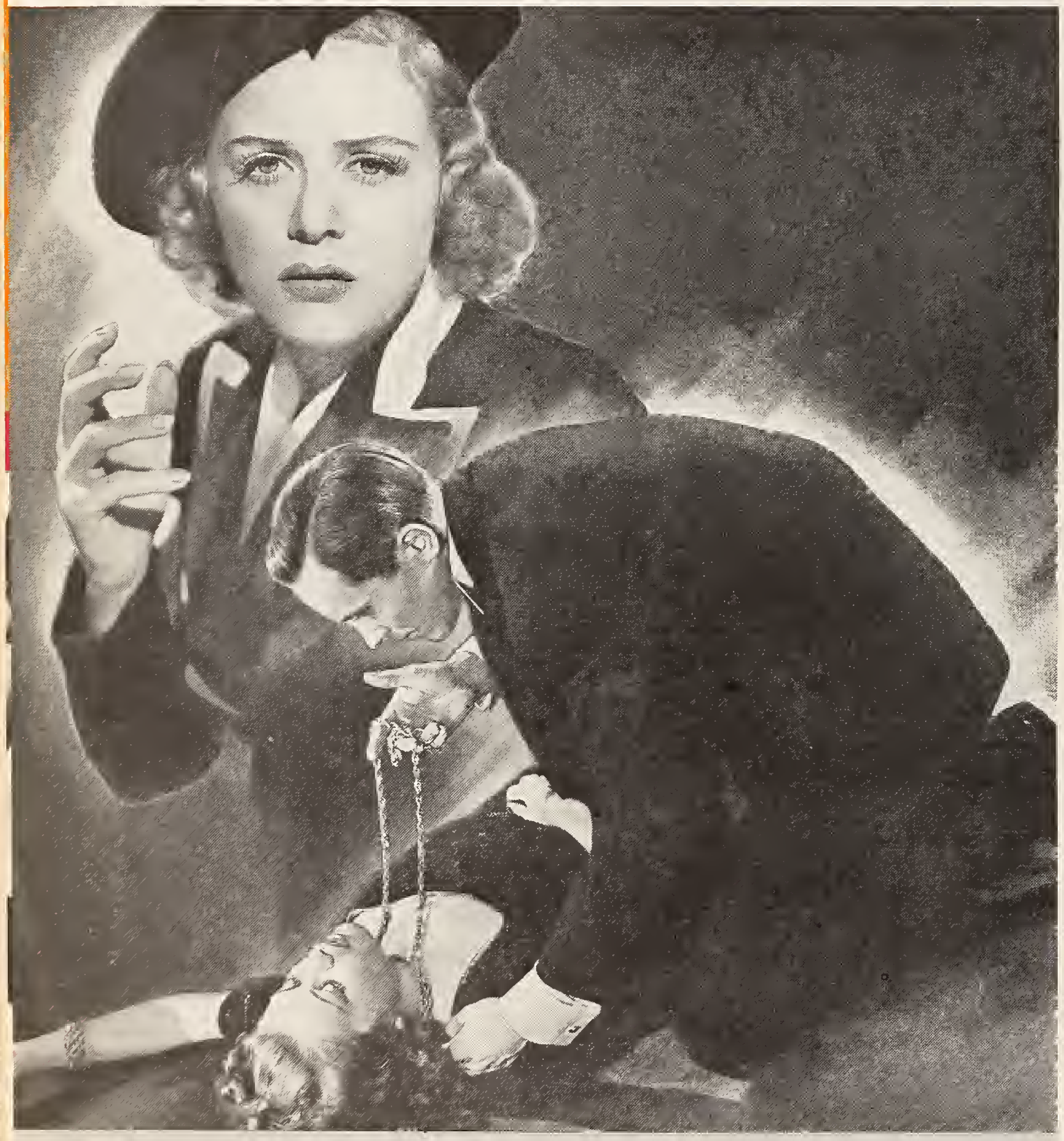
Morton and Herbert Minsky have reopened the old National Winter Garden, original home of Minsky shows, with Soviet films exclusively, for the avowed purpose of raising funds for Loyalist Spain.

M-G-M Purchases 'Angel'

"I Married an Angel," now in its fifth month at the Shubert, has been acquired by M-G-M.

A PICTURE FILLED WIT UNUSUAL ENTERTAINMEN VALUES . . . Tense, Turbulent Drama Tol

Convincingly . . . An Exciting Story . . . Thrillingly Melodic Songs!



MODERN PORTIA finally admits that woman's place is in a man's arms!

A TORCH SINGER shows what it really takes to hold a man!

ON TRIAL for his life . . . with his own wife his mouthpiece!

"THE LADY OBJECTS"

WITH

LANNY ROSS ★ GLORIA STUART

JOAN MARSH ★ ROBERT PAIGE

Screen play by Gladys Lehman and Charles Kenyon · Lyrics by Oscar Hammerstein, II, and Milton Drake; · Music by Ben Oakland

Directed by Erle C. Kenton • Produced by William Perlberg

A COLUMBIA PICTURE

MOVIE QUIZ $250,000.00 CONTEST PICTURES

Hit Songs . . .

- ★ THAT WEEK IN PARIS
- ★ A MIST IS OVER THE MOON
- ★ HOME IN YOUR ARMS
- ★ WHEN YOU'RE IN THE ROOM
- ★ VICTORY SONG
- ★ NAUGHTY, NAUGHTY
- ★ SKY HIGH

LE COPY
DO NOT REMOV

lert.
ntelligent
nd
ndispensable
to the Motion
Picture
ndustry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

44. NO. 56 NEW YORK, TUESDAY, SEPTEMBER 20, 1938 TEN CENTS

ndependents File Chicago Trust Action

uit Names B. & K. and Major Companies

CHICAGO, Sept. 19.—Suit was filed lay in U. S. District Court by Chigo independent theatre men against laban & Katz Corp., B. & K. Manement Corp., Paramount Pictures, c., Loew's, Inc., 20th Century-Fox lm Corp., Vitagraph, Inc., RKOdio Pictures, Inc., United Artists rp., Columbia Pictures Corp., Unirsal Pictures Corp., Barney Balan, John Balaban, Walter Immerman, e Kaufman and Joe Kaufman. The tion was brought by 89 plaintiffs, inding corporations and individuals. e plaintiffs include 86 members of lied Theatres of Illinois, the only

(Continued on page 2)

OR Closes Deals On 4 New Programs

Four new programs and two rewals have been signed by WOR. H. Macy & Co. will sponsor "Conmers' Quiz Club" Mondays through idays at 12:45 P. M. and "Martha anning," a sales talk, Tuesdays at 15 A. M. Young & Rubicam placed e accounts. The Maine Development mmission will use 17 stations on esdays and Thursdays at 2:15 M. with Marjorie Mills, comntator on home economics. Brooke, nith, French & Dorrance is the ency. "Show of the Week" will be ard over seven stations at 6:30

(Continued on page 8)

ive Sponsors After Republic's Air Show

HOLLYWOOD, Sept. 19.—Five prospece sponsors are negotiating for the oposed Republic studio air program d a decision on whether the show to be commercially sponsored or a sustaining basis over a national twork is up to M. J. Siegel, who s just returned after three weeks conferences with H. J. Yates.

It will be a half-hour show, equally vided between variety and a draatic serial of the west, with six oadcasts to each story. Beverly arnett and Owen Crump are writing e show and will produce it. Roy ogers is expected to be the star.

More Radio—P. 8

To Draft Kuykendall

Ed Kuykendall probably will be drafted for another term as president of M. P. T. O. A.

While Mr. Kuykendall said yesterday he was not a candidate for reelection, it is believed that he would not refuse a "draft" nomination. No other candidate for the post is in view at this time and Mr. Kuykendall's term will expire with the meeting of the M. P. T. O. A. board of directors and executive committee at Oklahoma City, Oct. 30.

MPTO Wants No Delays on Trade Action

The M.P.T.O.A. regards a program of self-regulation of trade practices as an issue which must be won for exhibitors despite the pendency of the Government anti-trust suit and adverse legal opinion within the industry, Ed Kuykendall, president of the national exhibitor organization, said yesterday on his arrival in New York.

Mr. Kuykendall declared that the future M.P.T.O.A. policy to be pursued by the organization in its efforts to obtain a trade practice program would be decided at the organization's national convention in Oklahoma City, Oct. 30 to Nov. 1. The subject of trade practices will be a major one on the convention program, he said.

The M.P.T.O.A. president did not

(Continued on page 7)

Attorneys to Meet Prior to US Talks

Industry attorneys are scheduled to confer today or tomorrow to clarify their attitude on the major subjects to be touched upon at the forthcoming Washington meeting with Assistant U. S. Attorneys General Paul Williams and Thurman Arnold.

The meeting has been delayed due to the absence of Col. William J. Donovan, of counsel for RKO, who arrived in New York yesterday from Europe on the *Queen Mary*. Because of weather conditions the liner was unable to dock until last evening, which made it impossible to set a definite date yesterday for the attorneys' conference. Following the session here, an agreement on a date for the Washington meeting will be sought with the

(Continued on page 3)

NO "ISMS" IN FILM INDUSTRY: WARNER

Fight Blocks Reorganizing For Academy

HOLLYWOOD, Sept. 19.—The reorganization of the Academy of Motion Picture Arts and Sciences has been stymied because of the "mistrust of the presence of the producers," by members of the Screen Actors', Screen Directors' and Screen Writers' guilds, it was revealed here today. Disclosed were copies of letters in which the producer members were asked to resign, Darryl F. Zanuck refused to quit and W. S. Van Dyke, second chairman of the reorganization committee, quit the Academy.

Also thrown into the fight were

(Continued on page 3)

Elect Ralph Morgan Actors' Guild Head

HOLLYWOOD, Sept. 19.—By a majority of four to one, Ralph Morgan was elected president of the Screen Actors' Guild, defeating Melvyn Douglas, it was disclosed today. Mr. Morgan's election meant the overthrow of a move by a liberal faction inside the guild to overthrow the nominations made by a guild nominating committee appointed by Robert Montgomery, retiring president, and the executive board.

A total of 537 of the senior guild members ballotted. The conservatives' victory was carried on down the line with the nominating committee's selections for other offices being placed in office.

Meeting on Italian Decree Is Delayed

The additional information to clarify phases of the recent Italian distribution monopoly decree which home office foreign departments requested of continental European managers last week had not been received in New York up to late yesterday, necessitating a delay in the holding of a second meeting of foreign managers to determine their future Italian policy.

The decree specifies that foreign distributors in Italy must submit all existing distribution contracts to ENIC, the new Government controlled distributing agency, by Friday.

Pictures Are Defending Democracy, He Tells American Legion

HOLLYWOOD, Sept. 19.—There are no "isms" in the film industry "other than Americanism," declared Harry M. Warner in a speech before the visiting American Legion members at the Warner-First National studios today in a speech charged with emotion.

"You may have heard that Communism is rampant in Hollywood and in the motion picture industry. I tell you this industry has no sympathy with Communism, Fascism, Nazism or any other 'ism' other than Americanism. We, collectively, and as individual studios are doing much—all we can do in fact—to teach the principles of true democracy to the outside world. I defy our accusers to prove that this industry is run by 'isms'."

Mr. Warner's assertions were the peroration of a speech heard by several thousand legion members who

(Continued on page 3)

Discuss Policy on Further Drive Ads

Future plans for national advertising in connection with the Motion Pictures' Greatest Year campaign were discussed yesterday by the advertising committee headed by Howard Dietz. No decisions were reached at yesterday's meeting, according to campaign headquarters, but further discussions will be held this week.

The initial phase of the national advertising campaign has been completed with a series of ad insertions having been made in more than 2,000 dailies in this country and Canada,

(Continued on page 3)

Hearing on Kibre-IA Charges Set Sept. 28

HOLLYWOOD, Sept. 19.—Dr. Towne Nylander, N.L.R.B. head, today set Sept. 28 as the date of an informal hearing on charges filed Sept. 7 by Jeff Kibre alleging I.A.T.S.E. executives had been paid $100,000 by representatives of producers to bring four I.A.T.S.E. locals under domination of producers.

Dr. Nylander said he had requested Mr. Kibre, the I.A.T.S.E. and producers to attend the informal investi-

(Continued on page 7)

Independents File Chicago Trust Action

(Continued from page 1)

non-member being Sam C. Meyers and two corporations headed by him. Seventy-six corporations and 13 individuals representing 101 theatres, are plaintiffs.

They include theatres operated by Essaness Circuit, Sam Myers Theatres, Van Nomikos Circuit and, in fact, practically every theatre and theatre owner except Balaban & Katz, Warners Theatres and a few independents who have some connection with Balaban & Katz.

The suit was filed under the anti-trust laws for the purpose of breaking down a system of film releasing as practised here by Balaban & Katz, who, the plaintiffs state, with but few exceptions have control of practically all pictures shown here for first 10 weeks after they open here. The plaintiffs charge that B. & K. delay releasing of films here until they have played in many surrounding cities and ask that this be stopped.

Also Ask Injunction

An injunction against B. & K. for showing double features is also asked by the plaintiffs because they allege that B. & K. monopolize the first four runs of films by shifting them around in such a manner independent theatre men cannot show the same programs as B. & K. The bill, which runs 114 pages, also states that B. & K. are in contempt of court because they have disregarded the consent decree handed down here in Federal Court in 1932. Independents are asking that the Attorney General of the United States step in and remedy this situation.

Plaintiffs also are asking that B. & K. be stopped from starting Loop programs on Fridays or during mid-week with independents forced to start the same pictures on Sundays only, thus making releases later than the regular schedule in some cases. Attorneys Rosenberg, Stein & Rosenberg, for the plaintiffs, state that the motion for a temporary injunction will be made within a week or 10 days on this case.

Plan Damage Suit

A suit for damages also is planned by the independents and will be filed in the near future, according to Joseph Rosenberg and Aaron Stein. The conspiracy charge states that the defendants have engaged and are now engaging in a conspiracy to suppress, restrain, monopolize and smother and destroy competition in the interstate trade and commerce in feature motion pictures. They also allege that the exhibition value of films is destroyed, that runs and clearance plans, "short forcing," admission price control, disregard of consent decrees, destruction of subsequent-run exhibition value of pictures, delayed releases and new intermediate runs are part of the conspiracy.

The bill filed tonight is very complete, with release charts, specific data regarding theatres in this territory and even includes material on pictures currently showing in the Loop.

This suit is one of the most pretentious ever filed in Chicago and will create a stir locally because of information published in the complaint. This suit comes after many months of conferences among independents, B. & K. and major companies which resulted in no agreements or concessions being given. The late Aaron Saperstein, as president of Allied Theatres of Illinois, was the prime factor originally in preparing this case against B. & K. and the majors, in his battle to get for independents what he thought they deserved.

◂ Purely Personal ▸

SABU, boy star of "Drums," will leave New York today by plane for Chicago, San Francisco and Hollywood. Morris Helprin, Alexander Korda's representative, and Lynn Farnol, United Artists director of advertising and publicity, will accompany him. They will return to New York early next week.

•

Y. Frank Freeman, Paramount vice-president and theatre head, will return to New York today from Toronto. He plans to leave for New Orleans and Atlanta at the end of the week.

•

Marc Connolly and George S. Kaufman, playwrights and film scriveners, are among those asking for a Senatorial investigation of "flagrant denials of civil rights" over in Jersey City.

•

John W. Hicks, Paramount vice-president in charge of foreign distribution, will sail for Europe tomorrow on the *Washington*. He will be gone about six weeks.

•

S. Barret McCormick, director of advertising and publicity for RKO, returned to his desk yesterday following a West Indies vacation.

•

A. W. Smith, Jr., is scheduled to sail for Europe on the *Queen Mary* tomorrow.

•

Martin Rosenburgh, manager of the Borough Park, has become a father.

CRESSON SMITH, western and southern sales manager for RKO, left yesterday for Atlanta, first stop in a tour of southern branches.

•

Jerome Safron, Columbia western division sales manager, arrived in New York yesterday from Los Angeles for a few days of conferences with A. Montague, sales manager.

•

Leopold Friedman, Oscar A. Doob, Harry Bernstein and Herman Robbins made a golf foursome at Robbins' Roost at Schroon Lake over the weekend.

•

James A. FitzPatrick, producer of FitzPatrick Traveltalks, will confine his camera work to the United States during the next few months.

•

Art Schmidt of Loew's publicity department has returned from a trip to Louisville, Evansville and Indianapolis.

•

Gabriel Pascal, producer of "Pygmalion" for the screen, will sail from England for New York early next month.

•

Hal Dawson of Paramount will go to Hartford and Portland on behalf of "Sons of the Legion."

•

Sam Coolick, Loew's publicity manager in Queens, was married Sunday.

•

Joe Vogel, Loew's circuit executive, spent the weekend in Baltimore.

McGowan Is Heard on Guild Member Status

Hollywood, Sept. 19.—Answering producer counsel's demand for data on the status of members claimed to constitute majority of directors, assistant directors and unit managers employed by Hollywood studios, Screen Directors' Guild Secretary J. P. McGowan today testified before the N.L.R.B. that 10 of 30 employed by RKO are paid up, while 20 are delinquent.

Ten of 39 guild members employed at Warners are paid up, while the studio employs 12 directors, two assistant directors and six unit managers who are not guild members.

Postpone Arbitration

Hollywood, Sept. 19.—The second session of the arbitration board named to settle amicably the difficulties growing out of the annual readjustment of the Screen Actors' Guild contract with producers was postponed today until next Monday for an unannounced reason.

Williford Nominated For SMPE Presidency

E. A. Williford has been nominated for the presidency of S.M.P.E. for 1939. Mr. Williford, who is now financial vice-president, is unopposed. J. I. Crabtree, editorial vice-president; J. Frank, Jr., secretary, and L. W. Davee, treasurer, have been nominated to succeed themselves in their present offices.

The only contests will be in the elections for governors where four nominations have been made to fill two offices. M. C. Batsel and A. N. Goldsmith, whose terms expire this year, have been named together with G. Friedl, Jr., and H. G. Tasker. Other nominations, all unopposed, are N. Levinson, executive vice-president; A. S. Dickinson, financial vice-president, and W. C. Kunzman, convention vice-president.

May End Strike Today

The strike of Motion Picture Laboratory Technicians, Local 702, against Du Art Film Laboratories is due for settlement today, after long negotiation. The union called out more than 30 employes a month ago after the company rejected the union's terms for contract negotiation. The union intends to push negotiations for contracts with other laboratories here.

To Score Metro Shorts

Hollywood, Sept. 19.—Dave Snell has been assigned to do all the musical scoring on M-G-M's short subjects.

Plan No Shift in Greenwich Bookin

The existing clearance setup for tl White Plains-Port Chester-Greenwic area is of long standing and there no reason for its being changed, it wa said yesterday by William White, ge eral manager of Skouras Theatres, comment on threatened Federal co action by Prefect Theatres ove legedly excessive protection held Skouras' Port Chester houses over tl Pickwick in Greenwich.

C. D. Loewe, an official of the Pr fect organization, says that unless tl major distributors rectify the situati suit will be brought against them a and also against Skouras "in two three weeks."

For the past four years, says M Loewe, the Skouras theatres have h protection ranging to 60, 90 or 1 days, whereas prior to that tir Greenwich clearance was based Stamford availability, which is tl same as the national release date.

The Prefect Theatres, which is affi ated with Brownell Theatre Cor operating eight film houses, has fil a formal complaint with the Depa ment of Justice and has notified t distributors of the action which it h planned.

Plan Big "Suez" Drive

An exploitation campaign of t magnitude of that given to "Alexa der's Ragtime Band" is planned f "Suez" by 20th Century-Fox, with coast-to-coast broadcast, large new paper space and other features. Charl E. McCarthy, advertising and publici chief, will arrive at the studio today see the picture, remaining two weel "Suez" will open at the Roxy Oct. National release is Nov. 4.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)
MARTIN QUIGLEY, Editor-in-Chief and Pu lisher; J. M. JERAULD, Managing Edit JAMES A. CRON, Advertising Manager. ED TORIAL STAFF: Charles S. Aaronson, Jack Ba ner, Al Finestone, Sherwin A. Kane, Joseph Prio
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HOLLYWOOD: Postal Union Life Buildi Vine and Yucca Sts.; Boone Mancall, manag William R. Weaver, editor. WASHINGTO Albee Building, Bertram F. Linz, representati CHICAGO: 624 S. Michigan Ave., C. B. O'Ne manager. AMSTERDAM: 87 Waalstraat; Phi de Schaap, representative. BERLIN: Steul strasse 2, Berlin W. 35; Joachim K. Rutenbe representative. BUDAPEST: Szamos-Utca Budapest I; Endre Hevesi, representative. BUEN AIRES: Avallaneda 3949; N. Bruski, represen tive. COPENHAGEN: Rosengaarden 14; K Winther, representative. HELSINKI: Fredri gatan 19C; Charlotte Laszlo, representati LONDON: 4 Golden Square, W. 1: cable addre Quigpubco, London; Hope Williams, manag MELBOURNE: Regent Theatre Buildings, 1 Collins St.; Cliff Holt, representative. MEXI CITY: Apartado 269, James Lockhart, represen tive. MONTEVIDEO: P. O. Box 664; Paul Bo representative. MOSCOW: Petrovski Per Beatrice Stern, representative. PARIS: 21, R de Berri; Pierre Autre, representative. PRAGU Uhelny trh 2, Prague 1; Harry Knopf, represen tive. RIO DE JANEIRO: Caixa Postal 35 L. S. Marinho, representative. ROME: 54 V Della Mercede; Joseph D. Ravotto, representat SANTIAGO de CHILE: Casilla 13300; A. Wei mann, representative. SHANGHAI: Rooms 38 Capital Theatre Building, 142 Museum Road; J. Koehler, representative. STOCKHOLM: Kun gatan 36; Ragnar Allberg, representative. TOKY 880 Sasazuka, Ichikawa-shi, Chiba-Ken; H. Tor naga, representative.
Entered as second class matter June 10, 19 at the post office at New York, N. Y., un the act of March 3, 1879.
Subscription rates per year $6 in the Ameri and foreign $12. Single copies 10 cents.

No "Isms" in Film Industry, Warner States

(Continued from page 1)

rowded the studio as the company's uests. Through all his talk ran a for the protection of democacy; a battle against intolerance, gainst bigoted leaders from foreign ands with propaganda machines beind them.

By some of his hearers the speech was regarded as the industry's first nswer to charges made recently by roups and individuals.

"I thank God each night that such n organization as the American Legion exists in our country alert to the ver present danger to our institutions nd methods both from within and without the borders of this nation," Mr. Warner said in the early part of his speech.

Democracy's Watch Dog

"The American Legion has become the watch dog of democracy—the guardian of equal rights for all—a warning to destructive interests the world over that Americans will stand, alone, if necessary, in support of true democratic government and against the hates and prejudices of a world gone mad.

"In recent years, since various foreign governments have fallen into the bloody hands of dictators, autocrats and tyrants, other organizations have grown up within our borders. These groups are inspired, financed and managed by foreign interests which are supplying a never ending stream of poisonous propaganda aimed, directly and indirectly, at the destruction of our national life.

Dedicated to Liberty

"We stand, as always, dedicated to the cardinal principles of liberty and justice for all and we have been trying in our humble way to contribute to the welfare and peace of our country through the pictures we make here."

It was at this point that Mr. Warner launched into his statement on where the industry stands.

"I defy our accusers," he continued, "to prove that this industry is run by 'isms.' Certain bigots representing the malcontents who want to ruin what they cannot rule whisper that Hollywood is run by 'isms'. They lie! They lie when they say it! Let them show us the slightest proof of their cheap accusations.

Hollywood Keeps Faith

"Here in Hollywood we keep faith with American ideals because, like you, we believe in them, because they have brought peace and happiness to us when nearly all the rest of the world is miserable and afraid. We bring to the talking screen patriotic and historical subjects dealing with the high spots of American history and showing the firm foundations upon which our government was built. We tell the outside world every day the true principles of our great democracy. The world knows that ours is the best advertised nation on earth and I believe that motion pictures have played the most important part in making it so. We will continue to tell the world how worth while it is to be an American, working and living under American government, enjoving the freedom of thought, freedom of worship and life guaranteed by the American flag.

"The world looks upon America as the strong frontier of democracy because the motion picture has given it a true conception of our institutions and our life here. People the world over believe that America is the great land of liberty and the textbook from which they have absorbed the lesson has been the motion picture.

"Within the industry I am known as a man who calls a spade a spade. I tell you, Catholic, Protestant, Jew, or whatever faith you mav observe, that we must all be Americans first, last and always. Don't just say you are an American. Act like an American. Be proud of America!

"If this is flag waving I, for one, am proud of it. We need more flag waving."

Production Rises; 37 Before Cameras

Hollywood, Sept. 19.—Thirty-seven pictures are before the cameras this week, an increase of six over last week's total, as 10 were started and four finished. Twenty-six are being prepared, and 68 are in the cutting rooms.

Started were: "Revolt in the Sahara" and "Blondie," Columbia; "Gangster's Boy," Monogram; "Tom Sawyer, Detective," Paramount; "Law West of Tombstone," RKO; "I Stand Accused," "Bengal Lancer Patrol" and "Hawk of the Wilderness," Republic; "Buck Rogers" (serial), Universal, and "Crime Is a Racket," Warners.

Many Are Shooting

In addition to these, shooting were: "The Spider," Columbia; "Listen, Darling," "The Great Waltz," "The Shining Hour," "Dramatic School," "Young Dr. Kildare," M-G-M; "St. Louis Blues" and "Say It in French," Paramount; "Peck's Bad Boy with the Circus," Principal; "Gunga Din," RKO; "Topper Takes a Trip," Roach; "Made for Each Other," Selznick; "Jesse James," "Mr. Moto Takes a Vacation," "The Arizona Wildcat," "Hard to Get" and "Kentucky," 20th Century-Fox; "The Storm," "Exposed," "Strange Faces," Universal; "Trade Winds," Wanger; "Going Places," "Dawn Patrol," "They Made Me a Criminal," "Unfit to Print," "Nancy Drew, Detective," "Women in the Wind," Warners.

Those finished were: "The Lady and the Cowboy," Goldwyn; "Disbarred," Paramount; "Miracle Racket," RKO; "Service de Luxe," Universal.

Columbia and M-G-M each started one short subject, both of which are still shooting. Eight are being prepared.

Takes Washington House

Seattle, Sept. 19.—Eldon Pollock, operator of the Roxy and Liberty in Mount Vernon, has taken over the Mission in that city.

Retitle 'Drummond' Film

Hollywood, Sept. 19. — "Arrest Bulldog Drummond!" has been selected for the release title of Paramount's "Scotland Yard vs. Bulldog Drummond."

Attorneys to Meet Prior to US Talks

(Continued from page 1)

Department of Justice officials. Indications are that the latter meeting will not be held until next week. although it was indicated last night that the meeting might be arranged for this week.

The Washington meeting was requested by the department officials late in August to discuss the maintenance of the status quo of affiliated theatre operations pending determination of the Government's equity action, in order to eliminate the necessity for an injunction action to restrain the defendants from adding to their present theatre holdings.

The meeting is also scheduled to bring about an exchange of views between industry attorneys and Department of Justice officials on the proposed industry program of self-regulation of trade practices and the possibility of a consent decree to end the Government action.

Discuss Policy on Further Drive Ads

(Continued from page 1)

and the initial advertising appropriation was used up in carrying out the schedule.

Copies of the industry drive's electrically transcribed 15-minute radio program featuring recorded song hits from film musicals of the past few years, with a brief introductory talk by Will Hays and information on the "Movie Quiz" prize contest, will be shipped to campaign exchanges today and tomorrow. The transcriptions, suitable for use on local radio stations, will be available to exhibitors through the exchanges at nominal cost.

The Old Gold program on CBS is giving three minutes each Thursday night to news of Motion Pictures' Greatest Year, presented by film personalities on the Hollywood "Screenscoops" program.

Simplify Identification

National Screen Service has simplified the identification of "Movie Quiz" pictures in prevue trailers by preparing brief identifying footage which can be attached to regular prevues. Formerly, all prevue trailers of contest pictures carried the identifying label but this proved unsatisfactory due to the fact that the same trailers went to theatres which are not participating in the campaign and contest.

Newspaper cooperation with the drive continues in all sections of the country, campaign headquarters reported. Advertising space for the campaign slogan and the drive itself is being contributed without charge by the *San Pedro, Calif., News Pilot* and the *Los Angeles Evening Herald*, in addition to news and editorial space.

"U" Sales Meet Saturday

Universal eastern division sales officials will meet at the home office Saturday to learn details of the recent additions to the company's new season production schedule. F. J. A. McCarthy, eastern division manager, will preside. The meeting will be similar to that held for central division sales officials in Chicago last weekend.

Fight Blocks Reorganizing For Academy

(Continued from page 1)

threats of Frank Capra, Academy president, and Howard Estabrook, to quit. The two, with Mr. Van Dyke, comprise the reorganization committee. Mr. Van Dyke, in a letter of resignation, declared his reason was the antagonism of the guilds to the Academy, and "I feel that my first allegiance is due my economic colleagues," he wrote.

Capra Threatens to Resign

It was revealed today that on Sept. 14 Mr. Capra reported to the board of governors that the guild leaders were opposed to reorganization because of the producers, and asked that producer members resign in a body within 10 days. Mr. Capra's letter said in part, "If the producers do not resign, Estabrook, Van Dkye and I will, and, I hope, every other member of the board and the reorganization committee will immediately resign in a body." He said he saw no other way to preserve and advance the Academy. Later, if sentiment favors it, the producers may be invited to rejoin as associate members, he declared.

Mr. Zanuck, replying, expressed astonishment at the request, and refused to quit the Academy, which he helped found. He said further that he would attempt to persuade other producers they are entitled to more consideration than "what amounts to an ultimatum to get out." He told Mr. Capra the Academy "is bigger than all of us and should continue to be. It must not be destroyed."

Van Dyke Answers

Mr. Van Dyke on Sept. 17 replied to Mr. Zanuck, declaring his belief that the resignation of the producers would allay fears and suspicions. "You and your colleagues can save the Academy," he told Mr. Zanuck.

Mr. Capra, Mr. Van Dyke and Mr. Estabrook have been working for several months preparing the Academy reorganization plans. Mr. Capra this year was elected head of the Screen Directors' Guild, now engaged in the N.L.R.B. action against the producers in the collective bargaining controversy. Donald Gledhill, executive secretary of the Academy, said that conferences of Academy leaders are continuing.

Will Hold "Boys Town"

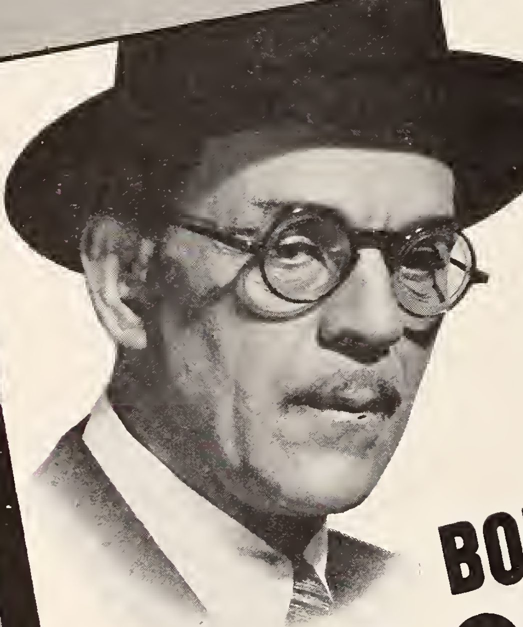
"Boys Town" will be held a third week at the Capitol, beginning Thursday. It is also a third week holdover at Loew's, Toronto, and is rolling up big grosses in a number of key cities, M-G-M reports.

Charter 3 Film Firms

Albany, Sept. 19.—Three new film companies chartered here are: "Odesco" Productions, Inc., by Bernard Steele, G. B. Odlum and Stanley A. Odlum; R. H. R. Amusement Corp., by Henrietta Heller, P. Ange Dumas and Mary Yanochik; Merit Pictures Corp., by Ann Victor, Florence Abramson and Josephine Langfelder.

Monogram's

MOVIE QUIZ
$250,000.00
CONTEST
PICTURES



BORIS
KARLOFF
in
"Mr. WONG, DETECTIVE"

KARLOFF in a new box-office series based on Hugh Wiley's Chinese detective character!

"BAREFOOT BOY"

with JACKIE MORAN · MARCIA MAE JONES
RALPH MORGAN CLAIRE WINDSOR
MATTY FAIN

"Enjoyable family entertainment. Story has human appeal, comedy, plentiful excitement."
—Harrison's Reports

JACKIE COOPE

Movie Quiz Hits

MONOGRAM PICTURES

"UNDER THE BIG TOP"

WITH

MARJORIE MAIN
ANNE NAGEL
JACK LA RUE
GRANT RICHARDS

GREATER by a thousand thrills than a ringside seat in the sawdust arena!

"WANTED BY THE POLICE"

with your box-office pal

FRANKIE DARRO

Evalyn KNAPP • Robert KENT

DARRO'S tremendous fan following will welcome him in this sizzling melodrama!

in

"GANGSTER'S BOY"

in Production

Sept. 16

"Daughters" Los Angeles' Best Grosser

Los Angeles, Sept. 19. — Top honors in a dull week went to "Four Daughters," playing at Warners' Hollywood and Downtown. The take at the former, $17,600, was $3,600 over normal, and at the latter the $16,200 gross was $4,200 over the line.

"Carefree," with "Young Fugitives," held up to $7,950 in its second week at the Pantages, and took a strong $7,500, also in a second week, at the Hillstreet.

Estimated takings for the week ending Sept. 14:

"THREE LOVES HAS NANCY"
(M-G-M)
"RICH MAN, POOR GIRL" (M-G-M)
CHINESE—(2,500), 30c-75c, 7 days. **Gross:** $12,976. (Average, $12,500)

"MOONLIGHT SONATA"
(Pall Mall-U. A.)
ESQUIRE—(900), 40c-55c, 7 days, 12th week. **Gross:** $850. (Average, $2,500)

"ALGIERS" (U. A.)
4 STAR—(900), 40c-55c, 7 days, 9th week. **Gross:** $3,847. (Average, $3,250)

"AFFAIRS OF MAUPASSANT"
(Gallic Films)
GRAND—(750), 35c-40c, 7 days. **Gross:** $750. (Average, $1,200)

"CAREFREE" (RKO)
"YOUNG FUGITIVES" (Univ.)
HILLSTREET—(2,700), 30c-65c, 7 days, 2nd week. **Gross:** $7,500. (Average, $6,500)

"THREE LOVES HAS NANCY"
(M-G-M)
"RICH MAN, POOR GIRL" (M-G-M)
LOEW'S STATE—(2,500), 30c-75c, 7 days. **Gross:** $15,158. (Average, $14,000)

"CAREFREE" (RKO)
"YOUNG FUGITIVES" (Univ.)
PANTAGES—(3,000), 30c-65c, 7 days, 2nd week. **Gross:** $7,950. (Average, $7,000)

"SPAWN OF THE NORTH" (Para.)
PARAMOUNT—(3,595), 30c-65c, 7 days, 2nd week. Stage: F. & M. revue, Rube Wolf and his orchestra, Kenny Gardner. **Gross:** $17,500. (Average, $18,000)

"FOUR DAUGHTERS" (F. N.)
WARNER BROS. (Hollywood)—(3,000), 30c-65c, 7 days. **Gross:** $17,600. (Average, $14,000)

"FOUR DAUGHTERS" (F. N.)
WARNER BROS. (Downtown)—(3,400), 30c-65c, 7 days. **Gross:** $16,200. (Average, $12,000)

Paramount Gets New Marquee Neon Lights

Lustron Light Co. has completed installation of its first marquee lighting system for the Paramount Theatre. The installation is of a new type interchangeable neon light which is said to effect a 65 per cent saving in electric cost. The current is fed through a low voltage, high frequency radio tube into a panel. The letters on the sign fluoresce when they come into contact with the panel.

Cost of installation runs much higher than the usual mazda signs, but considerable savings on upkeep are said to result. The letters are made of the customary neon tubing, mounted separately on catalin and placed on an opaque base. It is available in 200 color combinations. Present plans are to sell to "A" houses only. Leo Beck is vice-president and general manager.

FitzPatrick Air Talk Set

James A. FitzPatrick, producer of FitzPatrick Traveltalks for M-G-M, will make his first American broadcast from 7 to 7:30 P.M. next Tuesday over the NBC Blue on the Consolidated Edison program. He will relate his globe-trotting experiences.

Stage Show Big Draw At Brooklyn Strand

The Brooklyn Strand, inaugurating stage shows on a full-week basis, had its best business last weekend in about five years, the management said yesterday. The new policy started Friday with "Boy Meets Girl" and a stage bill including Ted King and his orchestra, the Andrews Sisters, the Harvest Moon Lindy Hoppers and others.

The next bill, opening Friday, will have "The Gladiator" with Frances Faye and the Slate Bros. headlining the stage show. Ted King and his band will remain at the theatre indefinitely.

The Broadway Strand will start its third combination film-stage show Thursday with "Garden of the Moon" and Jan Garber and his orchestra and Ethel Merman as the stage headliners.

RKO Will Inaugurate Foreign Sales Drive

The RKO foreign department will launch a worldwide billings contest on Oct. 2, to be known as "The Phil Reisman Flight to New York Drive." The plan calls for an imaginary flight by each of 25 foreign managers from his headquarters to New York. The drive will last 13 weeks.

The first prize will be a trip to New York and Hollywood in elaborate style and Mr. Reisman, foreign head, will disclose the other prizes upon his return from abroad, where he has been mapping the drive. Airline tieups have been made. Mike Hoffay, publicity director of the foreign department, will edit *Foreign Legion*, a publication for the drive.

RKO Trebles Europe Business in a Year

Paris, Sept. 19.—RKO's European business has trebled in a year, Phil Reisman told a three-dav European sales meeting here. "Snow White and the Seven Dwarfs" is largely responsible for this. It has grossed 5,000,000 francs in its run at the Marignan Theatre, the greatest gross in the history of the industry here, and is now in its 19th week.

During the meeting M. Gentel, French manager, had RKO pictures playing in 30 Paris theatres. Reginald Armour, general European manager, presided.

Warner Plea Up Oct. 7

A motion to dismiss the complaint of Booth Tarkington in his infringement suit against Warners will be heard by Federal Judge Samuel Mandelbaum in the U. S. District Court on Oct. 7. Mr. Tarkington alleges that the Warner film "Penrod and His Twin Brother" infringes on his literary character, "Penrod." Warners contend that the character is now in the public domain. The plaintiff seeks a permanent injunction, damages and an accounting of profits.

U. A. in Oklahoma Deal

Oklahoma City, Sept. 19.—Contract was signed this week for United Artists product for the coming season in Oklahoma City theatres. T. B. Noble, Jr., president of State Theatres, Inc., will get 13 of United's features and Standard Theatres Corp., will get 12 for Oklahoma City spots.

Glamour in Person

Twentieth Century-Fox has sent out press invitations to a preview of Vyvyan Donner's first "Fashion Forecast" in color, to be held this afternoon at the home office. The invitation promises that "12 of America's most beautiful models will be present to lend their personal pulchritude to the glamour of this unusual short subject."

Tenth Week of Kent Drive for Managers

The 10th week of the S. R. Kent Drive, Oct. 16-22, has been designated by 20th Century-Fox in honor of the company's division managers, with the western, eastern and central division contending for first honors. Division managers are W. J. Kupper, William Sussman and W. C. Gehring.

Herman Wobber, general sales manager, and James P. O'Loghlin, drive leader, are due here Sept. 30 from their swing of territories in connection with the Kent drive. The division managers are scheduled to accompany Mr. O'Loghlin on another countrywide trip he will start late in October.

This week Mr. Wobber and Mr. O'Loghlin have scheduled meetings in Atlanta, Charlotte, Washington, Philadelphia, Pittsburgh, Cleveland, Cincinnati, Detroit and Buffalo. The final week of their present trip will start Monday and will take them to Toronto, Montreal, Albany, Boston, New Haven and New York.

Hudson County Unit Will Censor Pictures

The Hudson County Holy Name Federation in New Jersey has taken steps to prevent the showing of "immoral pictures and those of foreign origin creeping into the county and state."

It was pointed out at Jersey City that the state has no censorship board and until one is established the Holy Name group plans to act as a voluntary censorship group for films and plays.

Representatives of Holy Name societies in the county will visit theatres in their parishes once or twice a month and request the management to furnish a list of scheduled films. If any of the pictures are found objectionable by Legion of Decency standards, cancellation will be requested.

To Hear Dismissal Plea

U. S. District Court Judge Alfred C. Coxe will hear a motion today to dismiss the complaint of Delores Lacy Collins, as administratrix of the estate of Jimmie Collins, against M-G-M. The grounds of the motion were not given. The plaintiff seeks $1,000,000 damages for the alleged plagiarism of her husband's book, "Test Pilot" in the M-G-M picture of the same name.

To Preview "Cool Heads"

"Cool Heads," fourth commercial film produced by Audio Productions, Inc., for E. I. duPont de Nemours Co., will be previewed at the Waldorf-Astoria this week. The film was made for the Zerone Division and will be used for sales and dealer information.

"Daughters" Leads Way in Philadelphia

Philadelphia, Sept. 19. — With "Four Daughters" leading the way, business was again rosy last wee[illegible] The first week take was $18,500 w[illegible] a steady build reported.

Both stage show houses slumped, but the figures were still good. The Earle got $18,000 with "Affairs of Annabel" and the Larry Clinton band and the Fox took in $17,000 with "I Am the Law" and Connie Boswell.

Going into its second run at Keith's, "Alexander's Ragtime Band" still demonstrated its strength, getting $6,500 for its fifth central city week. It was held again.

Estimated takings for the week ending Sept. 15:

"ALGIERS" (U. A.)
ALDINE—(1,300). 40c-55c-65c-75c. 3rd week. **Gross:** $6,200. (Average, $8,170)

"RICH MAN; POOR GIRL" (M-G-M)
ARCADIA—(600), 25c-40c-55c, 5 days. **Gross:** $1,100. Also, "Love on the Run" (revival), 3 days. **Gross:** $600. (Average, 7 days, $2,800)

"FOUR DAUGHTERS" (W. B.)
BOYD—(2,400), 40c-55c-65c, 7 days. **Gross:** $18,500. (Average, $14,000)

"AFFAIRS OF ANNABEL" (RKO)
EARLE—(2,000), 25c-40c-55c, 6 days. Stage: Larry Clinton Band and Revue. **Gross:** $18,000. (Average, $14,000)

"I AM THE LAW" (Col.)
FOX—(3,000), 40c-55c-65c-75c, 7 days. Stage, 6 days, Connie Boswell. **Gross:** $17,000. (Average, $14,000)

"THREE LOVES HAS NANCY" (M-G-M)
(2nd run)
KARLTON—(1,000), 25c-40c-55c, 7 days. **Gross:** $3,400. (Average, $4,000)

"ALEXANDER'S RAGTIME BAND"
(20th-Fox)
KEITH'S—(2,000), 30c-40c-55c, 7 days. **Gross:** $6,500. (Average, $4,000)

"CAREFREE" (RKO)
STANLEY—(3,700), 40c-55c-65c, 7 days. **Gross:** $13,000. (Average, $14,000)

"MY LUCKY STAR" (20th-Fox)
(2nd run)
STANTON—(1,700), 30c-40c-55c, 7 days. **Gross:** $6,000. (Average, $7,000)

Nine of 10 Pictures Win Legion Approval

Nine out of 10 new pictures were classed as unobjectionable by the National Legion of Decency this week, six for general patronage and four for adults, and one was called objectionable in part. The new films and their classification follow:

Class A-1, Unobjectionable for General Patronage—"Black Bandit," "The Renegade Ranger," "Room Service," "Sons of the Legion," "Too Hot to Handle," "Wanted by the Police." Class A-2, Unobjectionable for Adults—"Avocate d'Amour," "The Edge of the World," "Road to Reno," "Solo per Te" (Italian). Class B, Objectionable in Part—"Paroled from the Big House."

Arthur Loew Defers Trip

The unsettled conditions in Europe have changed sailing plans of several industry executives, among them Arthur Loew, vice-president in charge of M-G-M's foreign department. Mr. Loew had intended to sail tomorrow on the *Queen Mary* but has deferred his trip at least a week. His original plans were to make a survey in several European countries, but, if all is quiet he will limit the trip to England and France, following which he will return here or proceed to South America.

Peace Moves By FWC Halt Para. Action

Los Angeles, Sept. 19.—One of the first results of the naming of a permanent arbitration group to settle disputes arising between independents and Fox West Coast is the withdrawal of a pending suit against Paramount by 45 Southern California independents. The I.T.O. urged settlement of the suit, according to Albert Galston, president.

The suit was filed in October, 1937. U. S. District Judge Yankwich ruled the exhibitors' complaints could be cured only by Federal legislaton, but they have had an appeal pending.

Independents Asked To Attend Ohio Meet

Columbus, Sept. 19.—The annual meeting of the Independent Theatre Owners of Ohio is to be called the Sixth Annual Convention and Central Regional Conference of Independent Exhibitors. Invitations have been sent to non-member independents throughout the territory to attend the sessions at the Deshler-Wallick Hotel Nov. 14-16.

"With the filing of the Government's anti-trust suit and the important accomplishments on the Neely Bill and the North Dakota divorcement law, independent exhibitors are on the threshold of a new era," reads the latest I.T.O. bulletin.

"By Nov. 14 and the convening of our convention, events will have crystallized so that we will be in a position to know where we're going and how we're going to get there. Allied has traveled the straight, hard road for many years, without being lured or detoured on to inconsequention bypaths. Now the goal is in sight, and, if we want to achieve it and reap the maximum benefits, it is necessary for united action, for the interchange of ideas, information, and policies by independent exhibitors everywhere."

Wall Street

Stocks Increase Generally

	Open	High	Low	Close	Net Change
Col.	11⅝	12¼	11⅝	12¼	+1⅛
Cons. pfd.	6½	6½	6½	6½	— ½
E. K.	167	167	167	167	.....
G. T. E.	14⅜	14⅜	12½	13	+ ⅛
Loew	48	48	47¼	47¾	+1¾
Para.	9⅝	9¾	9⅜	9⅝	+ ⅝
Para. 1.	78	80	78	80	+2¼
Para. 2.	9½	9¾	9½	9¾	+ ¼
Pathe	8⅜	9	8⅜	9	+1¼
RKO	2⅛	2¼	2	2⅛	+ ⅛
20th Fox	23½	24	23	23⅛	+ ½
Univ. pfd.	36	36	36	36	—1¼
W. B.	5⅝	5⅝	5⅜	5½	+ ⅜

Technicolor Gains On Curb

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	7/16	7/16	.....
Sonotone	1¼	1¼	1¼	1¼	.....
Tech.	19	20	18½	19	+1⅝
Trans-Lux	2	2	2	2	.....

Bonds Close Uneven

	High	Low	Close	Net Change
Keith 6s '46	91	91	91	.....
Loew 3½s '46	100	99¾	99¾	— ¼
RKO 6s '41	64¾	64¾	64¾	—1¼
W. B. 6s '39	73¼	73¼	73¼	+ ¾

(Quotations at close of Sept. 19)

Hollywood Letter

IT'S a good thing Sinclair Lewis didn't write "It Can't Happen Here" about Hollywood, because anything can, except that. It's the capital of Cineanna, yet it had to postpone its Motion Pictures' Greatest Year parade so the procession wouldn't collide with Corrigan's or the American Legion's. It's a place where the press suppresses bad news about a leading citizen one day and puts streamers over his denial the next. On Thursday last Mickey Rooney of "Boys Town" was mayor-for-a-day, Mayor Frank L. Shaw taking the job back on Friday to be voted out of it in favor of Recall Candidate Fletcher Bowron by the carefree balloteers before curfew. But don't get Sid Skolsky wrong—he *loves* Hollywood.

▼

It would be a Hollywood citizen, resident near the Knickerbocker, who would think up a two-edged lawn sign like "Keep Your Dogs Off the Grass."

▼

Two men who might have been doing all they did during the past two decades in preparation for just this event gave Hollywood something to feel good about at close of a week clouded with war talk and dwindling stock quotations. Richard Rowland joined Edward Small Productions as executive assistant to the president. Only the William Morris Agency, which latterly had enjoyed the benefits of the Rowland story sense, stands to take a loss on that transaction.

Both Small and Rowland are what the production center knows as "story men." It was Small who saw in "The Count of Monte Cristo" the smashing picture he got out of it. It was Rowland who saw in "The Four Horsemen of the Apocalypse" the second biggest box-office grossser of all time. It was Small who saw in Rowland precisely the man he wanted with him as he set out on a program that includes production of more pictures, contracting of more talent and occupancy of his own studio, and it was Rowland who saw in the Small plannings the association he wanted. Both men's beginnings coincide with the industry's beginnings, and if the industry doesn't see in their joinnig of forces the week's brightest promise of substantial product you'd better get a new boy to write your Hollywood letter.

▼

Charles E. Cook, 53, Paramount unit manager, who prepared "If I Were King" and had started on "Union Pacific," died of a heart attack at his home Saturday morning.

▼

Sam Abarbanal, Republic publicity man en route by "tourist agency" motor from New York to Hollywood, was blackjacked, highjacked and left for dead alongside the highway near Wichita—so when he got here they made him a technical adviser on "Fly By Night," a Republic picture about just that sort of thing.

▼

As if Hollywood weren't far enough away from London last weekend, Alexander Korda and a group of friends chartered a yacht for a deep sea fishing trip. With Sam Goldwyn among the fishermen aboard and the boat still undocked Monday evening, prospects were bright for a newsworthy development on the U.A. sector about Wednesday.

▼

Jack Warner says the studio has so many big pictures ready to start that he can't see his way clear to leaving just now to attend the opening of the new Warner Cinema in London next month, which the Hollywood community considers excellent and well-timed judgment.

▼

Gabe Yorke, local chairman of the Motion Pictures' Greatest Year drive, who rescued a pair of tin can tourists from Connecticut by getting 150 stars to paint signatures on their jollopy, saw them off Saturday on a personal appearance tour that will get them home by Christmas if the fans don't dismember the car enroute, and declared himself a week's vacation.

▼

Irene Castle McLaughlin, who eame out to advise RKO, technically, on production of "The Castles," the Astaire-Rogers piece, is scheduled tentatively to play her own mother in it and is grabbing more newspaper space than any star's got. Don't be surprised if she winds up by writing, directing and producing the picture—or out. The lady who started the bobbed-hair thing a quarter-century back has not yet been topped by a member of her sex in what you might call personality expression.

▼

It *rained* in Hollywood Saturday!

Roscoe Williams

French Ban Time Release

The French Government has banned the latest March of Time release, "Prelude to Conquest," dealing with Czechoslovakia, the reel's home office reports. The film previously had been approved by the French Foreign Office, and no reason for the ban was given. The film is being shown in England.

Martin Goes to Roach

Hollywood, Sept. 8.—Charles Martin, under contract for several months to Universal as producer, director and writer, has obtained his release to go to Hal Roach studios and write on "Captain Midnight."

Elect Holmes President

J. T. Holmes has been elected president of the home office Warner Club. Other officers are: Sam Schneider, finance committee chairman; Nat Fellman, vice-president, membership; Frank L. Gates, vice-president, claims; Ruth Weisberg, vice-president, welfare; Harry Mayer, vice-president, entertainment; Stuart Aarons, secretary; Robert Salomons, treasurer; Sam Wolowitz, assistant treasurer.

Goldman to Monogram

Mark Goldman, formerly manager in Pittsburgh for G. B., has been appointed manager of Monogram's Pittsburgh exchange. He succeeds the late David J. Selznick.

MPTO Wants No Delays on Trade Action

(*Continued from page 1*)

appear to be optimistic over the possibilities of early action by distribution companies on a voluntary trade practice program, describing the matter as "dormant" insofar as major company action at this time is concerned. While stating that it was his understanding that distribution companies would do nothing before attempting to obtain an opinion from the Department of Justice at the forthcoming Washington conference as to the Government's attitude toward this form of voluntary self-regulation, Mr. Kuykendall held there is little hope that the Department of Justice will approve a trade practice program in advance.

Justice Department Cooperating

"It has been the policy of the Department of Justice for some time past, when intra-industry plans have been submitted to it for approval, to do no more than indicate that it would not obstruct such plans nor prosecute their proponents unless they proved in practice to be in violation of the anti-trust laws," Mr. Kuykendall said.

He pointed out that this policy should be well known to industry attorneys and added that he could not "see the Department of Justice acting against the industry for giving exhibitors voluntarily a part of what the department seeks for exhibitors in the equity suit." Six of the 10 points sought in the M.P.T.O.A. trade practice program are included in the Government's prayer for relief, he pointed out.

Predicts Record Convention

The M.P.T.O.A. president views the distributors' delay in adopting a trade practice program as "certain to breed a lot of local suits by exhibitors against distributors" and as encouraging legislation affecting the industry.

While declining to predict the probable course of action on trade practices to be taken by the M.P.T.O.A. convention, Mr. Kuykendall said that the organization, conceivably, would approve a legislative program "as a last resort" for obtaining trade practice regulation.

"We believe that if nothing is done by the industry, legislation will be inevitable. Therefore, we certainly would wish to be in a position where our own views on legislation would receive a hearing, as well as the views of others."

Hearing on Kibre's Charges Set Sept. 28

(*Continued from page 1*)

gation of the charges or send representatives. It is understood the objective of the informal hearing is to determine the accuracy of Kibre's assertion that he is chairman of the Motion Picture Technicians' Committee and whether facts in case warrant a formal probe.

"Desert" Pulls $5,200

"Painted Desert" grossed $5,200 at the Rialto in the week ending last night.

Radio Personals

JESSICA DRAGONETTE and Mrs. Nada Loftus have returned from a short vacation at Ventnor, N. J. . . . Maxie Rosenbloom, Phil Regan and Florence Rice will appear as guest stars on "Good News of 1939" Thursday . . . Mrs. Phillips H. Lord will return to the air as Lizzie Peters in the new Seth Parker series which will start Sunday on the NBC-Blue network . . . Jack Benny and Mary Livingston will appear in the Lux "Radio Theatre" next Monday. . . . Bob Poole, formerly of WBIG, Greensboro, N. C., has joined the announcing staff at WNEW . . . Jack Oakie will appear as guest star at the "Kraft Music Hall" on Thursday . . . Jose and Amparo Iturbi, piano duo, will be guest soloists with Eugene Ormandy's symphony orchestra over CBS on Sunday.

+

Nan Wynn, who is in the Paramount Theatre stage show this week, made her debut on a commercial program last night over CBS on the "Beer Show" and over the NBC Red on the Pall Mall hour. . . . William Wellman will turn actor for a day next Sunday when he will take a part in the "Men With Wings" program over Mutual.

New Musical Period Starts on NBC Oct. 1

"Avalon Time," a musical program sponsored by Brown & Williamson, will be heard for the first time on Oct. 1 over a coast-to-coast NBC Red hookup. The Andrews Sisters are scheduled as the first guest artists with Red Foley, Kitty O'Neill, the Neighborhood boys, the Rhythm Singers, the Avalon chorus and a 16-piece orchestra completing the cast. Del King will be master of ceremonies and Peter Grant the announcer.

The program will originate from WLW Cincinnati, at 7 P. M. on Saturdays and will be repeated at 9:30 P. M. for coast listeners.

Webs to Air Duce Speech

Major networks here made elaborate plans for the broadcast of Premier Benito Mussolini's speech from Udine today. Mutual and NBC will carry the speech and a translation this afternoon. Commercial commitments will prevent CBS from broadcasting the speech itself but it will go on the air at 2:10 P.M. with a translation. Mutual picked up reports from European capitals during the day and broadcast a transcription at 11:30 last night.

Air "Band" in England

LONDON, Sept. 19.—The British Broadcasting Co. tomorrow will broadcast a radio adaptation of "Alexander's Ragtime Band" on a national network. It will be rebroadcast on Thursday for the London area.

KXOX Makes Air Debut

ST. LOUIS, Sept. 19.—KXOX, owned by the St. Louis *Star-Times*, made its debut today. Joseph J. Weed of New York is the station representative.

WOR Closes Deals On 4 New Programs

(*Continued from page 1*)

P. M. on Sundays. Redfield-Johnstone is handling the program for Howard Clothes.

Tide Water Associated Oil Co., through Lennon & Mitchell, has renewed its contract for broadcasts on Mondays, Wednesdays and Fridays at 7 P. M. Stan Lomax, sports commentator, will be heard. Carter Products, Inc., has renewed for five-minute "Dramatized Health Talks" Mondays through Fridays at 1 P. M. The agency is Street & Finney.

Foods Advertisers Lead on World Net

Food and food beverage advertisers, with a total of 6,128 station quarter-hours, again led the list of World Broadcasting System sponsors for the month of August. Laundry soaps were second, with 2,084 periods, followed by automotive advertisers, with 1,084. In all, 9,700 quarter-hours were used last month by advertisers in seven different classifications via World transcriptions.

This is an increase of 10½ per cent over August, 1937, and up 19 per cent from the preceding month this year. For the first eight months of 1938, total station time was 89,354 quarter-hours, an increase of 14½ per cent over the same 1937 period.

Miss Dragonette to Tour

Jessica Dragonette and John Charles Thomas will be heard in a recital at Easton, Md., Oct. 2. Other dates set by Miss Dragonette are: Oct. 4, Exchange Club, Lancaster, Pa.; Oct. 7, Western State Teachers College, Kalamazoo, Mich.; Oct. 12, Associated Gas Co. convention, Atlantic City; Oct. 18, Oklahoma City; Oct. 21, Edinburgh, Tex.; Oct. 24, Houston; Oct. 29, New Orleans.

Cudahy Renews on CBS

Cudahy Packing Co., through Rocke, Williams & Cunnyngham, has renewed its contract with CBS for a third year for "Bachelor's Children." The program will be heard over 18 stations, Mondays through Fridays, at 9:45 A. M. "Amateur Hour," sponsored by Chrysler Corp., has also been renewed. The program is broadcast at 9 P. M. on Thursdays. Ruthrauff & Ryan is the agency.

Set WGY Grid Schedule

SCHENECTADY, Sept. 19.—WGY's football schedule will begin Oct. 1 with Yale-Columbia. Thereafter, Atlantic Refining will sponsor home and away games of Syracuse, except Oct. 8, when the World Series will be carried, if time is sold by baseball authorities. Les Qualey, former CBS adviser to Ted Husing, will be in charge of broadcasters.

Named KVI Sales Head

SEATTLE, Sept. 19.—Earl T. Irwin, formerly with Free & Peters, national radio representatives in Chicago, has been named sales manager for KVI, CBS outlet here, and Wade Thompson, former head of the radio department of Strang & Prosser, advertising agency, will be program director.

FCC Hearings For the Week Are Arranged

WASHINGTON, Sept. 19.—The Federal Communications Commission has scheduled hearings on broadcasting applications during the current week as follows:

Sept. 20, before an examiner: Application of WBLK, Clarksburg, W. Va., for increase of day power from 100 to 250 watts.

Sept. 22, before the commission: Applications of WHBL, Sheboygan, Wis., for increase of day power from 250 to 1,000 watts; WEMP, Milwaukee, for extension of time from day to unlimited; Florida West Coast Broadcasting Co., Inc., for a new 1,300-kilocycle, 250-watt daytime station at Clearwater, Fla.; Colonial Broadcasting Corp. for a 1,370-kilocycle station at Norfolk, with 100 watts night, 250 watts day; Pawtucket Broadcasting Co. for a 1,370-kilocycle, 1,000 watt station at Pawtucket, R. I.; Martin Anderson for a 1,500-kilocycle station at Orlando, Fla., with 100 watts night, 250 watts day, and Great Western Broadcasting Co. for a 1,500-kilocycle, 100-watt station at Omaha.

Sept. 23, before an examiner: Application of Edward Breen and Allen R. Loomis, 2nd, for a 1,370-kilocycle station at Fort Dodge, Ia., with 100 watts night, 250 watts day.

Royal in Deal at WHN

Royal Typewriter Co. has signed for 13 weeks with WHN for 15-minute participations in the Charles McCarthy "Early Bird" program six mornings per week, and two station-break announcements weekly. Buchanan & Co. is the agency. Famous Furriers will have participating announcements in Sam Taylor's "Hollywood Sound Stage" program over the same station for 13 weeks. Midtown Advertising Agency placed the account.

WGN Starting New Show

CHICAGO, Sept. 19.—WGN will introduce "Meet the Mrs.", a program devoted to interviewing members of women's clubs, on Wednesday. Jim Fleming, staff announcer, will be in charge of the interviews, which will be heard Mondays, Wednesdays and Fridays at 1:30 P. M.

BBC to Televise Two

LONDON, Sept. 19. — The British Broadcasting Co., has disclosed plans to televise two more films, both French, "So Ended a Great Love," on Oct. 7 and "Kermesse Heroique," on Oct. 11. "Homme du Jour," starring Maurice Chevalier, has been televised twice during the past week.

Named WHN Organist

Bob Hamilton has been appointed staff organist at WHN, and will be heard on several programs now being assigned him.

Coty Sets WQXR Deal

Coty, Inc., will use four spot announcements weekly for 13 weeks on WQXR. Brown & Tarcher, Inc., is the agency.

Academy to Get 3rd Television Surve

HOLLYWOOD, Sept. 19.—The thir annual report on television by th Academy Research Council will b issued in the next few weeks. Copi of the report, which has been prepared by Carl Dreher, chairman o the Scientific Committee, have bee sent to the full committee membership and will be transmitted to th Research Council for approval at [illegible] next meeting.

Besides Mr. Dreher, other members of the committee are Gordo Chambers, L. E. Clark, J. G. Frayn Hollis Moyse, Wesley C. Miller, William Mueller and Gordon S. Mitchel manager of the council.

Long Is New Manage Of WSAI, Cincinnat

CINCINNATI, Sept. 19.—Dewey H Long of WAPI, Birmingham, ha been named manager of WSAI, succeeding Robert E. Dunville, who recently was promoted to general sale manager of WLW and WSAI.

Mr. Dunville has promoted Jac Thornquest from salesman to sale manager of WSAI, Walter Callaha from salesman to service manager o that station, and Emerson C. Krautters from sales and service manage of WSAI to promotion manager o WLW.

In Reciprocal Ad Deal

To bring the Italo-American markets in New York, Philadelphia an Chicago to the attention of advertise in those cities, a reciprocal arrangement has been developed by Hyla Kiczales, general manager of the International Broadcasting Corp., WOV WBIL, New York, and WPEN Philadelphia, and Gene Dyer, genera director of the Consolidated Broadcasting System, WGES, WSBC an WCBD, Chicago, whereby announcements are broadcast over each statio calling attention to the other's Italia markets for increased sales promotion.

Midwest Radio Has Los

CINCINNATI, Sept. 19.—The Midwest Radio Corp., now being reorganized under the corporate reorganization amendment of the Bankruptcy Act, showed a net loss of $5,540.76 fo August, according to report filed i the U. S. District Court.

Heads WWSW Publicit

PITTSBURGH, Sept. 19.—H. B. Trautman is WWSW's new publicity director. Formerly press agent for the Pittsburgh Playhouse, he succeeds Kieran Balfe, who has become a regular member of the announcing staff

Leads WJAS Orchestra

PITTSBURGH, Sept. 19.—Baron Elliott, leader of a Pittsburgh dance band for several years, has just been named director of the staff orchestra at WJAS, the CBS outlet here. He has replaced Luke Riley.

"Serenade" Back on Air

CINCINNATI, Sept. 19.—"Sundown Serenade," one of the oldest programs on WKRC, has returned to that station after a summer's absence. It is aired at 4:30 P. M. Mondays through Saturdays.

Alert, Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

M. P. PRODUCERS &
DISTRIBUTORS OF AM., IN
28 WEST 44TH ST.,
NEW YORK,
N. Y. (3 COPI

VOL. 44. NO. 57 NEW YORK, WEDNESDAY, SEPTEMBER 21, 1938 TEN CENTS

Hearings on Air Monopoly Begin Oct. 24

FCC Asks Data From Nation's Webs

WASHINGTON, Sept. 20.—The Federal Communications Commission tonight issued orders fixing Oct. 24 for the commencement of public hearings in its investigation of chain broadcasting and monopoly, and announced that it had requested the presentation of evidence by the Columbia, National and Mutual networks and 18 regional chains.

The network representatives, it was explained, will be questioned regarding

(Continued on page 9)

Monopoly Measure Modified in Italy

By JOSEPH RAVOTTO

ROME, Sept. 20.—The first sign of softening of the monopolistic measures against the distributors of foreign films in Italy appeared today in the form of a new decree in the *Official Gazette*.

The new decree states that the Ministry of Foreign Trade and Exchange in the future may decide whether contracts will be conceded to individual distributors or outright to ENIC, the semi-official agency formed to handle all distribution under the first decree. The new measure is interpreted in some quarters to mean that some American distributors may continue to do business in Italy.

Boice Quitting as CBS Head of Sales

Hugh K. Boice yesterday resigned as CBS vice-president in charge of sales, effective Oct. 20. Beyond stating that his plans for the future will be announced shortly, Mr. Boice refused to amplify upon his resignation.

Mr. Boice joined CBS in May, 1930, as sales manager. He became vice-president in January, 1931. One of the most prominent advertising executives in the country, Mr. Boice was with Critchfield & Co. of Chicago for 11 years, resigning as president of that company in 1922 to join the George L. Dyer Co.

More Radio—P. 9

Ten to One for War

Frederic Ullman, Jr., general manager of Pathe News, last night received this cable from Charles Findley, the newsreel's representative in Paris, who arrived in Berlin yesterday from Prague:

"Opinion of correspondents here 10 to 1 for war this week. Prague and Berlin reporters evacuating families. Temporary solution depends on Hitler-Chamberlain discussion Wednesday, but no informed person foresees permanent peace."

G.N. to Have 44 Features, 24 Westerns

HOLLYWOOD, Sept. 20.—Conferring with E. W. Hammons and Jack Skirball on Grand National's new setup Edward L. Alperson, vice-president and general manager of sales, said today the company would have approximately 44 features, 24 westerns and 44 shorts for distribution for the new season.

The trio conferred with Franklyn Warner, Fine Arts Pictures president, over the setting of release dates for 26 pictures. Mr. Warner is producing for G. N. release. The complete announcement of product will be made next week. Mr. Alperson will leave Friday for San Francisco to conduct a regional meeting of G. N. exchange heads, going from there to

(Continued on page 5)

New National Ad Series to Start Quickly

Less Lineage with "Go to Theatre" Planned

A new series of national ads for the Motion Pictures' Greatest Year campaign will be begun immediately after the first of October, campaign headquarters reported yesterday.

Although final plans for the new newspaper advertisements have not been completed, present indications are that the ads will be of smaller size

(Continued on page 6)

Majors to Ask for Talks with Arnold

Major company attorneys are scheduled to communicate today with Department of Justice officials to arrange a conference with the latter on various phases of the Government anti-trust suit.

Counsel for the five theatre operating companies conferred here yesterday, following the return of Col. William J. Donovan, RKO counsel, from Europe, on the response to be made to the invitation from Assistant U. S. Attorney General Thurman Arnold. Results of the conference could not be learned yesterday, but it is generally believed that Gabriel L. Hess, general attorney for the M.P.P.D.A., to whom Mr. Arnold's invitation was addressed, will communicate with the department today to agree upon an early date for the meeting.

First 20th-Century Fashion Number in Color Previewed

By J. M. JERAULD

Over at 20th Century-Fox yesterday the boys in the publicity department and in Truman Talley's Movietonews department lengthened their "a's" and staged a "fashun" show, and "wotta a show," as they usually say on Tenth Avenue when visitors are not around.

It was the first Technicolor short of the new series to be produced by Mr. Talley's organization. Four each year are to be made in this division. It was called "Fashion Forecast" and was directed by Vyvyan Donner.

Representatives of the trade press—those fellows who use short "a's" and understand the Tenth Avenue patois—were there, but most of those in the audience were the lorgnette journalists from *Harper's Bazaar, Vogue, Vanity Fair, House Beautiful* and publications like that. Even representatives of Cartier—Cahteeay, in case you haven't heard—attended. One of the models wore a three-string pearl necklace, two strings of which were in white and the other in black, which it took three generations of "Cahteeays" to collect.

This gives some kind of an idea of what kind of a fashion picture was shown. Twelve models are in the cast. All of them are famous on bill-

(Continued on page 2)

Loew's Study Reactions to Single Bills

Testing Them in Double Bill Situations

Loew circuit executives are keeping close watch on the records of single bill tryouts of big pictures in several confirmed double bill situations out of town with a view to extending single billing to additional cities. While the circuit heads strongly favor a return to single features, they admit that duals are too solidly entrenched generally to hope for a change.

Beginning tomorrow and Friday, for a week, Loew's will play "Too Hot to Handle" by itself at the State, Providence; State, Louisville; Palace, Indianapolis, and Loew's, Rochester.

Duals are the regular policy at these theatres, but during the last two years Loew's has been spotting four or five big pictures a year into these theatres on a single bill with shorts. The practice has worked out to advantage, and the number of single bills may be increased in the future, depending on the type of product available.

"Marie Antoinette," which runs two

(Continued on page 6)

Writer Agreement Prospect Now Dim

HOLLYWOOD, Sept. 20.—Prospects of an early agreement between the Screen Writers' Guild and producers, considered bright a week ago following the first meeting at which the guild submitted a code, were dim this morning after a brief session last night at the Beverly Wilshire, terminated when the guild negotiators walked out of the session without setting a date for the next conference.

No member of the guild committee, composed of Acting President Charles

(Continued on page 6)

Paramount Silent on Chicago Trust Suit

Paramount officials declined to comment yesterday on the anti-trust suit filed in Federal Court in Chicago, Monday, by Allied of Illinois, in which that company, other major distributors and B. & K., Chicago, are named as defendants.

Austin Keough, Paramount vice-president and general counsel, said that copies of the Chicago complaint had not been received at the Para-

(Continued on page 6)

F.B.I. Group Expected to Be Disbanded

By AUBREY FLANAGAN

LONDON, Sept. 20.—The Film Group of the Federation of British Industries, composed of British producers, is faced with collapse. A special meeting of the organization has been called for Sept. 26, at which time consideration will be given to a proposal that the organization cease functioning if further finances are not forthcoming in the near future.

The withdrawal of certain important producers, including John Maxwell, the apathy of others and the refusal of still others to pay heavy subscriptions, plus the secession of the short subject producers, has rendered the F. B. I. virtually valueless.

Insists on Need for Body

The new influx of American production in concentration on triple quota films, reducing the British quota requirements still further, gradually has pushed the British producers into the background. Neville Kearney, secretary of the F. B. I., has not abandoned hope, believing he still can make the producers toe the line, and insists a representative producer body is imperative, especially in the face of an American invasion.

The shorts producers, annoyed at the alleged indifference to their interests on the part of the organization, will meet tomorrow or Thursday to go formally under the auspices of the Sub-Standard Cinematograph Association, as a separate group for British shorts producers entirely divorced from the F. B. I.

Morris Sails Today For London Opening

Final arrangements for the opening of the new Warner Theatre in London Oct. 12 will be supervised by Sam E. Morris, vice-president in charge of foreign activities, who will sail today on the *Queen Mary*.

Mr. Morris plans to return in a month, after business conferences in Paris with Robert Schless, Warners' continental manager. Warner managers from various continental countries will be called to Paris for one-day meetings.

To Equip British Navy

LONDON, Sept. 20.—The British Admiralty immediately will equip 150 ships and shore stations of the British Navy with talking film apparatus from G. B. Equipment, Ltd. It will be done in collaboration with the Admiralty Cinema Fund, with films suitable for training and recreational purposes in the service branch.

Dwight Kirk Joins Shea

DAYTON, Sept. 20.—Dwight Kirk, assistant manager of the RKO Colonial here, has joined the Shea interests as assistant manager of the Paramount and Strand, at Fremont, O. He succeeds Paul Wellin, who has been transferred to the Union Opera House, at New Philadelphia as assistant.

Five New Members Added to Chicago Allied Organization

By WILLIAM CROUCH

CHICAGO, Sept. 20.—Five new members have been added to Allied Theatres of Illinois. Latest additions are Joseph Salkin, States; Auerbach Bros., Panorama; Jake Gross, Drexel; George Laing, Bell, and Andrew Cuser, Queen. Allied's president, Jack Kirsch, states that more members are being added to Allied than for many months past.

▼

The local Paramount exchange took second place in the company's national sales drive. Allan Usher, district manager, took a first prize in the contest. The staff of the Chicago exchange divided a nice slice of the prize money also.

▼

CAPA, otherwise known as the Chicago Amusement Publicists Association, held "open house" in their new headquarters at the Crillon Hotel. Irving Mack is president of the organization.

▼

Latest innovation at the Woods by Herb Elisburg is the special attention given newsreels. Elisburg is selecting the best subjects from a number of reels and plans to make this part of his program a special event. He advertises the reels as "uncut and uncensored" and the result at the box-office has been most satisfactory.

▼

E. K. Fernandez, amusement promoter in Hawaii and the Orient, is dickering to get the Oriental for several weeks in order to present his circus, which has just completed an engagement in the Far East. He plans to streamline his circus so that it can be used as a stage show rather than in tent form.

▼

John Mednikow staged a gala opening for his Trailer-Made offices. Executives from the New York office were on hand for the opening, which was attended by many film men from this territory.

▼

Abe Kaufman, B. & K. executive who has been ill for several months, is expected back at work some time this fall. He has returned from Sacred Heart Sanitarium in Milwaukee after several weeks of treatment.

Producers Pledging Aid to Americanism

HOLLYWOOD, Sept. 20.—Homer Chillaux, director of the American Legion Committee on Americanism, was pledged the cooperation of Hollywood producers today by Darryl Zanuck, who presided over a luncheon given in his honor at the Cafe de Paree on the studio lot. Mr. Zanuck declared that a stubbed toe in the film industry is front page news.

Among those attending the luncheon were Samuel Goldwyn, Harry Warner, David Selznick, Adolph Zukor, Harry Cohn, E. J. Mannix, Walter Wanger, Robert Riskin, S. R. Kent, Joseph Schenck, Al Lichtman, Pandro Berman, William Goetz, Sam Briskin, Sol Wurtzel, William Le Baron, Sam Katz, Frank Capra and Eddie Cantor.

Balaban, Griffis to Hollywood Sept. 30

Barney Balaban, Paramount president, and Stanton Griffis, chairman of the executive committee, will leave for Hollywood Sept. 30 on their annual fall visit to the company's studio. They plan to be on the coast for about three weeks, conferring with studio officials on the new product which will go before the cameras after the first of the year.

Their planned trip was delayed a week because of the postponement of the monthly meeting of the Paramount board of directors from tomorrow to Sept. 29.

Leserman Closes Deal

HOLLYWOOD, Sept. 20.—Carl Leserman, aide to Gradwell Sears, Warner distribution head, returned today from San Francisco after closing a deal for Warner product with the Golden State Circuit. Forty theatres are involved.

Plan Display Booths For MPTOA Sessions

OKLAHOMA CITY, Sept. 20.—An elaborate setup of display booths is planned in the Biltmore Hotel during the M. P. T. O. A. convention Oct. 30-Nov. 1, according to Morris Loewenstein.

Thirty booths decorated in blue and gold velour with 200-watt spotlights and plug-ins are being planned for the mezzanine floor. Loewenstein has already received a commitment for space from the RCA Mfg. Co.

Present plans are for manufacturers and allied trades only. Layouts for producer displays are in the planning stage and may involve setups of a different nature.

Brennan Closes Case At N.L.R.B. Hearing

HOLLYWOOD, Sept. 20.—Closing his case with reservations to place upon the stand witnesses from the ranks of studio heads, Barry Brennan, attorney for the Screen Directors' Guild, at the N.L.R.B. hearing today lost a battle to enter into the record testimony of the Screen Writers' Guild hearing concerning a contract entered into by the producers with the Screen Actors' Guild.

Tomorrow Darryl Zanuck, V. L. McFadden, assistant production manager at 20th Century-Fox, and Tenney Wright, Warner studio manager, are expected to testify.

Harmanus Policy a Draw

ALBANY, Sept. 20.—Fabian's Harmanus Bleecker Hall, committed to a new policy with six-day stock company presentations and Sunday with films and a name band, grossed more than $8,000 last week. The policy previously had been tried out at Maplewood, N. J. James A. Carrier, Fabian publicity executive, is manager of the Harmanus Bleecker Hall.

20th-Fox Previews First Style Shor

(Continued from page 1)

boards, in posters, in cigarette ads, ar in other forms of illustrations.

The thing about this fashion nun ber that is outstanding is that Movi tonews went to no end of expense t let Miss Donner turn out some go geous settings, and Ilka Chase wa brought in for the comment. Instea of going ga-ga about the styles sl describes them and introduces humorous comments. Jack Pain supervised the production and A Panci did the art direction. Willia Steiner was the cameraman.

It's something new in shorts, ru ning 11 minutes. The 20th Centur Fox crowd is quite excited about it- justly so—and they're waiting to s how it will be received at the Rox when it opens Friday with "Hold Th Co-Ed."

A.T.O. of Indiana Will Meet Nov. 1-

INDIANAPOLIS, Sept. 20.—Associate Theatre Owners of Indiana will ho their 12th annual convention in th Hotel Antlers here Nov. 1 and Marc Wolf is chairman of the con mittee in charge, which includ Ernest Miller, Carl Niesse, I. R. Hol cross and Don Rossiter.

Ahern in Fordham Posi

Maurice L. Ahern, formerly assoc ated with the advertising and publicit divisions of 20th Century-Fox Fil Corp., has been appointed publicity d rector of Fordham University.

"Kiss and Run" New Titl

HOLLYWOOD, Sept. 20.—"Kiss an Run" has been selected as the fina title of the Warner film formerl known as "Hot Heiress."

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)
MARTIN QUIGLEY, Editor-in-Chief and Pub lisher; J. M. JERAULD, Managing Editor JAMES A. CRON, Advertising Manager. EDI TORIAL STAFF: Charles S. Aaronson, Jack Ban ner, Al Finestone, Sherwin A. Kane, Joseph Prior
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Entered as second class matter June 10, 1938 at the post office at New York, N. Y., unde the act of March 3, 1879.
Subscription rates per year $6 in the America and foreign $12. Single copies 10 cents.

The LION'S ROAR

What America needs this week is flood control.

Such crying over "Boys Town."

Exhibitors tell us the folks stay for a second and third cry.

But there's no weeping when the receipts are counted.

Leo is very proud of "Boys Town" because it's a great box-office success that also has won additional friends, new praise for the industry.

Doing sensational business everywhere, topping such hits as "Test Pilot," held over in practically every situation for extra weeks, extra days.

And doing as well in its 2nd week as a normal first week!

Please keep your release schedule very elastic, Mr. Exhibitor, because Leo's on an extended-run rampage: "Marie Antoinette," "Boys Town," "Too Hot To Handle"—one after another.

In fact Mr. Exhibitor here's our tip:

HOLD EVERYTHING!

* * * * *

HOLDING "MARIE"!

Folks who returned to Broadway after Labor Day found the town's biggest hit at the Astor. "Marie Antoinette" is packing 'em in at $2 (fancy) prices, 5th week! On other Broadways it's a happy hold-over at pop prices: 4th week Chicago; 3rd week Detroit, Pittsburgh, Cleveland, Salt Lake; 2nd week Portland, Boston (day—date State & Orpheum) St. Louis, Toledo, Columbus, 'Frisco, Atlanta, Denver, Baltimore, Cincinnati, Washington, Louisville, etc., etc.

* * * * *

'BOYS TOWN' STARTS!

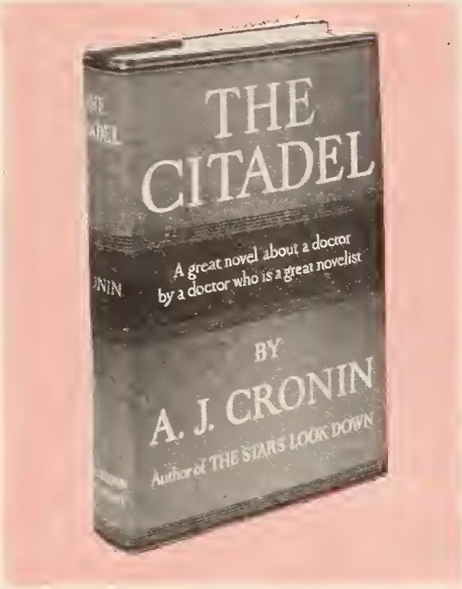
Spencer Tracy, Mickey Rooney keep 'em coming 3rd week Capitol, N.Y.; 2nd week Atlanta, Reading, Harrisburg, Wilmington, Houston, New Orleans, Omaha, Salt Lake and more hold-overs every minute!

* * * * *

EYES ON NEWSREEL!

Leo's very proud of the new streamlined issues of his "NEWS OF THE DAY." John B. Kennedy, famed radio voice speeds the news across in "The Front Page"; Bill Stern, N.B.C. sports authority covers "The Sports Page"; and Adelaide Hawley enlivens "The Woman's Page." Snappy newsreel! Largest world-wide coverage. Better than ever!

"Sweetheart of the day!"


THE CITADEL
A great novel about a doctor by a doctor who is a great novelist
BY
A. J. CRONIN
Author of THE STARS LOOK DOWN

WE HAVE JUST SEEN A GREAT PICTURE!

They ought to wire the seats for sound in M-G-M's projection room! If those chairs could talk, what an earful you'd get about the screening of "The Citadel." A great motion picture has come to your midst, gents, and from now until release in November you're going to hear a great deal about it, in the press, on the air, by word-of-mouth. Ten million people have read this best seller of a young doctor's dramatic fight for his ideals, of his surrender to the luxuries of a society doctor's life, of the girl who brought him back to the battle of humanity. Memorable scenes: heroism in the depths of a mine; the birth and almost death of a miner's baby; a society doctor and the women he knows. Powerful, tender, exciting . . . it's got the mixture that accelerates the box-office! But you'll soon know for yourself. Watch for NATIONWIDE TRADE SCREENINGS OF "THE CITADEL." (A bow to the stars Robert Donat, Rosalind Russell; and to the director, King Vidor.)

* * * * *

TOUCHDOWN, LEO!

A smart idea in shorts. Reviewing 8 gridiron classics of last year so that alumni in every territory will flock to see their college team. It's Pete Smith's "Football Thrills." Another Pete Smith subject "Grid Rules" and Robert Benchley's "How To Watch Football" launch the Fall Season. Book 'em while they're hot! *(Aside to Leo, Jr.: "Gee whiz, kid, you sure make swell shorts!)*

* * * * *

THANKS, KIND SIR!

"A Letter to Leo"

Dear Leo: That man's here again for the 15th time. It's the same story, coming for your product, the only product which spells continued success for me. I am grateful for the years it has been my pleasure to show M-G-M pictures, for they have been years of success, not only financially but also years of cordial and square business relations. *Sincerely yours, August Ilg, Ohio Theatre, Lorain, Ohio.*

KING AND QUEEN OF THE SCREEN!

Leo of M-G-M takes this MOTION PICTURES' GREATEST YEAR campaign very seriously. Here's another for the Big Drive!

"Too Hot To Handle" flamed into fame this week with Clark Gable and Myrna Loy delighting record-breaking openings everywhere. It's topping "Test Pilot." And that's nice topping!

The trade press told you in advance. Those lads know their stuff. (*Read the trade papers! Advt.*) For instance: Film Daily said: "A smash at the box-office." M. P. Daily said: "Better than any of the stars' six preceding pictures." M. P. Herald: "A natural. Lines in front of the box-office." Daily Variety: "Sure-fire big-money show." Hollywood Reporter: "One of the financial stand-outs of M.P.A.Y.G.E. campaign." Showmen's Trade Review: "Cinch box-office." The Exhibitor: "SRO attraction." Box-Office: "As torrid as its title at the turnstiles."

The only complaint we anticipate is *"too many to handle!"*

* * * * *

SCREENLAND HONOR PAGE

IT ALL HELPS THE BOX-OFFICE!

Screenland's Honor Page for "Marie Antoinette." Few films have received so many tributes. They keep coming!

* * * * *

Here's a line that has become familiar in the trade press.

In fact we're quoting it this time from the PHILADELPHIA EXHIBITOR's review of "Boys Town," as follows:

"M-G-M made the picture, but it is a show of which the whole industry may be proud."

America said that editorially (and at the box-office) about "Marie Antoinette."

They'll say it again about "The Citadel."

M-G-M is the one company that consistently makes pictures "of which the whole industry" may be proud.

How fitting that as Motion Pictures' Greatest Year Campaign sweeps the country with an appraising press giving editorial support, it is M-G-M which delivers pictures of stature to merit such support.

May we be so bold as to say again:

ALWAYS THE LEADER!

Leo

Purely Personal

ELMER C. RHODEN, Fox Midwest division manager at Kansas City, and **FRANK (RICK) RICKETSON**, Fox Intermountain division head at Denver, are due in a week for conferences with **SPYROS SKOURAS**. The latter arrived on the coast yesterday by plane for talks with **CHARLES P. SKOURAS** and is due back in a few days.

•

T. R. WILLIAMS, Educational treasurer, returned to New York yesterday from Hollywood where he was engaged for several weeks on work in connection with the Educational-Grand National merger.

•

EDWARD G. LEVY, M.P.T.O.A. general counsel, will return to New Haven tonight after two days of conferences here with **ED KUYKENDALL** on M.P.T.O.A. convention plans.

•

EDDIE DOWDEN, Loew's publicity director for Brooklyn and Queens, Monday night became the father of a baby girl, born at Mary Immaculate Hospital, Jamaica.

•

ARTHUR JARRATT, head of G. B. theatres, and **A. W. SMITH, JR.**, formerly head of U. A. sales, are scheduled to sail today on the *Queen Mary*.

•

TOM CONNORS, M-G-M division manager, left last night for Canada, a day after returning from a southern trip with **TED O'SHEA**, district manager.

•

HAL HODE of Columbia will give a 15-minute talk on WNEW at 8:15 tonight on **FRANK CAPRA**'s film works, with emphasis, of course, on his latest one.

•

ROSALIND RUSSELL, who recently finished work in M-G-M's British-made picture, "The Citadel," will arrive Friday on the *Nieuw Amsterdam*.

•

DAVID SARNOFF, president of RCA, is due on the *Ile de France* today. Others scheduled to arrive are **LILLIAN GISH**, **CLIFFORD C. FISCHER**, London producer; **MURIEL ANGELUS**, English actress; **IRENE WICKER** of radio and **MRS. LOUISE BOYER**, mother of **CHARLES BOYER**.

•

EVE SAUNDERS, one of the secretaries in **EMIL C. JENSEN**'s office at Artcinema Associates, Inc., will be married Saturday to **MAC FLEISIG**.

•

JOHN MCGEEHAN, RKO exploitation man in the west, will be married today in Seattle to **RUTH BATCHELLER** of New York.

•

DR. KENNETH C. D. HICKMAN of Eastman Kodak will sail for Europe on the *Washington* today.

•

SIDNEY CHAPLIN, brother of Charles, will arrive tomorrow on the *Conte di Savoia*.

Union Resumes Talks On Fleischer Studio

Local 60, United American Artists, yesterday resumed negotiations with representatives of the Fleischer studio which were broken off by the union two weeks ago after the latter's refusal to compromise on its semi-closed shop demand for the new Fleischer studio in Florida.

The studio offered to submit the union's demand to a vote of the employes after the new plant had been in operation for a limited time but the union refused this proposal and insisted upon its closed shop demand being incorporated in a new contract. The resumption of negotiations by the union yesterday indicates a possibility of a compromise on the obstacle to a new agreement.

Most of the Fleischer workers are in Florida already, where the new studio is scheduled to be in operation within the next few weeks.

Expect 150 Golfers At Phila. Tourney

PHILADELPHIA, Sept. 20.—Approximately 150 eastern exhibitors are entered to date in the annual golf tournament sponsored by the Philadelphia Variety Club and *The Exhibitor*, which will be held at the Cedar Brook Country Club here Friday.

A John D. Clark memorial trophy will be presented at the end of the day's play in memory of the late 20th Century-Fox general sales manager, who had an especial interest in the tournament and was the donor of a prize for each of the 10 annual tournaments held during his lifetime. The trophy has been presented by Herman Wobber.

An elaborate entertainment program has been arranged for the dinner which will follow the tournament.

To Drop Contract Suits

Edward Goldstein, assignee of Affiliated Enterprises, Inc., won the right to discontinue his breach of contract suits against Kallet Theatre, Inc., Livingston Theatre, Inc., Carroll Theatre Amusement Co., Oneida Theatre Co., Deposit Theatres, Inc. and Pakatan Theatres, Inc. in the N. Y. Supreme Court yesterday. Justice William T. Collins granted Mr. Goldstein's motion over the objection of the defendants. He had brought suit for alleged services in connection with the promotion of Bank Night.

Hold Demonstration Of New Color Film

A considerably simplified color process was demonstrated yesterday in the projection room of Wilding Pictures Corp. The finished product, dealing with the automobile industry, showed excellent rendition of the various primal shades of color. One of the chief advantages of the process is its ready adaptability to the lay cameraman with no color training and ease in making prints.

The technique involved in Cosmocolor, as the process is called, utilizes an interchangeable lens for an ordinary black and white camera. The Cosmocolor lens photographs with the same speed as black and white. A single standard panchromatic negative is exposed and developed the same as for black and white. Color prints are made on standard dupletized stock by means of a specially designed Bell & Howell printer. The prints are then developed and finished in a laboratory equipped for color work.

Legislation Topic Of N. J. Allied Meet

Further moves by Allied in its legislative program and the Government's anti-trust suit are scheduled for discussion at the annual convention of Allied of New Jersey at Atlantic City, Oct. 19-21. The principal speakers will be Abram F. Myers, Allied general counsel, and Nathan Yamins, national president.

Allied Theatre Owners of New York will hold its first convention jointly with the New Jersey group, and is expected to swell the attendance to more than 200.

At a meeting of the New Jersey unit at the Lincoln Hotel yesterday, a canvass of members present showed that few, if any, are participating in the industry's promotion campaign, in accordance with a resolution the organization adopted some time ago.

"Spawn" at $44,000 Para. Second Week

The second week of "Spawn of the North" with Eddy Duchin and his band headlining the stage show, gave the Paramount $44,000, following $55,000 for the first week. The show is held for a third stanza and will be followed next Wednesday by "If I Were King."

The third week of "Letter of Introduction" at the Rivoli garnered a reported $10,000. This was the Rivoli's best draw since it reopened a few weeks ago.

G. B.'s "Strange Boarders" will open at Loew's Metropolitan, Brooklyn, tomorrow.

"Marie Antoinette" has had extended playing time in 17 key spots in popular price situations, M-G-M reports.

"Jeff" Winners Chosen

Final winners in the "Lord Jeff" ship model contest, sponsored by M-G-M in connection with the film, were chosen yesterday on the *Queen Mary*, in port here. Capt. D. D. Harrison of the Merchant Marine School, Charles Mulfeld of the Museum of Science and Industry and J. W. Appleton, Vanderbilt yacht designer, acted as judges.

Early End of Mexico Strike Now Expected

By JAMES LOCKHART

MEXICO CITY, Sept. 20.—The long suspension of domestic production resulting from the fight between [illegible] important unions for exclusive control of all film workers, is apparently causing restlessness among the labor leaders, because of the lack of work.

They are now predicting a settlement of the controversy perhaps in a week, or at least by the end of the month. The prospect pleases producers, since that will enable them to complete production of pictures which were halted by the suspension, but they are dubious about what will happen when these are finished and new production gets under way.

Hicks Leaving for Survey in England

John W. Hicks, Paramount vice-president and foreign manager, who will sail on the *Washington* today, is scheduled to continue the study of a proposal for expansion of the company's theatre interests in England during his stay in London.

The proposal involves Paramount's acquisition of an interest in a large British theatre circuit and was first broached to Stanton Griffis, chairman of the Paramount executive committee, while in London earlier this month.

While declining to divulge details of the proposal, Mr. Hicks said that he would investigate the proposal "with an open mind." He is scheduled to make a report of his findings to the Paramount board at its October meeting, at which time, it is believed, definite action on the proposal will be taken by the company. Mr. Hicks will be abroad visiting the company's British and continental offices for about six weeks.

Pauline Frederick Dies

HOLLYWOOD, Sept. 20. — Pauline Frederick, star of the stage and the silent screen for many years, died here yesterday of asthma and a heart attack. She was 53 years old.

Cool!

AIR-COOLED SKYSLEEPERS

OVERNIGHT TO LOS ANGELES

Big, luxurious Flagship Skysleepers. No change of planes. Air-conditioned at airports —nature-cooled en route. The Southern All-Year route. Complimentary meals. To Los Angeles or San Francisco, $149.95. 10% saving on round-trip flights.

The MERCURY Lv. Newark .. 5:10 p.m.
The SOUTHERNER Lv. Newark .. 9:00 p.m.

FOR RESERVATIONS
Call your travel agent or VAnderbilt 3-2580. Ticket Offices: 45 Vanderbilt Avenue and Rockefeller Center, 18 W. 49th St.

AMERICAN AIRLINES Inc.

The "CONTINENTAL" to LOS ANGELES

Deluxe overnight Sleeper

★ Latest evening departure—7:15 p.m. (DST)—with arrival for morning business in Hollywood. Or take United's famous Overland Flyer, another Sleeper plane, leaving at midnight. Fast, luxurious, fewest stops.

RESERVATIONS at 58 West 42nd Street, MUrray Hill 2-7300. Or travel bureaus, hotels

UNITED AIR LINES
The Main Line Airway

“Am Law” and Show $25,000 Detroit Lead

Detroit, Sept. 20.—The Fox went 5,000 over par with “I Am the Law” and a stage show for a total of [illegible]00.

“Boy Meets Girl” and “Secrets of An Actress” grossed a par $20,000 at he Michigan. “Sing, You Sinners,” second run, and “Crime Ring” gave he Palms State $5,000.

“Marie Antoinette,” third week, took $8,000 at the United Artists, $1,000 under par. “Alexander's Ragtime Band,” second week, second run, and “The Gladiator” gave the Adams a nice $10,000.

Estimated takings for the week ending Sept. 17:

“I AM THE LAW” (Col.)
FOX—(5,100), 15c-65c, 7 days. Stage: Del Rio & Dolores, Readinger Twins, Smith, Rogers & Eddy, the Antaleks. **Gross:** $25,000. (Average, $20,000)

“SING YOU SINNERS” (Para.)
“CRIME RING” (RKO)
PALMS STATE—(3,000), 10c-40c, 7 days. **Gross:** $5,000. (Average, $5,000)

“BOY MEETS GIRL” (W. B.)
“SECRETS OF AN ACTRESS” (W. B.)
MICHIGAN — (4,000), 15c-65c, 7 days. **Gross:** $20,000. (Average, $20,000)

“MARIE ANTOINETTE” (M-G-M)
UNITED ARTISTS—(2,000), 15c-55c, 7 days, 3rd week. **Gross:** $8,000. (Average, $9,000)

“ALEXANDER'S RAGTIME BAND” (20th-Fox)
“THE GLADIATOR” (20th-Fox)
ADAMS—(1,700), 15c-40c, 7 days, 2nd week. **Gross:** $10,000. (Average, $6,000)

“Marie,” “Spawn” Lead in Cleveland

Cleveland, Sept. 20.—“Marie Antoinette” playing its third week, again held top place of the downtown runs. It drew $5,000 at Loew's Stillman where $3,500 is par. “Spawn of the North” went $2,000 over par at Loew's State. The picture opened to big business for one week at Loew's State and then moved over to the Stillman for two outstanding weeks.

Estimated takings for the week ending Sept. 16:

“CAREFREE” (RKO)
ALLEN—(3,000), 30c-35c-42c, 7 days, 2nd week. **Gross:** $5,000. Average, $4,000)

“MY LUCKY STAR” (20th-Fox)
WARNERS' HIPPODROME — (3,800), 30c-35c-42c, 7 days. **Gross:** $12,000. (Average, $10,000)

“SECRETS OF AN ACTRESS” (W. B.)
RKO PALACE—(3,100), 30c-35c-42c. 7 days. **Gross:** $5,000. (Average, $8,000)

“SPAWN OF THE NORTH” (Para.)
LOEW'S STATE—(3,500), 30c-35c-42c, 7 days. **Gross:** $12,000. (Average, $10,000)

“MARIE ANTOINETTE” (M-G-M)
LOEW'S STILLMAN—(1,900), 30c-35c-42c, 7 days, 3d week. **Gross:** $5,000. (Average, $3,500)

New Grand National Lists 68 Features

(*Continued from page* 1)

Chicago and New York for similar regional meetings. Mr. Skirball declared Educational is embarking on an elastic production program which would furnish pictures to fill any possible gaps in the release schedule created by a lack of outside producers. He said about half of the shorts contemplated by Educational for G. N. release would be made in New York and half here.

The Newsreel Parade

The European crisis engaged the attention of all newsreels in the current issue, the reels turning their attention to Prague, Berlin and London especially. Also, the record breaking competition in Utah of the English auto racers was not overlooked. The reels and their contents:

MOVIETONE NEWS—Hitler announces Sudeten plan. Cobb and Eyston shatter records in Utah. Indians in record salmon catch. *Panay* heroes honored in China. Royal regatta in Venice. Rodeo in Oregon. Lehr at the zoo. Model of telescope for California observatory. Turnesa wins golf. Close finish of English race. Six-day bike race opens. Yale gridders train.

NEWS OF THE DAY—The European situation: Prague, Paris, Nuremberg. Lindberghs forced down in Czechoslovakia. Queen of Holland prays for peace. Indians fish for salmon in Oregon. Model of Los Angeles telescope. Rodeo in Oregon. Turnesa wins golf title. Cobb and Eyston set auto race marks.

PARAMOUNT NEWS—China's envoys here. Pictures of American plane shot down in China. Telescope model on view. Dedicate Alaska monument to Post, Roggers. Florists in convention. European crisis: Czech-German border, London, United States. Six-day bike race starts. Turnesa wins golf crown. Cobb and Eyston set auto race records.

RKO PATHE NEWS—Cabinet convenes on war crisis. Prague yielding to Hitler. Balloonists race in Belgium. Scots compete before royal family. Montana sheep in record total. Legion in Los Angeles. Turnesa wins at golf. New Jersey tries “cotton” roads. Six-day bike race starts.

UNIVERSAL NEWSREEL—Mexico celebrates Independence Day. Roosevelt meets with cabinet. War crisis menaces all nations. Indians catch salmon in Oregon. Picture observatory telescope model. Eyston, Cobb set auto speed marks. Six-day bike race begins. Rodeo in Oregon.

“Antoinette” Hits $18,500, Cincy Top

Cincinnati, Sept. 20.—“Marie Antoinette” led week's lineup with an $18,500 take at the RKO Albee, upping average by $6,500. It was shifted to the RKO Capitol.

“My Lucky Star” twinkled to the tune of $13,000 at the RKO Palace, $3,000 on the profit side, and was moved to the RKO Lyric for a repeat stanza. “Four's a Crowd” held to the $2,750 average in a second downtown week at the RKO Grand. “Alexander's Ragtime Band” did nicely on its fourth RKO Shubert week and held over. Cooler weather and closing of parks helped theatres.

Estimated takings for the week ending Sept. 15:

“MARIE ANTOINETTE” (M-G-M)
RKO ALBEE—(3,300), 35c-42c, 7 days. **Gross:** $18,500. (Average, $12,000). Moved to RKO Capitol.

“MY LUCKY STAR” (20th-Fox)
RKO PALACE—(2,700), 35c-42c, 7 days. **Gross:** $13,000. (Average, $10,000). Moved to RKO Lyric.

“ALEXANDER'S RAGTIME BAND” (20th Fox)
RKO SHUBERT—(2,150), 35c-40c-55c. 7 days, 4th week. **Gross:** $7,800. (Average, $12,000). Held.

“CAREFREE” (RKO)
RKO CAPITOL—(2,000), 35c-42c, 7 days, 2nd downtown week. **Gross:** $4,100. (Average, $6,500)

“SECRETS OF AN ACTRESS” (W. B.)
RKO LYRIC — (1,400), 35c-42c, 7 days. **Gross:** $3,000. (Average, $6,500)

“FOUR'S A CROWD” (M-G-M)
RKO GRAND—(1,200), 25c-40c, 7 days, 2nd downtown week. **Gross:** $2,750. (Average, $2,750)

“ON THE GREAT WHITE TRAIL” (Big Feature) (2 days)
“SPEED TO BURN” (20th-Fox) (2 days)
“PASSPORT HUSBAND” (20th-Fox) (3 days)
RKO FAMILY—(1,000), 15c-25c. **Gross:** $2,300. (Average, $2,450)

“THE GLADIATOR” (Col.)
KEITH'S—(1,500), 35c-42c, 7 days. **Gross:** $5,200. (Average, $6,500)

Bango Playing Banned

Cuyahoga Falls, O., Sept. 20.—Bango, a variation of Bingo played in two theatres here, has been ruled out by Mayor J. W. Haines. The gaming ban here followed similar bans in Akron and the county where the lid is now clamped tight.

Scott Finishing Western

Fred Scott, star of Stan Laurel Pictures, is now completing the fourth of a series of six musical westerns, “Code of the Fearless.” Spectrum Pictures is handling distribution.

“Safety” and Show $8,500, Milwaukee

Milwaukee, Sept. 20.—Tony Martin on the stage and “Safety in Numbers” on the screen collected $8,500 at Fox's Palace for the week's high. This was $3,500 above average.

“Marie Antoinette” was good for $10,000 at the circuit's Wisconsin, just $2,000 above average. It was shifted to the Strand. “Valley of the Giants” and “Secrets of an Actress” grossed $6,300 at the Warner, $1,300 to the good.

Estimated takings for the week ending Sept. 14-15:

“VALLEY OF THE GIANTS” (W. B.)
“SECRETS OF AN ACTRESS” (W. B.)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $6,300. (Average, $5,000)

“SAFETY IN NUMBERS” (20th-Fox)
PALACE—(2,400), 35c-50c, 7 days. Stage: Tony Martin and Revue. **Gross:** $8,500. (Average, $5,000)

“REFORMATORY” (Col.)
RIVERSIDE — (2,300), 25c-30c, 7 days. Stage: Blackstone the Magician. **Gross:** $5,800. (Average, $5,000)

“ALEXANDER'S RAGTIME BAND” (20th Fox)
“ARMY GIRL” (Republic)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $4,000. (Average, $4.500)

“MARIE ANTOINETTE” (M-G-M)
WISCONSIN — (3,200), 35c-50c, 7 days. **Gross:** $10,000. (Average, $8,000)

New Orleans Houses Active in Campaign

New Orleans, Sept. 20.—Approximately 110 houses of the New Orleans district have paid their quota and are taking part in the Motion Pictures' Greatest Year drive.

Nearly 500,000 “Movie Quiz” books have been distributed to theatres. Lobby displays, trailers and other material also has been purchased in large quantities.

Get Temporary Quarters

Cincinnati, Sept. 20.—Pending the completion of details for a permanent location, National Screen Accessories transactions after Oct. 1, in this city, will be handled from temporary quarters at 119-121 West Central Parkway.

Republic Closes Deal

The W. C. Chesbrough theatres of Columbus and Dayton have contracted for Republic's new season program.

“Poor Girl,” Heidt Big in Minneapolis

Minneapolis, Sept. 20.—The combination of “Rich Man, Poor Girl” with the Horace Heidt band on the Orpheum stage broke all records of recent years for a seven-day period at this theatre with a gross of $25,000. Average is $4,800. “Marie Antoinette” likewise fared well at the State, doing $8,000 against an average of $4,400.

In St. Paul, “Marie Antoinette” was the leader, grossing $7,000 at the Paramount, where $4,400 is the normal take. Next high was “Carefree” at the Orpheum with $5,000, average being $3,200.

Estimated takings for the week ending Sept. 15:

Minneapolis:

“GIVE ME A SAILOR” (Para.)
CENTURY — (1,600), 25c-40c, 7 days. **Gross:** $2,200. (Average, $4,000)

“RICH MAN, POOR GIRL” (M-G-M)
ORPHEUM — (2,900), 25c-40c, 7 days. Stage: Horace Heidt and Band. **Gross:** $25,000. (Average, $4,800)

“SING YOU SINNERS” (Para.)
STATE—(2,300), 25c-40c, 7 days. **Gross:** $8,000. (Average, $4,400)

“SOUTH RIDING” (U. A.)
WORLD—(400), 25c-55c, 8 days. **Gross:** $1,500. (Average, $1,600)

St. Paul:

“CAREFREE” (RKO)
ORPHEUM — (2,000), 25c-40c, 7 days **Gross:** $5,000. (Average, $3,200)

“MARIE ANTOINETTE” (M-G-M)
PARAMOUNT—(2,500), 25c-40c, 7 days. **Gross:** $7,000. (Average, $4,400)

“GIVE ME A SAILOR” (Para.)
RIVIERA—(1,000), 25c, 7 days. **Gross:** $1,200. Average, $2,400)

THE GLADIATOR” (Col.)
“IN OLD MEXICO” (Para.)
TOWER—(1,000), 25c, 7 days. **Gross:** $2,200. (Average, $1,600)

“LETTER OF INTRODUCTION” (Univ.)
“ALL QUIET ON THE WESTERN FRONT” (Univ.)
WORLD—(400), 25c-35c, “Letter” 4 days, “Quiet,” 3 days. **Gross:** $800. (Average, $1,600)

Louisiana Theatres Fight Tax in Court

Baton Rouge, La., Sept. 20.—Twelve concerns operating approximately 100 theatres in Louisiana have filed suit in the District Court here contesting payment of a one per cent usage tax on films under the Louisiana general sales tax.

The companies, representing all larger theatres of New Orleans as well as others in half a dozen larger cities of the state, assert they are granted merely an intangible right to use of the films and should not be subject to the tax.

The exhibitors also assert the tax already has been paid on the films in California and New York, points of production. They contend that if they are liable at all for payment for the tax it should be imposed only on a valuation of $105 for each print and that the weekly rental of each film should not exceed $5.

The exhibitors ask refunds of sums paid under protest under the tax law on films exhibited since the measure became effective July 1.

Cut Service Charges

London, Sept. 20.—Countering the recent decision of the Cinematograph Exhibitors' Association to form a service charge committee, Western Electric here has announced a reduction in service charges this year.

Loew's Study Reactions to Single Bills

(Continued from page 1)

hours and 40 minutes, is being booked singly by the Loew circuit, and "You Can't Take It With You" played without support in Louisville and Rochester. "Boys Town" is scheduled as a single at Loew's Metropolitan, Brooklyn, next week.

A policy of single features inaugurated as an experiment by Loew's Ziegfeld last March for the Tuesday and Wednesday program has been continued and will go on indefinitely, according to Gilbert Marbe, manager. While the single bill grosses have not increased over twin bills, this is probably due to the type of product used for the singles, according to Loew's, as the big pictures are reserved for weekends. However, many patrons seem to be pleased and have informed the management to that effect. This is the only Loew house in the city not dualling on a full-time basis.

Paramount Silent On Chicago Trust Suit

(Continued from page 1)

mount home office and that no comment on the action could be made, as a result.

John Balaban, operating head of B. & K., who arrived here yesterday from Chicago, likewise had no comment to make on the action. Mr. Balaban is here for home office conferences and to discuss product deals with United Artists and RKO.

Hutchens Succeeds Hall

Boston, Sept. 20.—John K. Hutchens today was appointed dramatic editor of the *Boston Transcript.* Mr. Hutchens was assistant dramatic editor of the *New York Times* for 10 years. He succeeds Mordaunt Hall, who has resigned.

Wall Street

Eastman Gains 4½

	Open	High	Low	Close	Net Change
Col.	12	13	12	12⅞	+ ⅝
Col. pfd.	32	32	32	32	+2
Cons. pfd.	8	8	8	8	+1½
E. K.	170	172	170	171½	+4½
G. T. E.	14	14	14	14	+1
Loew	48⅝	49⅝	48⅝	49	+1¼
Para.	10	10⅜	10	10	+ ⅜
Para. 1	81¾	81¾	81¾	81¾	+1¾
Para. 2	10	10⅝	10	10⅜	+ ⅝
Pathe	9¼	9½	9	9	.....
RKO	2¼	2⅜	2¼	2⅜	+ ¼
20th Fox	24¾	25	24¼	24⅝	+1¼
Univ. pfd.	36¼	36¼	36¼	36¼	+ ¼
W. B.	5¾	6	5¾	6	+ ½
W. B. pfd.	31	31	31	31	+1

Curb Increases Lightly

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	7/16	7/16	.....
Monogram	1⅞	1⅞	1⅞	1⅞	— ⅛
Sonotone	1⅜	1⅜	1⅜	1⅜	+ ⅛
Tech.	19⅝	20¼	19⅝	20	+1
Trans-Lux	2	2	2	2	.....
Univ. Corp.	3¼	3¼	3¼	3¼	+ ¼

Bonds Rise Fractionally

	High	Low	Close	Net Change
Keith 6s '46	92	92	92	+1
Loew 3½s '46	100	100	100	+ ¼
Para. B'way 3s '55	61½	61½	61½	+ ½
Para. Pict. '47	77	77	77	+ ½
W. B. 6s '39	74¼	73	74¼	+1

(Quotations at close of Sept. 20)

Film Stock Selling Light, SEC Reports

Washington, Sept. 20.—Only two minor transactions in film corporation stocks in July were disclosed tonight in the semi-monthly report of the Securities and Exchange Commission.

The largest of the two transactions was the disposition by Pathe International Corp. of 800 shares of Monogram Pictures common stock, of which it still held 65,867 shares, together with options for 6,017 shares, at the close of the month. The company's report did not disclose whether the ownership was direct or indirect.

The other transaction was the disposition of 20 shares of Pathe Film common stock by T. P. Loach, New York, a director in the company. At the close of the month, Mr. Loach held 11 shares.

Included in the commissions' summary were April, 1936, reports of Universal Pictures officers, showing that in that month R. H. Cochrane, by exchange or conversion, wiped out his holdings of 22,746 shares of common stock, and Carl Laemmle, Sr., wiped out his holdings of 15,707 shares of second preferred and disposed of 168,867 shares of common, leaving him with 7,016 shares.

Du Art Lab Strike Ended by Contract

Approximately 35 striking employes of Du Art Film Laboratories will be reinstated in their jobs without discrimination, under terms of a contract drawn with Motion Picture Laboratory Technicians, Local 702. Wage increases and changes in working conditions are provided.

The contract is due to be signed in a day or two and the strikers are scheduled to return to work by Monday, after being out six weeks. The laboratory has large orders on hand which require immediate attention, it is understood.

Several employes who did not respond to the union's strike call will remain on their jobs, although the union wanted them dismissed. They will be subject to fines and other penalties by the union, it was said. One or two technicalities are holding up finalization of the contract, according to John Rugge, union president. The pact will be submitted to the I.A.T.S.E. for ratification.

"Algiers" to B. & K. On a Separate Deal

Chicago, Sept. 20.—"Algiers," which will open at the United Artists theatre on Saturday, has been purchased by B. & K. from United Artists on a separate contract, because B. & K. has not made any deal with United Artists as yet for the 1938-'39 product.

Regarding the U. A. product, the possibility is pointed out that some theatre unit might make a deal with U. A. and the company that holds the lease of the Oriental Theatre and with this setup open the theatre, closed for six months. That such a deal is pending has not been confirmed or denied.

Sets Grid Reel Dates

The Criterion has booked "Football Giants" to start Sept. 22. The sports reel will be released nationally by Columbia, Sept. 28.

Gaynor Now Flying

The 20th Century-Fox air corps has been increased 50 per cent. Leonard Gaynor of the publicity department has started taking flying lessons from Jim Johnson of the advertising department at Butler Park Airfield, near his home at Glen Gardner, N. J. After eight hours of instruction, Mr. Gaynor was put through the traces by Bill Chambliss, also of the publicity staff, who is a lieutenant in the Navy reserves.

Mr. Gaynor's wife, Bland Johaneson of the *Mirror*, is a little skeptical.

Writer Agreement Prospect Now Dim

(Continued from page 1)

Brackett, Sheridan Divney, Donald Ogden Stewart, Tristram Tupper, Anthony Veiller and Leonard S. Janofsky, counsel, would comment on the reason for the abrupt termination of the discussion, but it is understood the producer refusal to grant a guild shop demand and to terminate the Screen Playwright contract immediately were the major causes.

These were among the many conditions set forth in guild proposals submitted last week, which the producers rejected in a written reply offered the guild representatives last night. The producer document explored the guild's written proposals item by item and set forth the reasons for rejecting some, suggesting further discussion of others and agreeing with a few. The producers said "We are perfectly willing to enter into discussions and negotiations leading to the consummation, we hope, of a satisfactory and practical agreement relating to the hours, wages and working conditions of writers." Darryl Zanuck, E. J. Mannix, B. B. Kahane and counsel composed the producer committee.

UA, RKO Close Deal On 1938-'39 Product

United Artists has concluded a deal with the RKO circuit under which the entire U. A. 1938-'39 schedule will play in all RKO theatres throughout the country. The arrangement was concluded by Harry Gold, eastern division manager for United Artists, and Fred Meyers, head film booker for RKO.

According to the deal, RKO will show all the U. A. product in the order of its release. It is retroactive to include "Algiers," which was released in August and is now showing in RKO houses.

Casey Here from Coast

Pat Casey, producers' labor contact, arrived in New York from Hollywood yesterday and plans to remain here until mid-October. Mr. Casey will conduct negotiations on a new two-year contract with the newsreel cameraman's union and may confer in Washington with Elmer F. Andrews on the applicability of the new Federal wages and hours law to the industry before returning to the coast.

New National Ad Series to Start Quickly

(Continued from page 1)

than those of the first series, but will emphasize "go to the theatre" messages and the "Movie Quiz" prize c[illegible]test, rather than the institutional top[illegible] on which the first ads were centered.

The advertising committee, of which Howard Dietz is chairman, will meet again as soon as Donahue & Coe have completed the preparation of sample ads for the new series, at which time final decisions will be made by the committee on the specific ads to be used.

National circuit heads here reported to campaign headquarters yesterday that theatre business since last Friday has shown important gains over the preceding days of the campaign. Circuit business for the past weekend was particularly heavy, it was reported, and the campaign was given credit for much of the improvement.

Plan "Fashion Salon" Stunt

Plans for the staging of the "Motion Picture Industry's First Annual Fashion Salon," which is regarded as one of the most important exploitation stunts to be conducted in connection with the campaign, are under way in order to have the idea in operation on a national basis by the end of next month.

Under the plan, all studios will pool their clothes designing talent to create new fashions in all types of clothing. A manufacturer will be licensed in every branch of the fashion trades to provide merchandise designed by the studio talent for one store in each of approximately 2,000 cities in the United States and Canada. Theatres will tie in with the stores selected and the whole endeavor will be tied in with the Motion Pictures' Greatest Year campaign. Individual stars and pictures may be tied in with the stunt. A campaign book for the presentation of the idea to consumers will be prepared for participating stores and the stunt will be backed by a complete picture and story publicity campaign.

If the idea is successful, it was said, the fashion salon may be staged by the industry annually.

Order Bernhard Article Reprints

Campaign headquarters have ordered several thousand reprints of an article by Joseph Bernhard, Warner theatre head, describing the basis of the widespread cooperation being accorded the industry campaign by merchants, civic officials, manufacturers and others. The article appeared in a recent issue of *Printers' Ink* and attributed the cooperation to general recognition of the fact that "trade follows the movies."

The article will be widely circularized by the industry campaign organization.

Law Affects Exhibitors

New Orleans, Sept. 20.—Smaller exhibitors of Louisiana will be governed by the Louisiana unemployment insurance law, effective Oct. 1, when an amended law becomes effective. This provision lowers the number of employes on which the tax must be paid from eight to five.

Am the Law" s Frisco Hit With $13,500

AN FRANCISCO, Sept. 20.—"I Am Law," with "Freshman Year," rshadowed all competition, drawing at the Orpheum to beat av- by $5,000. It was held.

Algiers" grossed a good $5,200 in eighth week at the United Artists. was held for one more. "Alexer's Ragtime Band" went into a h week at the St. Francis after ling $5,400 in a fourth.

Estimated takings:

Week Ending Sept. 13:

"CAREFREE" (RKO)

OLDEN GATE—(2,850), 35c-40c-55c, 7 s, 2nd week. Stage: vaudeville. **Gross:** 700. (Average, $16,000)

"ALGIERS" (U. A.)

NITED ARTISTS—(1,200), 15c-35c-40c-65c, 7 days, 8th week. **Gross,** $5,200. erage, $7,000)

Week Ending Sept. 14:

"SPAWN OF THE NORTH" (Para.)

SAFETY IN NUMBERS" (20th-Fox)

ARAMOUNT—(2,740), 15c-35c-40c-55c-75c, ays, 2nd week (moved over from Fox). oss: $9,500. (Average, $13,000)

"MY LUCKY STAR" (20th-Fox)

"SPEED TO BURN" (20th-Fox)

FOX—(5,000), 15c-35c-40c-55c-75c, 7 days. oss, $14,000. (Average, $17,000)

"I AM THE LAW" (Col.)

"FRESHMAN YEAR" (Univ.)

ORPHEUM — (2,440), 15c-35c-40c-55c, 7 ys. **Gross:** $13,500. (Average, $8,500)

'ALEXANDER'S RAGTIME BAND" (20th-Fox)

ST. FRANCIS—(1,400), 15c-35c-40c-55c-75c, days, 4th week. **Gross:** $5,400. (Average, 000)

Week Ending Sept. 15:

"FOUR'S A CROWD" (W. B.)

TIME OUT FOR MURDER" (20th-Fox)

WARFIELD — (2,680), 15c-35c-40c-55c-75c, days, 2nd week. **Gross:** $8,400. (Average, 3,000)

Week Ending Sept. 16:

"TO THE VICTOR" (G. B.)

CLAY—(400), 15c-35c-40c, 7 days. **Gross:** 50. (Average, $1,300)

Boys Town" Breaks All Omaha Records

OMAHA, Sept. 20.—"Boys Town," I-G-M's picture about Father Flanaan's boys' home just west of Omaha, roke all records at the Omaha for a mash $16,800 in seven days, including a world premiere. This figure opped weekly average by $11,300. The picture was held for at least another week.

"My Luck Star" and "The Chaser" ulled $8,900 in seven days at the Orpheum, beating weekly par by 1,700.

Estimated takings for the week ending Sept. 13-15:

"BOYS TOWN" (M-G-M)

OMAHA—(2,200), 25c-40c, 7 days, including world premiere. **Gross:** $16,800. (Average, $5,500)

"I AM THE LAW" (Col.)

"PENROD'S DOUBLE TROUBLE" (F.N.)

BRANDEIS—(1,200), 25c-35c-40c, 7 days. **Gross:** $4,300. (Average, $4,000)

"MY LUCKY STAR" (20th-Fox)

"THE CHASER" (M-G-M)

ORPHEUM — (3,000), 25c-40c, 7 days. **Gross:** $8,900. Average, $7,200)

Liberia Sees "100 Men"

J. H. Seidelman, Universal vice-president in charge of foreign activities, has received word that "100 Men and a Girl" has been shown in Monrovia, Liberia, at the College of West Africa. It is the first talking film to be shown there.

Hollywood Previews

"Campus Confessions"

(Paramount)

HOLLYWOOD, Sept. 20.—This is a trig little sports comedy built for the basketball belt, a by no means smallish region where the name of Hank Luisetti is as Red Grange's once was in the pigskin empire. Lean, likeable Luisetti stands head, shoulders and biceps above the other members of the cast, physically, and no doubt that's the way for showmen to bill him. The picture rolls along quietly and with humorous complications of collegiate complexion until Hank comes into a crucial game near the picture's end and gives a stunning demonstration of his special virtuosity. That, to sports fans, is quite something.

The picture is William Thomas' bow to the screen as associate producer and promises much. The story, a pattern scholastic model by Lloyd Corrigan and Erwin Gelsey, is about students who go for athletics and a faculty which doesn't. John Arledge supplies most of the comedy, as a glib upper classman, and Fritz Feld adds some nice touches as the campus tailor, while Betty Grable, Eleanore Whitney, William Henry, Thurston Hall, Roy Gardner, Lane Chandler and Richard Dennings handle the slightly more serious assignments.

The place is any small college and the time any time. There are no musical numbers.

Running time, 65 minutes. "G." ROSCOE WILLIAMS

"Shadows Over Shanghai"

(Fine Arts-Grand National)

HOLLYWOOD, Sept. 20.—Rife with action based on the Sino-Japanese war and the incident of Chapei in 1932, "Shadows Over Shanghai" is an excellent subject for exploitation campaigns. The original story by R. B. Sale adapted by Joseph Hoffman shows the two countries at swords points, takes part of its action from current headlines by inference that Russia is interested in the outcome and carries through to the point that neither nation is victorious, that Russia is not involved, and that the characters do not take part in sympathizing with either combatant.

Heading the cast are James Dunn, Ralph Morgan, Linda Gray and Robert Barrat. Charles Lamont directed and also acted as associate producer.

Running time, 65 minutes. "G." VANCE KING

"Frontier Scouts"

(Fine Arts-Grand National)

HOLLYWOOD, Sept. 20.—Laid against the background of pioneer days, this picture presents George Houston as "Wild Bill Hickok," who prevents a cattle shortage by exposing the gang of rustlers who had been holding up the bands.

There are fights with Indians, battles with outlaws and other stirring action. Supporting Houston are Al St. John, Beth Marion, Dave O'Brien, Guy Chase and others.

Sam Newfield directed the original screenplay of Frances Guihan. Maurice Conn was associate producer.

Running time, 62 minutes. "G." VANCE KING

New York Preview

"Starlight Over Texas"

(Monogram)

A western starring Tex Ritter, another of our current legion of "singing cowboys," this appears to have gotten away from the basic premise of the western picture. It would seem obvious that the greater bulk of the audience for the western is composed of real action fans, and many of them youngsters.

It must be said that this film altogether too often comes closer to resembling a musical comedy in a western and Mexican setting than it does a western. Ritter appears to ride about most of the time accompanied by an invisible but highly audible symphony orchestra, which is at times diconcerting. Musical numbers are occasionaly interspersed with action, instead of vice versa. The story is routine western material, and Ritter is supported by Carmel LaRoux, Snub Pollard, Horace Murphy and Karl Hackett, in particular. Al Herman directed the Edward Finney production.

Running time, 56 minutes. "G." CHARLES S. AARONSON

"GOLD DIGGERS IN PARIS" WITH
RUDY VALLEE ROSEMARY LANE

Only RCA PHOTOPHONE DOES THE WHOLE JOB!

RCA Photophone alone does everything in movie sound...from research and development right on through to recording, reproduction and servicing.

Elsinore Theatre, Elsinore, Cal., is another of the more than 5,000 theatres building profits with the RCA Photophone Magic Voice of the Screen.

It's Good Business TO INSTALL THE RCA MAGIC VOICE OF THE SCREEN!

This better sound equipment thrills movie-goers—builds greater box-office—gives you "big-time" sound at amazingly moderate cost!

When more than 5,000 theatres "go" for something there must be a good reason. And the reason they've "gone" for the RCA Photophone Magic Voice of the Screen is this: *It pays.*

And no wonder! After all, good sound is good business. Movie fans patronize theatres where the sound does full justice to the picture. And when you have the Magic Voice in your theatre you offer patrons the world's finest sound!

It will pay you to get full details about the RCA Photophone Magic Voice of the Screen. Remember—it's built by the same men who build the Photophone recording equipment used by many Hollywood producing companies. And it's available to theatres of any size—at prices you'll appreciate.

RCA Photophone's Service Organization has a low-cost theatre service plan you'll be interested in!

Better sound means better Box-Office—and RCA Tubes mean better sound

RCA presents the Magic Key every Sunday, 2 to 3 p.m., E.D.S.T., on NBC Blue Network

Only the Magic Voice of the Screen Offers These 10 Proofs of Superiority

Rotary Stabilizer . . . Cellular Speakers . . . Simple Operation . . . Economical Operation . . . Push-Pull Adaptability . . . High Fidelity Reproduction . . . Simple Installation . . . Accessibility . . . Easy Payment Plan . . . Low-Cost Maintenance — Liberal Service.

RCA MAGIC VOICE of the SCREEN

Photophone

THE MAGIC VOICE OF THE SCREEN

RCA Mfg. Co., Inc. · Camden, N. J.

A Service of the Radio Corp. of America

MOTION PICTURE DAILY'S HANDY BOOKING CHART

[Dates Are Based Upon National Release Schedules and Are Subject to Change. This Chart Is Revised Weekly. Letters in Parentheses After the Titles Denote the Following: (A) Adult, (G) General, (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action]

	COLUMBIA	M-G-M	MONOGRAM	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIVERSAL	WARNERS	G. B.
Aug. 19	Convicted (D) *Quigley Hayworth*	Block-Heads (A) (C) *Laurel & Hardy* (844)		Give Me a Sailor (G) (C) ***Martha Raye*** *Bob Hope Betty Grable*	Durango Valley Raiders (O) *Bob Steele* (7128)	Smashing the Rackets (G) (D) *Chester Morris* (832)	Alexander's Ragtime Band (G) (M) *Power* (903)				Crime Over London (A) *Margot* ***Grahame*** ***Paul Cavanaugh*** (Aug. 15) (8007)
Aug. 26	Phantom Gold (O) *Jack Luden*	Marie Antoinette (A) (D) *Norma Shearer Tyrone Power* (845)	Under the Big Top (G) (D) *Marjorie Main Anne Nagel*	Spawn of the North (G) (D) *Raft Lamour*	Tenth Avenue Kid (G) (D) Pals of the Saddle (O)	Breaking the Ice (G) (D) *Bobby Breen Dolores Costello* (845)	Speed to Burn (G) (C) *Michael Whalen Lynn Bari* **(904)**		Dark Rapture (O) *Armand Denis Leila Roosevelt*	Boy Meets Girl (A) (C) ***Cagney*** ***Pat O'Brien*** (303)	Man with 100 Faces *Tom Walls* (Sept. 1)
Sept. 2	I Am the Law (G) (D) *Robinson*	Three Loves Has Nancy (A) (C) *Montgomery Gaynor*		Sing You Sinners (G) (M) ***Bing Crosby*** (3801)	The Higgins Family (G) (C) *James Gleason Lucile Gleason*	Carefree (G) (M) *Astaire Rogers* (837)	My Lucky Star (G) (C) *Sonja* ***Henie*** *Richard* ***Greene*** **(905)**		Freshman Year (G) (M) *Dixie* ***Dunbar*** *Ernest* ***Truex*** (3025)	Four's A Crowd (G) (C) *Errol Flynn deHavilland* (213)	The Thirty-Nine Steps (Reissue) (G) (Sept. 15)
Sept. 9	Colorado Trail (O) The Lady Objects *Gloria Stuart Lanny Ross*	Boys Town (G) (D) *Spencer Tracy Mickey Rooney* (902)	Starlight Over Texas (O) *Tex Ritter*	In Old Mexico (G) (O) *William Boyd* (3855)	Billy the Kid Returns (O) *Roy Rogers Smiley Burnette*	The Affairs of Annabel (G) (C) *Jack Oakie Lucille Ball* (902)	Safety in Numbers (G) (D) *Jones Family* (906)		Personal Secretary *William Gargan Joy Hodges*	Secrets of An Actress *Kay Francis George Brent*	The Lady Vanishes (A) *Margaret Lockwood Paul Lukas* (Oct. 1)
Sept. 16	Juvenile Court *Paul Kelly Frankie Darro*	Too Hot to Handle (G) (D) *Clark Gable Myrna Loy*	Mexicali Kid (G) (O) *Jack Randall*	Sons of the Legion (G) (D) *Donald O'Connor Billy Lee*	Overland Stage Raiders (O) *3 Mesquiteers*	The Renegade Ranger (O) *O'Brien* (884)	Hold That Co-Ed (G) (C) *John Barrymore George Murphy* (907)		Black Bandit *Bob Baker* (305)	Valley of the Giants (G) (D) *Wayne Morris Claire Trevor*	The Frog *Noah Beery Gordon Harker* (Oct. 15)
Sept. 23	The Stranger from Arizona (O) *Buck Jones Dorothy Fay*	Vacation from Love *Florence Rice Dennis O'Keefe* (905)	Wanted by Police (D) *Frankie Darro* *Evalyn* ***Knapp***	Campus Confessions *Betty Grable Hank Luisetti Eleanore Whitney*	Prairie Moon (O) *Gene Autry*	Fugitives for a Night (G) *Frank Albertson Adrienne Ames* (903)	Time Out for Murder (G) *Gloria Stuart Michael Whalen* (908)		Road to Reno (G) (C) *Hope Hampton Randolph Scott*	Four Daughters (G) (D) *Lane Sisters John Garfield* (359)	
Sept. 30	You Can't Take It With You (G) (C) *Jean Arthur* Girls' School	Stablemates *Wallace Beery Mickey Rooney* (906)	Sweetheart of Sigma Chi (reissue) *Mary Carlisle*	King of Alcatraz *J. Carroll Naish Lloyd Nolan*	Down in "Arkansaw" *Weaver Bros. Pinky Tomlin*	Room Service (A) (C) *Marx Brothers* (901)	Straight, Place and Show (C) *Ritz Bros.* (911)	Drums *Raymond Massey Sabu* (G) (D)	Youth Takes a Fling *Joel McCrea Andrea Leeds*	Garden of the Moon (G) (M) *Pat O'Brien Lindsay*	**G. N.** Renfrew on White Trail (228) (July 22)
Oct. 7	Crime Takes a Holiday (G) (D) West of the Sante Fe (O)	Listen, Darling *Bartholomew Judy Garland* (904)		Touchdown, Army *Mary Carlisle John Howard*	The Night Hawk *Robt. Livingston June Travis Robt. Armstrong*	Mr. Doodle Kicks Off (G) (C) *Joe Penner* (904)	Meet the Girls *June Lang Lynn Bari* (910)		That Certain Age *Durbin Jackie Cooper*	Broadway Musketeers (G) *Lindsay Wyman*	Utah Trail (O) *Tex Ritter* (229) (Aug. 12)
Oct. 14	Flight to Fame Below the Rio (O) *Buck Jones*	The Great Waltz *Luise Rainer Fernand Gravet Miliza Karjus*	Mr. Wong, Detective *Karloff*	Arkansas Traveler *Bob Burns Mary Carlisle*	Song of the West (O) *Gene Autry*	A Man to Remember (D) *Anne Shirley* (905)	Submarine Patrol *Richard Greene Nancy Kelly* (909)	There Goes My Heart *Fredric March Virginia Bruce*	Swing That Cheer *Tom Brown Andy Devine*	The Sisters *Bette Davis Errol Flynn Anita Louise*	
Oct. 21	Homicide Bureau *Bruce Cabot Rita Hayworth*	Young Dr. Kildare *Lew Ayres Lionel Barrymore*	Where the Buffalo Roams (O) *Tex Ritter*	King of Chinatown *Anna May Wong* Mysterious Rider (O)	I Stand Accused *Robt. Cummings Helen Mack*	The Mad Miss Manton *Stanwyck Fonda* (906)	Mysterious Mr. Moto *Peter Lorre Mary Maguire* (912)		Service De Luxe *Constance Bennett Vincent P*	Girls on Probation (D) *Ronald Reagan*	

Banner LINES

RADIO, by the very terms of the license by which it operates, must perform in the public "interest, convenience and necessity," meaning that no matter how excellent a service it renders, that's what is expected of it. Nevertheless, we feel the unstinted praise is due the three networks, CBS, NBC and Mutual, for the efficient manner in which they have been providing the American public with first hand, unbiased accounts of the European situation.

The networks have afforded practically 24-hour coverage during the crisis. Latest developments from Prague, Berlin, Paris, Rome and London, as offered by the networks' own correspondents and the correspondents for the great news agencies, have been short-waved here, often as many as three and four broadcasts a night to each network. Also, periodic news bulletins from Europe have been aired as soon as filed, regardless of program interruptions. We have no way of telling how much money it has cost the webs to afford such coverage, but it must amount to a considerable sum.

▼

We like this item so much, we're lifting it from Leonard Liebling's space in *Musical Courier.* Willem van Hoogstraten, conducting a late summer concert out of town, was asked by the management to address the audience during intermission. Going to the amplifier, he told them how lucky they were to be out in the open, under the stars, listening to the master works and seeing living performers, instead of being cooped up in hot rooms having music funnelled to them out of an unromantic little box called the radio. Mr. van Hoogstraten went on using up all his eloquence on the subject of the inanimate "little box," only to be informed after he had stopped that the regular radio pickup had been working during the entire talk, sending his remarks over the air into thousands of homes.

▼

Broadcast rights to the Fordham University football games now are being offered to sponsors acceptable to the college. Last year the Kellogg Co. sponsored Fordham's last three games; this year all but one are being offered to clients. Donald Peterson is handling the matter for Fordham.

▼

Praise to a radio news man from a newspaper editor is praise indeed. Paul White of CBS is in receipt of a letter from a Providence editor who listened over CBS to the Hitler talk and H. V. Kaltenborn's interpolations, and wrote Paul that it was "the best spot news broadcast I've ever listened to."

▼

According to word in band circles, Raymond Scott shortly will form a dance band of his own, which news is causing much trembling among some of the leaders of popular orchestras.

▼

David Sarnoff, RCA president, is reported to be backing the forthcoming Dorothy Thompson-Fritz Kortner anti-Nazi play, "Spell Your Name," which John Moses is producing.

—JACK BANNER

Nickel in Telephone Seen Future Television Method

CHICAGO, Sept. 20.—Some day, millions may see their favorite film stars in their own homes, simply by dropping a nickel into the telephone. That will be when television is perfected. Not tomorrow, nor the next day, but perhaps sooner than many expect.

For the accuracy of this forecast, take the word of Commander Eugene F. McDonald, Jr., president of the Zenith Radio Corp., which holds the only television broadcasting license in Chicago.

Engineers at the Zenith plant are gradually ironing out kinks standing in the way of commercially practicable television, but much more pioneering remains to be accomplished. As Commander McDonald sees it, the picture industry will produce the pictures which will be carried over telephone wires and transmitted to the home through equipment manufactured by the radio industry.

"In my opinion," says Commander McDonald, "television is just around the corner—for the stock promoter. You'd better forget about trying to get rich overnight through some wildcat scheme.

"Technical problems seem easier to solve than the commercial or economic problems. The big question is, how are we going to pay for this entertainment. The public will not be satisfied with anything less than the films now provide. Many of the people who bought television apparatus in England, where regular programs are under way, are dissatisfied.

"If television is to come and give the public the equivalent of films, methods will be found to put it over standard telephone wires. The telephone company will be the distributing and collecting agent."

As evidence that the telephone companies realize the part they will play in this future development, the Illinois Bell Telephone Co. has incorporated the words "including television" in its franchise for operating in Chicago.

McGrady Is Elected To NBC Directorate

Edward F. McGrady, vice-president of RCA, has been elected to the board of directors of NBC to fill the vacancy caused by the recent death of James R. Sheffield.

Mr. McGrady's election took place at the annual meeting of stockholders of NBC. All other members of the board were reelected.

Vote Independent Union

CBS engineers and technicians yesterday chose the Associated Broadcast Technicians, an independent union, as their collective bargaining agency. The elections were ordered recently by the National Labor Relations Board to determine whether the network engineers wanted the Associated Broadcast Technicians, or the American Communications Association, a C. I. O. union, to represent them. Of 208 employes entitled to vote, the Associated group received 125 favorable ballots.

Station Sets Ad Tieup

CINCINNATI, Sept. 20.—In a promotional campaign, in which he expects to blanket the city, William A. Schudt, Jr., general manager of WKRC, has effected a tieup with several theatre managers to run a one-minute trailer reminding the public that WKRC is the CBS owned and operated station in Cincinnati, and plugging the quality of the programs. Negotiations with other theatres to run the trailers now are under way. In addition, placards have been placed in 600 street cars and buses.

Radio Firm Brings Suit

Automatic Radio Manufacturing Co., Inc., Boston, filed suit in the N. Y. Supreme Court yesterday against Oscar Dane, Eli Dane, Ethel Dane, Televox Radio Corp. and Shepard Supply Corp. No complaint was filed except a brief statement that Automatic seeks $8,500 for an alleged breach of contract and conversion.

International Radio Offering Securities

The International Television Radio Corp. of Jersey City has arranged with the investment firm of Mayhew & Reilly to offer 1,000,000 shares of $1-par-value common capital stock. The issue has been registered with the Securities and Exchange Commission.

Proceeds from the sale of the shares will provide funds to further the introduction of the Priess system of television. The corporation has an authorized capitalization of 4,000,000 shares of $1-par common capital stock, of which 3,479,990 shares will be outstanding upon the completion of the proposed financing.

Withycomb Is on Leave

PHILADELPHIA, Sept. 20.—Don Withycomb, general manager of WFIL, has asked to be relieved of duty because of ill health and will take an extended leave of absence. He will remain available to WFIL in an advisory capacity. Effective at once, Roger W. Clipp, business manager, will become the general manager. Margaret C. Schaefer, production manager, has been promoted to assistant general manager and will be in charge of programs, production and personnel. Jack Stewart will continue as sales director.

Coughlin on WHN Here

WHN will be the New York outlet for Father Charles E. Coughlin when he returns to the air with a regular schedule of Sunday broadcasts starting Nov. 6. The Detroit radio priest will be heard from 4 to 5 P. M., speaking from the Shrine of the Little Flower at Highland Park, Mich.

WOPI Will Sponsor Show

BRISTOL, Sept. 20.—WOPI will sponsor a combined Food, Auto and Radio Show from Oct. 10 to 15. Twenty-five booths will be arranged under a tent and daily activities will be broadcast. Exhibitors will receive 50-word spot announcements free.

▸ *Radio Personals* ◂

KENNETH BERKELEY, manager of NBC in Washington and Mrs. Berkeley, sail today on the *Washington* for Europe . . . Selina Royle will enter the cast of "Aussa, the Arab," NBC dramatic serial, for tonight's broadcast . . . Lucille Ball and Virginia Verrill have been added to the cast of Jack Haley's new network show, which will take to the air Oct. 14 over CBS.

+

Gracie Allen and George Burns will arrive here Saturday from Hollywood. . . . Fannie Brice will be the first guest star in the new Eddie Cantor series. . . . The "Boys Town" choir will make a guest appearance on Horace Heidt's "Brigadier" show Sunday, when Heidt's band plays a date in Omaha. . . . Harry Conn has been signed to do the script for the new Jack Haley show.. . . Bill Adams will do the announcing on Mary Eastman's "Saturday Night" program.

Radio Monopoly to Be Heard Oct. 24

(*Continued from page* 1)

the corporate and financial history of their organizations, all phases of network operations, including relations with affiliates and with each other, with advertisers and advertising agencies and with telephone and telegraph companies, as well as their ownership and control.

Companies engaged in the production and distribution of transcriptions also are to be interrogated. It was explained that the investigating committee "believes that the growth and the extent of use of this type of program is a matter not only of interest but of great importance in broadcasting today and should be given attention in its study of the industry."

Announcement of the proposed hearings is being sent to all broadcasting station licensees, together with a letter advising that the committee plans to make an exhaustive investigation and directing the return of reports by Sept. 30.

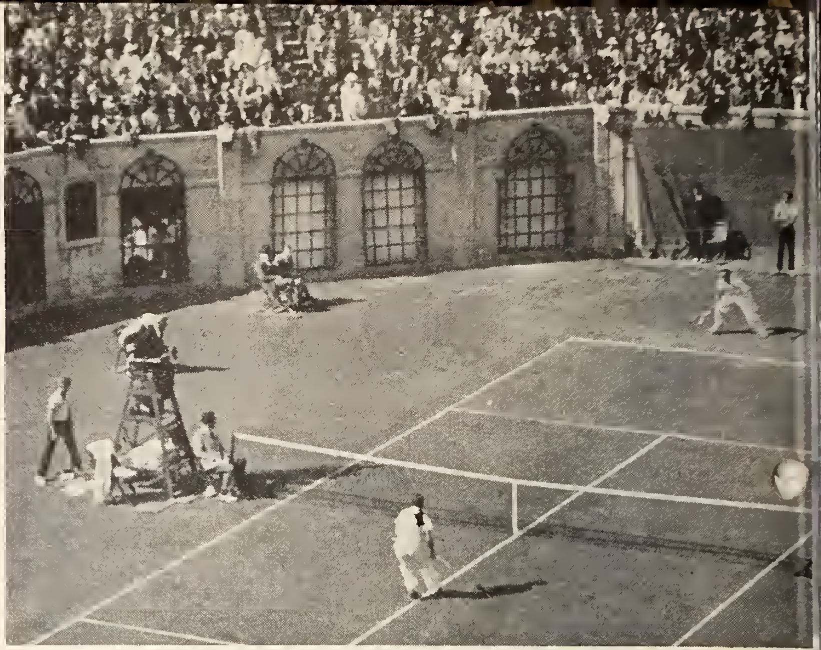
The regional networks cited to appear at the hearings include the Arrowhead Network, Duluth; California Radio System, Sacramento; Colonial Network, Boston; Don Lee Broadcasting System, Los Angeles; Hearst Radio, Inc., New York; Inter-City Broadcasting System, New York; King Trendle Broadcasting Corp., Detroit; North Central Broadcasting System, St. Paul, Minn.; New York Broadcasting System, Inc., New York; Oklahoma Network, Oklahoma City; Pennsylvania Broadcasters, Harrisburg; Pennsylvania Network, Philadelphia; Quaker Network, Philadelphia; Texas State Network, Fort Worth; Virginia Broadcasting System, Richmond; WLW Line Group, Cincinnati; Wisconsin Radio Network, Fond-Du-Lac; Yankee Network, Boston.

Trautman Joins WWSW

PITTSBURGH, Sept. 20.—Bud Trautman has been named publicity director for WWSW, succeeding Kieran Balfe, who is joining the regular announcing staff.

SPORTS ARE IN THE AIR!

Columbia swings into a Fall season of cups, titles and championships after the heaviest Summer sports schedule in network history. Columbia continues to broadcast, *exclusively*, more sports events to more listeners than ever before. Tennis at Forest Hills. Polo at Meadowbrook. Golf at Oakmont and Westmoreland. Racing at Belmont. Football at the country's leading stadia. Columbia is there—with free, front-row seats for America's millions.



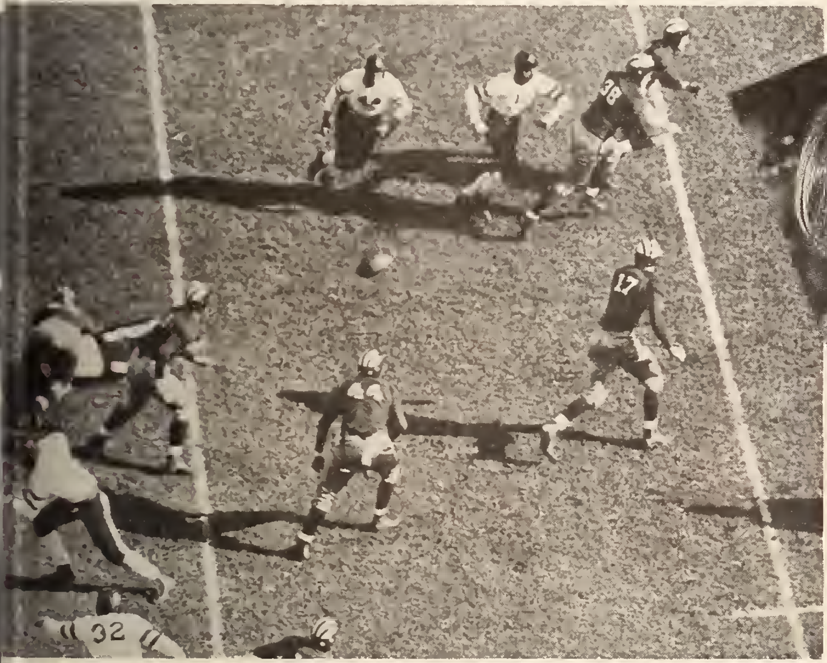
The CBS microphone shifted with the tennis spotlight from Germantown and play-b broadcasts of the Davis Cup matches, to Forest Hills and National Champi Singles. CBS was the only network broadcasting from the stadium.

At the Oakmont golf course, just outside Pittsburgh, CBS reported each day's pl the National Amateur Championships, (September 12, to 17) with a broadcast, tee and green, of the entire final match which gave Willie Turnesa the title.

Completing a full racing schedule for CBS—which included the Kentucky Derby major events at Hialeah, Jamaica, Aqueduct, Empire City and Saratoga—Bryan Fie currently "at the post" at Belmont Park.

BOX AA
CBS EXCLUSIVE SPORTS
GOOD ALL YEAR
CBS EXCLUSIVE SPORTS
BROUGHT TO MILLIONS BY THE WORLD'S LARGEST NETWORK
THE COLUMBIA BROADCASTING SYSTEM
BOX
CBS EXCLUSIVE
GOOD ALL

National Open Polo Championship was played on September 11 before a record d of 36,000 people, and broadcast by CBS to millions. Granted exclusive rights to ames under U. S. Polo Association auspices, CBS brings polo "to the people."



mbia's weekly football schedule begins on September 24 with the Minnesota- hington battle, continues each Saturday with such major games as Harvard vs. Army . 15), Army vs. Navy (Nov. 26), the Orange Bowl Game (Jan. 1st) and many others.

en the golfing sorority gathered at the Westmoreland Country Club, outside Chicago, ptember 19 to 24), CBS and the nation were on hand for the result of each day's of the National Women's Amateur Championship.

CBS
BRYAN FIELD
CBS
HARRY NASH
TED HUSING

CBS SPORTS EDITORS

TED HUSING—In his 11 years with Columbia, Ted Husing has become radio's foremost and most popular sports announcer. Tennis, football, polo, track, soap-box derbies and special events find him equally expert.

BRYAN FIELD—From coast to coast the nation's favorite race caller, Bryan Field is noted for his crisp descriptions, achieved through more than 250 broadcasts of the Sport of Kings.

HARRY NASH—Long a golf expert on the *Newark Evening News*, Harry Nash is calling the hooks and slices this year for CBS and the nation at the National Amateur and Women's Amateur Championships.

CBS

Hal Roach *presents his* first *release thru* UNITED ARTISTS

Out-laughing "Topper". . . out-romancing "Merrily We Live" — Hal Roach, the industry's No. 1 comedy producer, gives you the picture that will out-boxoffice the best of them!

"THERE GOES MY HEART"

starring

FREDRIC MARCH · VIRGINIA BRUCE

with

PATSY KELLY · ALAN MOWBRAY
NANCY CARROLL · EUGENE PALLETTE
ETIENNE GIRARDOT · *Directed by* NORMAN Z. McLEOD

Screen play by EDDIE MORAN *and* JACK JEVNE
From an original story by Ed Sullivan
Produced by MILTON H. BREN
RELEASED THRU UNITED ARTISTS

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Brief,
Accurate
and
Impartial

VOL. 44. NO. 57 NEW YORK, FRIDAY, SEPTEMBER 23, 1938 TEN CENTS

NAB Pictures Query Checks On Film Hours

Quiz Followed Failure To Use Air in Drive

The National Association of Broadcasters' film questionnaire, recently dispatched to radio stations throughout the country, which seeks basic information on the extent of motion picture programs being offered over the air, bears five main questions, each with numerous subdivisions. The investigation has been undertaken by the N.A.B. because radio was ignored as an advertising medium for the motion picture industry's current campaign, "Motion Pictures' Greatest Year."

The questionnaire starts with the query: Does your station currently carry any paid advertising programs or announcements sponsored by the

(*Continued on page* 14)

More Pledges in From Independents

Independent exhibitor pledges to the Motion Pictures' Greatest Year campaign are still being received daily and in good volume, campaign headquarters reported yesterday.

The total pledges from independent exhibitor sources to date are estimated to be in excess of $300,000, although the figure is subject to audit and it is possible that some duplications in the lists may exist.

Officials of the campaign expect the pledges from theatres joining the drive will continue through October

(*Continued on page* 6)

Mae West Forms New Production Company

Hollywood, Sept. 22.—Mae West Empire Pictures Co. was incorporated here yesterday with Louis B. Lurie, San Francisco financier, listed as president of the corporation. Miss West is a vice-president.

According to James Timony, the actress' business manager, the company will make four films a year, two of them to star Miss West. Miss West will write all the stories. The first, he said, will feature her as "Catherine the Great."

Radio News—P. 14

HURRICANE SMASHES, FLOODS FILM HOUSES

Cuts 100-Mile Swath Across Long Island And New England—One Collapses and Power Cut-offs Are General

In the wake of the tropical hurricane which cut a 100-mile wide swath up the Atlantic Coast until it struck Long Island and southern New England late Wednesday afternoon, circuit heads were aghast yesterday trying to assess the extent of the damage.

It was the first time in modern history that rain, wind and flood had burst upon this area with such devastating effect.

Long Island was hardest hit. At Greenport the wall of a Prudential house blew out and the building practically collapsed two hours after the manager had sent his audience home. On the Rockaway peninsula, in the Flatbush section, at Long Beach, Freeport and other spots along the south shore; at Queens, Hempstead, Mineola and other places in the center of the island, and out in the Hamptons where the full force of the storm hit floods were general.

Actual damage to the theatres in this section was confined to water in the basements, but business was at a standstill yesterday. Power was being restored in many spots and streets were being cleared of fallen trees, but New York offices of the Prudential, Century, Loew's, Skouras, Randforce, Community Playhouses and others were still awaiting detailed word from executives who were trying to cover the territory by automobile.

Horlacher's Film Delivery Service resumed yesterday after several days of shutdown due to a trucking strike, but details were unavailable last night on how many houses had been served.

In Manhattan, from 59th St. north all houses were affected from 8:47 to 9:38 when power was shut off. Bronx and Washington Heights lights were off from 6 to 12:30 o'clock. Westchester power was off from six

(*Continued on page* 3)

MGM Not to Force Shorts, Rodgers Says

M-G-M's policy is not to "insist on short subject representation in theatres whose policy it is not to use this type of entertainment," William F. Rodgers has informed Allied Theatre Owners of New York in a letter to Max A. Cohen, president. The forcing of shorts with feature sales is one of the allegations in the Government's anti-trust suit.

Mr. Cohen read Mr. Rodgers' letter at a meeting of independent exhibitors sponsored by the Allied unit at the Astor yesterday. Hailing the M-G-M commitment as "the first milestone in the elimination of unfair trade practices and industry abuse," Mr. Cohen

(*Continued on page* 6)

Grand National Case Dropped by the FTC

The Federal Trade Commission will drop its complaint against Grand National Films, Inc., because of the recent reorganization of the company, Merle P. Lyon, the commission's attorney, said at a hearing yesterday.

The complaint, which was issued March 31, charges that Grand National used "misleading" advertising in connection with the sale of the film "In His Steps." It was alleged that the advertising matter gave the impression that the picture was based on the best seller of the same name written by Dr. Charles M. Sheldon in 1896, and that the two stories were unrelated.

A formal stipulation will be entered at a later date, according to Mr. Lyon.

Round Table Contest Winners Due Monday

Winners in the recent contest conducted by Managers' Round Table of *Motion Picture Herald* will arrive in New York Monday on the all-expense trips awarded by participating companies for best summer campaigns on selected pictures.

Trips were voted to: William Saxton, Loew's, Baltimore, by United

(*Continued on page* 2)

UA Publicity May Move to Hollywood

Hollywood, Sept. 22.—Lynn Farnol, United Artists publicity and advertising director, arrived here today by plane to discuss with U. A. producers and publicity heads the feasibility of establishing a central clearing house here for the distribution of U.A. photographs and news.

He will meet tomorrow with the publicity heads of five companies, with Russell Birdwell of Selznick International as chairman. The project is seen as eliminating duplicate mailing lists and might eventually make Hollywood the sole source of U. A. publicity, with the New York office abandoned. Mr. Farnol was accompanied by Sabu and Morris Helprin, publicity director for Alexander Korda.

Hays Board Decides To Meet Next Week

The M. P. P. D. A. board of directors, after a brief session yesterday, adjourned to next week, the date of the meeting to be set later. Discussion of the Italian film distribution monopoly decree and the industry's cooperative advertising and business campaign again occupied the meeting, it was said.

No action on the Italian problem was taken due to the fact that the required clarification of the language of the decree and the hope of new modifications of its provisions are still be-

(*Continued on page* 6)

Arnold Conference Will Be Set Today

Date for a conference of major company counsel with Department of Justice officials in Washington is scheduled to be arranged today for early next week, it was learned yesterday. Indications are that the conferences will be held at the earliest convenience of department officials.

The meeting, which is being arranged at the invitation of Assistant U. S. Attorney General Thurman Arnold, is for the stated purpose of conferring on an injunction proceeding by the Government to restrain theatre

(*Continued on page* 6)

Set Clocks Back

Sunday's the night for setting clocks back one hour in Daylight Saving areas—and there were a lot of them this year.

The official time for it is 2 A. M. Theatre managers who are counting the week's receipts at that time can be official, but other citizens can do it upon retiring.

Round Table Contest Winners Due Monday

(*Continued from page* 1)

Artists on "Algiers"; Harry Rubin, Tivoli, Michigan City, Ind., by RKO, on "Having Wonderful Time"; Rex Williams, Hoosier, Whiting, Ind., by Monogram on "Romance of the Limberlost"; J. P. Shipley, Dunkin, Cushing, Okla., by Paramount on "Professor Beware," and Rodney Collier, Stanley, Baltimore, by Warners on "Cowboy from Brooklyn." Headquarters will be at the St. Moritz.

The program of entertainment includes luncheons given by Monogram and RKO; a press party at the Astoria Studios by Paramount on the "One Third of a Nation" set; the Brooklyn-Giants games, as guests of James Mulvey of Samuel Goldwyn Productions, and a backstage tour of the Music Hall, through the courtesy of W. G. Van Schmus, managing director. The winners also will be received by Martin Quigley. Scheduled in addition are trips to Rockefeller Center and attendance at the Rudy Vallee broadcast, at the races at Belmont Park, as guests of Jock Whitney. A tour of the World's Fair grounds with Grover Whalen, president, is also contemplated.

It is expected that the winners will hold a series of round table conferences on coming product with home office advertisng departments of the participating companies.

Cantor, M-G-M Talk Deal

HOLLYWOOD, Sept. 22.—Eddie Cantor and M-G-M are discussing a one-picture deal, it was disclosed today. No papers have been signed.

Rosh Hashanah Sunday

Rosh Hashanah, the Jewish New Year, will begin at sundown on Sunday.

The "CONTINENTAL" to LOS ANGELES

Deluxe overnight Sleeper

★ Latest evening departure—7:15 p.m. (DST)—with arrival for morning business in Hollywood. Or take United's famous Overland Flyer, another Sleeper plane, leaving at midnight. Fast, luxurious, fewest stops.

RESERVATIONS at 58 West 42nd Street, MUrray Hill 2-7300. Or travel bureaus, hotels

UNITED AIR LINES

The Main Line Airway

Today They Bury 'Capsule' For 5,000 Years—Perhaps

By J. M. JERAULD

At the exact moment of the autumnal equinox today—some time between 12:45 and 1:05 P. M., E.D.S.T. —Terry Ramsaye's message to the ages will be lowered 50 feet into the World's Fair mud in a seven-foot cupaloy torpedo.

Five thousand years hence an archaeologist digging about with a 6939 A. D. model pickaxe may bump into it, and if it doesn't explode he'll be surprised by what he finds inside.

Allyn Butterfield, editor of Pathe News, has included a reel showing President Roosevelt speaking at Gettysburg, Howard Hughes' return, track meets, football games, baseball, battleship maneuvers, the Soviet celebration, the Chinese war and a fashion subject.

Mr. Ramsaye has compiled an expository dissertation mingling optics, mechanics, chemistry and sex, not forgetting—we hope—that *Motion Picture Herald* used to go to press every Wednesday, autumnal equinox or no autumnal equinox—back in 1938, and George Schutz, editor of *Better Theatres,* has enclosed a diagram showing how to build a motion picture projector. This will be necessary because most of the records in the tube, called "The Time Capsule," are on micro film.

MOTION PICTURE DAILY will cover the burial of the tube via WOR, but can't guarantee coverage on the exhumation.

Tutankhamen's subjects had to dig into a rocky hill and build a pyramid so their king could make the front pages 3,000 years later, but the Westinghouse Electric & Manufacturing Co. has applied modern science to get more material into less space. "The Time Capsule" is made of a copper alloy as hard as steel. It contains statements on scientific engineering, industrial, social, religious and scientific achievements, small articles that are worn or used at present, motion picture film on how we look, act and talk, and other material. It is lined with Pyrex glass and is filled with an inert gas instead of air to preserve the contents.

The exact spot of the burial of the capsule has been surveyed by the U. S. Coast and Geodetic Survey. It happens to be under the Westinghouse exhibit at the World's Fair. Books containing a description of it will be sent to the principal libraries of the world, so that, in case some of them are preserved, future scientists can find the spot without getting mired on the edges of Flushing Bay.

It is figured that the tube will sink another 50 feet in the course of the ages, so there will be no danger that it will be dug up if some future mayor should decide to extend the Eighth Avenue subway branch northward to Whitestone, or some place.

◀ Purely Personal ▶

ED KUYKENDALL, M.P.T.O.A., president, went to Philadelphia last night to attend the Variety Club golf tournament here today. He will return to New York over the weekend.

•

BRIAN AHERNE will leave the New York sanitarium where he has been recovering from a cold over the weekend and will leave early next week for the coast.

•

LOUIS VORZIMER, assistant to MARTIN LEVINE of the WILLIAM BRANDT office, was married yesterday to RUTH KLEIN.

•

A. H. BLANK is in New York from Des Moines for Paramount home office conferences.

GEORGE KELLY, one of the four Yacht Club Boys, who recently completed work in "Artists and Models Abroad" for Paramount, will get back to town tomorrow.

•

NEIL F. AGNEW, Paramount vice-president in charge of distribution, returned to New York yesterday from a business trip to the middle west.

•

ETHEL MERMAN will be greeted by a party of friends when she opens her personal appearance at the Strand tonight.

•

F. W. ALLPORT, foreign representative of the M. P. P. D. A., who has been in this country since July, will sail tonight on the *Ile de France.*

Rosen Here Next Week

HOLLYWOOD, Sept. 22.—Al Rosen, general manager of Symphonic Films, Inc., producers of shorts for Paramount release, said today he is leaving for New York next week to arrange a possible deal for a full length feature to be based on the opera, "The Barber of Seville." Symphonic next week will start production on its final three shorts for Paramount on a deal.

Zama Leaves Columbia

LONDON, Sept. 22.—Emanuel Zama, European manager for Columbia, has resigned to open his own export and production unit in Paris.

Drew Joins Monogram

CINCINNATI, Sept. 22.—Robert Drew has resigned from Big Feature Rights, Cleveland, to join Monogram here as salesman in Kentucky and West Virginia.

Hilgers Quits Universal

OKLAHOMA CITY, Sept. 22.—Claire E. Hilgers, Universal branch manager here, has resigned, and will be succeeded by James Hobbs, branch manager at Charlotte.

To Reissue "Sigma Chi"

Monogram will reissue "Sweetheart of Sigma Chi" on Oct. 10.

Scully to Conduct "U" Sales Meeting

W. A. Scully, Universal sales manager, will preside at the gathering of eastern district and branch managers at the Hotel Astor tomorrow and Nate J. Blumberg, president, and Matthew Fox, vice-president, will be among the speakers.

Forthcoming product will be discussed with special emphasis on the W. C. Fields and Bing Crosby [illegible]tures.

Corrigan to Appear In Picture for RKO

HOLLYWOOD, Sept. 22.—Immediately before flying to New York today, Douglas Corrigan signed a contract with RKO to appear in "Born to Fly," the story of his life.

The film will trace the flyer's career and the history of aviation from barnstorming days and factory work to the trans-Atlantic flight. Only one double will be used. The ship in which he flew to Ireland will be used.

Lab Settlement Off

Strike settlement negotiations between the Du Art Laboratory and Motion Picture Technicians' Union, Local 702, which were close to consummation, yesterday were suddenly disrupted over the company's refusal to dismiss several employes whom the union classifies as strikebreakers. Pickets withdrawn from Du Art Monday night, when a settlement seemed near, were ordered back.

Kent Due Next Week

HOLLYWOOD, Sept. 22.—Sidney R. Kent, president of 20th Century-Fox, will return to New York the latter part of next week. Mr. Kent is here for semi-annual conferences with studio executives.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson. Jack Banner, Al Finestone, Sherwin A. Kane, Joseph Priore.

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Storm Damage Total Uncertain Last Night

Storm Spends Its Fury On Boston Area

BOSTON, Sept. 22.—New England theatre damage by hurricane is inestimable. Communications have been cut off in many towns and circuits have received no reports. Rising waters are increasing theatre losses which are already in hundreds of thousands of dollars. The Scollay Square, Old Howard, and Strand theatres were closed by police last night when the staging on a nearby courthouse threatened to collapse. Signs and marquees were ripped off by the dozens. Power was cut off in 40 cities and towns in suburban Boston alone last night. Many will not be opened for several days. All theatres were reported closed in Lowell where flood waters are rising. Drive-in theatres in Lynn and Metheun were heavily damaged. I. Finn, brother of Dann Finn of Warners, was seriously injured in a Metheun mishap.

Newport House Unroofed

The roof was blown off of the Colonial in Newport. Roof of the Orpheum in Somerville caved in and the theatre was put on the closed list for the next few months. In the film district, plate glass windows at Coulter Premiums and the National Theatre Supply were smashed. Transportation was hampered.

The only contact with New York is by airplane. Trucks are getting into Rhode Island but are unable to get beyond the outskirts of Providence. Western Massachusetts was the most seriously hurt of all New England. Worcester is as far west as trucks are going today. Vermont is practically cut off. Cape Cod is entirely cut off. Maine is all right and so is New Hampshire as far as Laconia. Ten houses on the Western Massachusetts Circuit are reported closed. The Levenson circuit houses suffered casualties including a torn off roof in Leominister and roof damage in Quincy.

Flood Crests Not Reached

There was clear bright weather in Boston today. Over 200 are already reported dead in New England. Flood heights will not be reached in many instances until tomorrow morning.

WAAB and WNAC returned to the air with emergency outfits last night and are still continuing with emergency bulletins. The WMEX tower was blown down. WZA and WBZA were still off this afternoon. Theatre owners are still trying to check into extent of damage. Many are marooned in Boston and elsewhere and have not heard from their houses since yesterday.

Little Worcester Damage

WORCESTER, Sept. 22.—Local theatres report flooded basements and much minor damage, such as broken skylights and smashed signs. Springfield suffered similar havoc. Loew's Poli was flooded.

Hurricane Smashes, Floods Long Island, N.E. Theatres

(*Continued from page 1*)

to eight minutes. Twenty-three Loew houses were affected. There was still no power at noon yesterday.

Lights were out on the north shore of Long Island after 4 P. M. Shortly after this Huntington, Laurel Park, Bellrose, Franklin Square and Baldwin went dark.

Managers and their staffs proved resourceful in many instances. Some acted as masters of ceremony while patrons went on the stage and put on their own show. Candles were used for illumination. Audiences staged community sings. Where audiences became panicky passes were issued or refunds were given.

New Jersey escaped the full force of the storm, but houses at Asbury Park and other shore towns closed after the receipt of the storm warning on the theory that there would be no business anyway. Transportation in Newark, Jersey City and Hoboken was at a standstill for hours, but power stayed on. Power was cut off at New Platz, N. Y., however.

The amazing effects of the storm hit southern Connecticut, Rhode Island and Massachusetts. In New London transportation ceased when the harbor waters began piling shipping across the New Haven Railroad tracks. All downtown theatres closed. In Providence the entire downtown area was under six feet of water and all houses were damaged. The same conditions prevailed in all the communities on both sides of Narragansett Bay. Late yesterday it was impossible to get telephone connections with any theatre east of Stamford.

New England theatre damage ranged from smashed signs, marquees and skylights to virtual destruction, as in Providence, where the roof of an Ed Fay theatre was reported to have collapsed.

Loew's reported that with the exception of Providence, all of its New England theatres were operating last night, so far as could be determined. In Providence, the RKO Albee was forced to close at 4 P. M. when floods and the storm disrupted power service. A number of theatre patrons were trapped in parked automobiles when a six-foot tidal wave swept the center of the city.

Apple Trees

In the midst of the difficulty of establishing communication with New England points where Loew theatres were damaged, Johnny Murphy, assistant to Joe Vogel at Loew's, received an urgent telephone call from his mother in Jamaica to inform him that her two precious apple trees were uprooted.

Newsreel Staffs Put On 24-Hour Coverage

Newsreel staffs worked a 24-hour shift ending at noon yesterday. Some material was obtained in time to be included in the regular newsreel releases which went out to theatres yesterday, but the bulk of the footage on the storm was received too late for regular releases. Unusual material is being sent out as a special while the remainder will be held for the reels to be made up on Monday.

Newsreel coverage was extensive from Philadelphia to Boston. In the New York area special boats were chartered to take camera crews to Fire Island, where damage was extensive. Private planes carrying cameramen were unable to take off until midnight Wednesday for storm areas in and around Providence. Highway and rail conditions stopped travel by automobile and train in many areas, seriously handicapping the coverage of local cameramen. All five reels, however, reported that considerable footage had been obtained from mid-afternoon of Wednesday to noon yesterday.

Midtown Not Affected

New York midtown theatres were not affected by power difficulties. The Paramount's business was "slightly off" and the Capitol reported a good night's business.

Uptown N. Y. Houses Dark as Power Fails

All theatres served by alternating current in Harlem, Washington Heights and the Bronx were darkened shortly before 9 P. M. when power lines failed. Service was resumed at varying times which ranged from 15 minutes to an hour and a half. Theatres which use direct current were not affected.

With houses lighted by flashlights, small battery lamps and candles, most metropolitan audiences waited patiently until programs could be resumed. At the Fordham, Manager Sol Schwartz, who was conducting an Amateur Show when the lights went out, opened two exit doors and had taxicabs focus their headlights on the stage.

Community singing and impromptu acts from the audience helped fill the gaps at other houses. Where patrons refused to wait, passes were issued. RKO was compelled to close several houses in Manhattan and the Bronx when patrons became restive, but reopened them shortly after 10 o'clock.

All Skouras Circuit houses in West Bronx and Upper Broadway were compelled to close when power failed. Four houses in Long Island and one in Rockland, N. Y., also closed. Only minor damage by the wind was incurred. All New Jersey theatres remained open.

Flood Waters Soak Theatres In Providence

PROVIDENCE, Sept. 22.—A tidal wave that swept the center of the city flooded all theatres, with untold damage. Everything has been at a virtual standstill since the hurricane struck Wednesday afternoon.

Ed Fay's Majestic was demolished when the roof collapsed under the gale's impact. Loew's State was flooded to the 15th row of the orchestra, but the house was not hurt structurally.

Joseph R. Vogel, Loew executive, and construction department officials are due from New York as soon as transportation is restored to supervise immediate repairs to the State.

The RKO home office last night received information that its Albee Theatre, closed since 4 P. M. Wednesday, reopened yesterday at 1 P. M.

Loew's at a late hour last night was unable to establish communication with its Providence theatre.

Greenport Theatre Collapses in Gale

Greenport at the eastern end of Long Island was caught in the center of the blow. Early in the afternoon Herman Finker, manager of the Greenport, a Prudential house, began to worry about the safety of his patrons and decided to stop the show and request them to go home. Trees were already beginning to fall around town. Shortly after 5 o'clock the entire rear wall of the theatre blew out and the theatre practically collapsed. There was no loss of life and no injuries. The loss is estimated at $200,000, and the house will be rebuilt.

Eighteen other Prudential houses were affected by loss of power and flooded streets in various parts of Long Island. Joseph M. Seider, Prudential president, left for an automobile tour of the circuit yesterday morning, but found complicated detours necessary in a number of spots because of fallen trees. Power was restored in most communities early yesterday.

Fire Follows Gale; New London Is Hit

NEW LONDON, Sept. 22.—Fire and gale caused at least $4,000,000 damage here, with theatres in the path of destruction. The fire, starting late Wednesday along the waterfront, demolished about 40 buildings, some on Bank St., the city's principal thoroughfare. The fire loss is estimated at $1,000,000.

The howling gale left scarcely a structure in the city undamaged to some extent. Ocean Beach virtually was swept away as the gale roared in from Long Island Sound.

All downtown theatres were closed tonight.

[More storm news on page 6]

THE MOST BEAUTIFUL
THE GREATEST WOMAN'S AT
. . . one every man wil

Thirty-two of the world's most luscious lovelies. In a dazzling preview of the latest Paris and New York fall and winter fashions. Eyeful after eyeful resplendent in all-Technicolor richness. $300,000 worth of furs alone. Jewels beyond price (just one pearl necklace cost $200,000). Settings in the world-famed Metropolitan Opera . . . a smart country estate . . . swank city apartment . . . ultra fashion atelier. Directed with exquisite technique by Vyvyan Donner. Narrated with sparkling wit by society's (and Broadway's) famed Ilka Chase. Loaded with exploitation angles. Feature-big in drawing power. Sensational for word-of-mouth.

SCREEN IT! ***You'll see the show-thrill of years!***
ADVERTISE IT ***for the smash you'll know it is!***

There's Showmanship!

GIRLS IN THE WORLD!

RACTION YOU EVER PLAYED!

want to sit through twice!

Presenting

AMERICA'S MOST BEAUTIFUL MODELS

Virginia Judd
Art Director's Choice, Most Beautiful

Jane Davis
Art Director's Choice, Most Popular

Anita Colby
The Most Beautiful Face

Ruth Starrett
The Most Photographed

Gay Hayden
The Cigarette Ad Girl

Margaret Horan
Illustrators' Favorite Model

Evelyn McGuirk
The Poster Girl

Lillian Eggers
The Billboard Girl

Elaine Bassett
The Television Girl

Margaret Johnson
Prettiest Radio Player

Marion Rosamond
"Miss New England"

Jane House
Perfect Bathing Suit Figure

—and 20 more!

VYVYAN DONNER'S
Fall FASHION FORECAST
in TECHNICOLOR

First of a new series—and typical of the unprecedented values in 20th's new shorts program

Produced by TRUMAN TALLEY

Directed by Vyvyan Donner. Described by Ilka Chase. Supervised by Jack Painter. Art direction by Al Panci. Technicolor color director Natalie Kalmus. Associate Richard Mueller. Cameraman William Steiner.

20th CENTURY FOX
THE KEYSTONE OF YOUR FUTURE

MGM Not to Force Shorts, Rodgers Says

(*Continued from page* 1)

said he would write the sales heads of all other major companies to determine "whether they will continue this practice."

Mr. Rogers' letter declared that the company prefers to sell to theatres that offer an outlet for the entire program and that it is "a natural desire" on the part of the sales staff to persuade theatres not using shorts to alter their policy in order to buy them, but "in such cases we do not make it conditional that short subjects be leased in order to secure our feature attractions."

Expect Short Representation

The letter further stated that "in those cases where short subjects are used, we, of course, expect the account with whom we are dealing also to give us representation on our shorts."

Mr. Cohen said, in answer to an exhibitor's query, that this policy will "absolutely not" affect the cost of features and was inclined to believe that where exhibitors have already been persuaded to buy shorts they cannot absorb, they can ask M-G-M for adjustments.

Whether this is the case could not be determined at M-G-M yesterday because of Mr. Rodgers' absence with Tom Connors, division manager, in Toronto. They are due back this morning.

The clarification of M-G-M's policy arose from a luncheon discussion Mr. Cohen and Harry G. Kosch, Allied counsel, had with Mr. Rodgers early this week, after the M-G-M sales department had insisted that he buy the entire shorts schedule in negotiating a deal for his Cinema and Belle Circuits, Mr. Cohen said. Also, this practice was complained of by many exhibitors at a recent Allied meeting in Syracuse, he added.

Brandt Pledges Cooperation

Harry Brandt, president of the I.T.O.A., pledged the cooperation of his organization in cooperating with the Allied unit on matters affecting all exhibitors. The promise was brought by David Weinstock and was also given in a letter from Mr. Brandt which was read by Mr. Cohen.

The first instance of cooperation will be resistance to the anti-chance game crusade of the Society for the Prevention of Crime, which last week caused the arrest of the house staff of the Jewel Theatre in Harlem on lottery charges. The case will be heard Oct. 4 in Magistrate's Court.

Richardson to Charlotte

W. M. Richardson, Atlanta sales man for Universal, has been named branch manager at Charlotte. He replaces J. M. Hobbs who has been made branch manager at Oklahoma City.

Equity Will Meet Today

The quarterly membership meeting of Actors Equity Association will be held at the Astor this afternoon.

New York Reviewers Like Marxes in "Room Service"

The New York daily newspaper critics liked the Marx Brothers in their latest, "Room Service," and said so in their reviews, from which excerpts follow.

Herald Tribune— . . . Entertaining burlesque. . . . The supporting company is fine.

Journal American—Wild-eyed comedy. . . . Kept moving at a lively clip. . . . It's fast, loud and funny.

Mirror—For sheer hooligan hilarity the Brothers Marx surpass themselves. The most substantial of their mad vehicles.

News— . . . A laugh from beginning to end. . . . The farce moves at an amazing speed . . . screamingly funny lines.

Post— . . . A riot . . . loaded with laughs. . . . Hilarious entertainment. . . . Funniest among current movies.

Sun— . . . Is really funny. . . . Good Marx fun. . . . Gallop through it in their own lunatic style.

Times— . . . A thoroughly daffy show. . . . A skylark and a comedy to be laughed at.

World Telegram— . . . A continuously diverting and at times hilarious entertainment. . . . The Marxes keep one in stitches with their antics.

More Pledges in From Independents

(*Continued from page* 1)

as more and more "Movie Quiz" contest pictures become available to subsequent run theatres throughout the country.

Fan magazine cooperation with the campaign will be evidenced with the appearance of October issues. Contest banners on covers, tag lines on advertising pages, stories and pictorial material on the campaign, as well as editorial comment, are scheduled to appear in these publications within the next few weeks. In addition, many of these magazines will contribute complimentary campaign advertisements and will distribute thousands of newsstand and delivery truck posters advertising the drive and prize contest.

"Paris" Captures Medal

Universal's "The Rage of Paris" has been awarded a medal for excellence of interpretation by the Sixth International Cinematographic Exhibition, meeting in Venice, according to J. H. Seidelman, vice-president in charge of foreign activities.

Barr Shifted by N. S. S.

CHICAGO, Sept. 22.—Percy Barr has been named manager of the local office of National Screen Service. Herbert Washburn has gone from Milwaukee to take Mr. Barr's place in St. Louis.

Arnold Conference Will Be Set Today

(*Continued from page* 1)

operating companies from enlarging their theatre holdings pending determination of the Federal anti-trust suit. It is expected that the Government's attitude toward the industry's projected trade practice plan and an exchange of views on a consent decree will also figure in the session.

John J. Kelly of the U. S. Marshal's office here filed a return in U. S. District court yesterday showing that service in the suit had been completed on 83 of the defendants residing in this Federal judicial district.

Hays Board Decides To Meet Next Week

(*Continued from page* 1)

ing awaited. Foreign department heads will meet here again as soon as new information has been received.

All members of the M. P. P. D. A. board who attended the meeting last week, with the exception of Earle W. Hammons and Sidney R. Kent, who are in Hollywood, were present at yesterday's meeting.

Reopen at Watervliet

WATERVLIET, N. Y., Sept. 22.—Sam Milburg reopened the Family Theatre here tonight. It has been renovated both inside and out with new seats, new display signs and a new booth.

The Newsreel Parade

The continuing European crisis and the American Legion's annual convention in Los Angeles were the chief items of interest in the new issues of the newsreels, out yesterday. The reels and their contents follow.

MOVIETONE NEWS—Chamberlain flies to meet Hitler. Rains and wind lash the east. Mud racing at Belmont Park. Football team trains on horseback. Skiing in Scandinavia. Hunting dogs compete in Australia. U. S. Army fliers maneuver on coast. Lew Lehr on cockatoos.

NEWS OF THE DAY—Chamberlain speaks before trip to Hitler. Nazi party congress a martial display. Legion in Los Angeles. Typhoon and floods sweep Japan. Storm lashes Atlantic seaboard. Women's page. Dog styles. Horses race in Belmont mud.

PARAMOUNT NEWS—Legion convenes in Los Angeles. Many killed, injured in coast train wreck. Bitter primary fight in New York. Norwalk police adopt identification machine. Fashions go British. Storm hits eastern seaboard. New season football forecast.

RKO PATHE NEWS—European crisis. Dorothy Thompson condemns powers. Nye asks neutrality in Washington. Holland launches her largest liner. Seabiscuit trails in mud. Los Angeles greets Legion. Storm hits Atlantic coast.

UNIVERSAL NEWSREEL — American Legion in Los Angeles. Senator Pittman in Hollywood. New York primaries. Typhoon hits Japan. Storm lashes Atlantic coast. New wing on French war museum. Horse racing in Chicago. Bike race in Chicago. Basket carrying race in London. Women loggers in Oregon.

Matching Wits

Paul Gulick will captain a team comprising Bob Gillham of Paramount, Si Seadler of M-G-M, Lynn Farnol of United Artists, Mort Blumenstock of Warners and Rodney Bush of 20th Century-Fox, on Dr. Harry Hagen's "True or False" quiz period over the NBC-Blue tonight at 10 P. M. "True or False" each week pits a male team against a feminine team in a battle [illegible] wits.

The motion picture team will be opposed by, of all things, a team of New York City massage experts.

Storm Flooded All Houses in Hartfor

HARTFORD, Sept. 22.—All local theatres are flooded, but the Loew Pol theatres are operating today. Th Lenox is closed. The local exchang district was damaged generally.

Exchanges report the Palace, Norwich; Strand, Willimantic; State Manchester; Capitol, Ansonia, Community, Fairfield, and a few other theatres closed due to power failure o flood damage.

Communication is impossible wit Massachusetts points, New London Bristol and Derby.

Patronage Loss Heavy

Although in the New Jersey shor area, Walter Reade theatres suffere little damage structurally but reporte loss of patronage, especially in communities where storm warnings wer issued. Street lights were blown ou in Kingston but the night show wen on. Matinee business was nil at th Asbury Park boardwalk. Power wa off for a while in various towns Damage included flooded basements demolished marquees, fronts, skylights etc.

Troy, Catskill Affected

ALBANY, Sept. 22.—There wa water in cellars at the Troy theatre Troy, which shut off all power. Th house was closed today as the water i still rising six inches an hour. Th management reported they don't kno when they will reopen.

Business in all theatres was off yesterday. The Community theatre in Catskill was closed last night.

Most Close in New Haven

NEW HAVEN, Sept. 22.—Lack of power forced the closing of all but two neighborhood theatres, but the downtown area is not affected. Hundred of signs and skylights were blown away. Power is off and overhead wire repair is impeded by fallen trees.

New Jersey Power Fails

In New Jersey, the Rialto, Westfield; Strand, Clifton, and Ritz, Garfield, were unable to open for evening shows because of power failure. Atlantic City and vicinity reported that no theatres were compelled to close.

Westchester Spots Close

Mt. Vernon, Sept. 22.—The Embassy and Plaza here were compelled to close at 8:45 P. M. yesterday due to the power failure.

"Boy Meets" High in Two Boston Spots

BOSTON, Sept. 22.—"Boy Meets Girl," with "Tenth Avenue Kid," highlighted the town last week. The [illegible] drew $11,000, $3,000 over, at the Paramount. It collected $7,000, $2,500 over, at the Fenway.

"Marie Antoinette" held up at Loew's Orpheum on its second week. It went over first week average by $3,000 on a take of $15,000. At Loew's State the $8,000 gross was $3,000 under the first week average.

Estimated takings for the week ending Sept. 15:

"BOY MEETS GIRL" (W. B.)
"TENTH AVENUE KID" (Republic)
FENWAY — (1,389), 25c-30c-55c, 7 days. **Gross:** $7,000. (Average, $4,500)

"MARIE ANTOINETTE" (M-G-M)
LOEW'S ORPHEUM—(2,970), 25c-35c-40c-55c, 7 days. **Gross:** $15,000. Average, $12,000)

"MARIE ANTOINETTE" (M-G-M)
LOEW'S STATE—(3,537), 25c-30c-40c-55c, 7 days. **Gross:** $8,000. (Average, $11,000)

"SING YOU SINNERS" (Para.)
"SECRETS OF AN ACTRESS" (W. B.)
METROPOLITAN—(4,332), 25c-40c-55c, 7 days. **Gross:** $14,000. (Average, $11,000)

"BOY MEETS GIRL" (W. B.)
"TENTH AVENUE KID" (Republic)
PARAMOUNT — (2,097), 25c-30c-55c, 7 days. **Gross:** $11,000. (Average, $8,000)

"CAREFREE" (RKO)
"SMASHING THE RACKETS" (RKO)
RKO MEMORIAL—(2,907), 25c-40c-50c-65c, 7 days. **Gross:** $10,000. (Average, $13,000)

Oklahoma Theatre Outlook Brightens

OKLAHOMA CITY, Sept. 22.—Exhibitor optimism is growing in this section as a result of the general business pickup and improvement in crop conditions. Seven new theatres have been opened, or plan to open, this month; only one is closed, and five are undergoing remodeling or are installing new equipment.

Roy Creason, operator of the Palace at Eufala, Okla., will open a second house there soon. M. R. Parks is about ready to open the Disney at Disney, Okla. S. P. Sellers has opened a 300-seat house at Westville, Okla. R. S. Fryer opened a new 300-seat house in Grove, Okla., Sept. 2; Buffum & Doty, partners at Broken Bow, Okla., are to open the Best there, seating 300, about Oct. 1; P. H. James, operator of the Jewel, negro house here, will open a new negro theatre in Ardmore later this month.

The Griffith Amusement Co. has closed the Empire at Altus, Okla., and the Majestic in Gainesville, Tex., for remodeling, redecorating and renaming. The Empire will open the latter part of September and the Majestic in October.

A. C. Wooten opened the Ritz in Skiatook, Okla., Sept. 9. S. P. Doss and Marvin Lowe have purchased the Chief at Eufala, Okla., from Buddy Walker. The Chief seats 300 persons. Charles Lyles, operator of the Gem, Oklahoma City, closed that theatre Sept. 1 and is seeking a new location here.

To Rebuild N. H. House

NEW HAVEN, Sept. 22.—The DeWitt, dark for 10 years, is to be rebuilt as a 600-seat house.

Hollywood Previews

"Sons of the Legion"

(Paramount)

HOLLYWOOD, Sept. 22.—Although it includes quite a bit of patriotic sermonizing which the American Legion will undoubtedly look upon as favorable propaganda and which is thereby an exploitation asset, "Sons of the Legion," is substantial semi-melodramatic entertainment. For localities where the Legion is strong and aggressive, it has despite lack of outstanding names, strong box-office possibilities.

Romance, drama, comedy, pathos, action and excitement are blended in a story pitched to a keynote of human interest. Tim Holt goes about the country organizing junior legion posts. Billy Cook and Billy Lee, influenced by their uncle, William Frawley, an enthusiastic Legionnaire, recruit all their pal's and even the town's tough boy, Donald O'Connor to found a post. Meanwhile the seeds of romance are sown for Holt and the boy's sister Evelyn Keyes. O'Connor tries to use the post for his own juvenile racketeer ideas, only to change his tune when elected chaplain. A crisis comes when Lynne Overman, the boy's father, forbids them ever to mention the legion or have anything to do with it again. Finally, under pressure from the youngsters, Holt, Frawley, Miss Keyes and Elizabeth Patterson, Overman is forced to tell his family that he was dishonorably discharged from the army. But Cook finds that O'Connor's father, William Pawley, an escaped convict, was responsible for Overman's disgrace, after which he with the other members of the juvenile post, senior legionnaires and the police, capture Pawley in an exciting climax.

Well written by Lillie Hayward, Lewis Foster and Robert McGowan, the film has been capably directed by James Hogan. Convincing performances are the rule, Overman contributes an outstanding characterization.

Running time, 60 minutes. "G." G. McC.

"The Mysterious Rider"

(Paramount-Harry Sherman)

HOLLYWOOD, Sept. 22.—Based on a sound story premise, Harry Sherman's picturization of Zane Grey's "The Mysterious Rider" is an entertaining combination of melodrama, mystery and suspense. Photographed almost entirely outdoors, the natural scenic features form excellent backgrounds.

While somewhat complicated in the beginning, the story moves smoothly once identities and circumstances are established. The expert manner in which Douglas Dumbrille, Sidney Toler, Russell Hayden, Stanley Andrews, Weldon Heyburn, Charlotte Fields and Monte Blue interpret their several characterizations gives the picture punch.

Following their stage holdup, Dumbrille, as a bandit, and his comedy pal, Toler, return to the country from which a murder charge had driven him years before. The pair get jobs on Andrews' ranch. This worthy is in league with Blue in cattle rustling, with Charlotte Fields, rightful owner of the ranch, a principal victim. While romantic rivalry between Hayden and Andrews' jail-bird son bring them into active conflict, audiences realize that Dumbrille is the girl's father. Dumbrille sets out to avenge himself on Andrews and Blue. He sets the stage for the bandits' debacle and the return of the ranch to Miss Winters. That feat, in which he is aided by Toler and Hayden, is accomplished with much realistic thrill action. Dumbrille moves on, his identity still unrevealed to Miss Winter, who is content in her romance with Hayden. Maurice Geraghty did the screenplay, Russell Harlan photographed and Lesley Solander directed.

Running time, 70 minutes. "G." G. McC.

Denies Charges at Harrisburg Hearing

HARRISBURG, Sept. 22.—State Representative Charles Melchiore, whom former Attorney General Charles Margiotti said was the source of information on the purported sale of film legislation in 1935 for $100,000, denied he told Mr. Margiotti anything when he was witness before a legislative investigating committee.

Representative Melchiore said, when asked about Mr. Margiotti's testimony, that he had told of J. David Stern, Philadelphia publisher, receiving $100,000 from film interests. The charge was denied.

Zanuck and Wallis Testify at Hearing

HOLLYWOOD, Sept. 22.—Darryl F. Zanuck took the witness stand today in the Screen Directors' Guild bargaining hearing and declared that unit managers' and assistant directors' duties were at variance with those of directors. Unit managers and assistants are under the direct jurisdiction of the production department and have no authority to shoot scenes or sequences, while directors are responsible to producers and have no authority to replace the cast except for stars.

Following Mr. Zanuck on stand, Hal B. Wallis was questioned concerning dialogue directors at Warners. Harry Joe Brown also testified.

"Three Loves" Kansas City's Top, $12,300

KANSAS CITY, Sept. 22.—"Three Loves Has Nancy," on a dual, with "10th Avenue Kid," turned in the best showing of a dull week among first runs, $12,800. The take was $1,300 over par.

"Letter of Introduction" took $5,200 at the Esquire, and "Gateway," with a stage show headed by Johnny Perkins and a revue, pulled $8,100 in eight days at the Fox Tower.

Estimated takings for the week ending Sept. 13-15:

"SPAWN OF THE NORTH" (Para.)
NEWMAN—(1,900), 25c-40c, 5 days, 2nd week. **Gross:** $3,800. (Average, 5 days, $5,500)

"CAREFREE" (RKO)
ORPHEUM—(1,500), 25c-40c, 5 days, 2nd week. **Gross:** $3,400.

"LETTER OF INTRODUCTION" (Univ.)
ESQUIRE—(800), 25c-40c-55c, 7 days. **Gross:** $5,200.

"THREE LOVES HAS NANCY" (M-G-M)
"10TH AVENUE KID" (Republic)
MIDLAND—(4,000), 25c-40c, 7 days. **Gross:** $12,800. (Average, $11,500)

"GATEWAY" (20th-Fox)
FOX TOWER—(2,200), 25c-40c, 8 days. Stage: Johnny Perkins & Revue, Titan Trio, 3 Murtah Sisters, Bob King, Billy Blake. **Gross:** $8,100. (Average, 8 days, $7,600)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
UPTOWN—(2,000), 25c-40c, 7 days, 4th K. C. week. **Gross:** $4,300. (Average, $4,000)

"Carefree" Leader In Buffalo Pickup

BUFFALO, Sept. 22.—First runs here have turned very bullish due in large part to a spell of cold, damp weather. Every house came well up to scratch with the Great Lakes' "Carefree" out in front at $9,700. House average is $7,500.

Estimated takings for the week ending Sept. 17:

"THREE LOVES HAS NANCY" (M-G-M)
BUFFALO—(3,000), 30c-55c, 7 days. **Gross:** $13,300. (Average, $12,000)

"CAREFREE" (RKO)
GREAT LAKES—(3,000), 30c-50c, 7 days. **Gross:** $9,700. (Average, $7,500)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
HIPPODROME—(2,500), 25c-40c, 7 days, 4th week. **Gross:** $6,800. (Average, $6,800)

"THE AFFAIRS OF ANNABEL" (RKO)
"PENROD'S DOUBLE TROUBLE" (W. B.)
CENTURY—(3,000), 25c, 7 days. **Gross:** $5,400. (Average, $6,000)

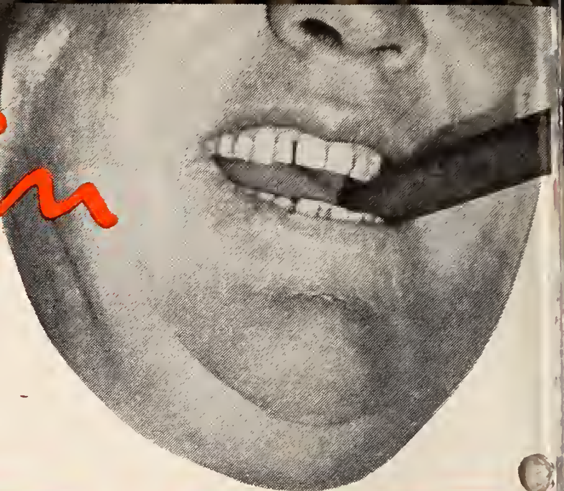
"LETTER OF INTRODUCTION" (Univ.)
"DANGER ON THE AIR" (Univ.)
LAFAYETTE—(3,300), 25c, 7 days, 2nd week. **Gross:** $7,300. (Average, $6,300)

Allied Men Meet at Des Moines Oct. 10

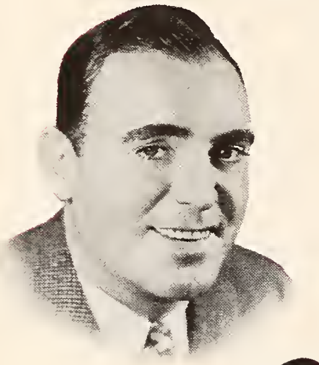
DES MOINES, Sept. 22.—Allied Independent Theatre Owners of Iowa and Nebraska, Inc., will hold their annual fall meeting at the Savery Hotel here Oct. 10-11, according to Leo F. Wolcott of Eldora, president.

Matters to be discussed will include film rentals, protection, the Government's suit, checking service and possible legislation. Two hundred and fifty exhibitors are expected to attend.

Save a big grin



PAT O'BRIEN



JOHN PAYNE

MARGARET LINDSAY

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JOE VENUTI AND HIS SWING CATS · JOHNN

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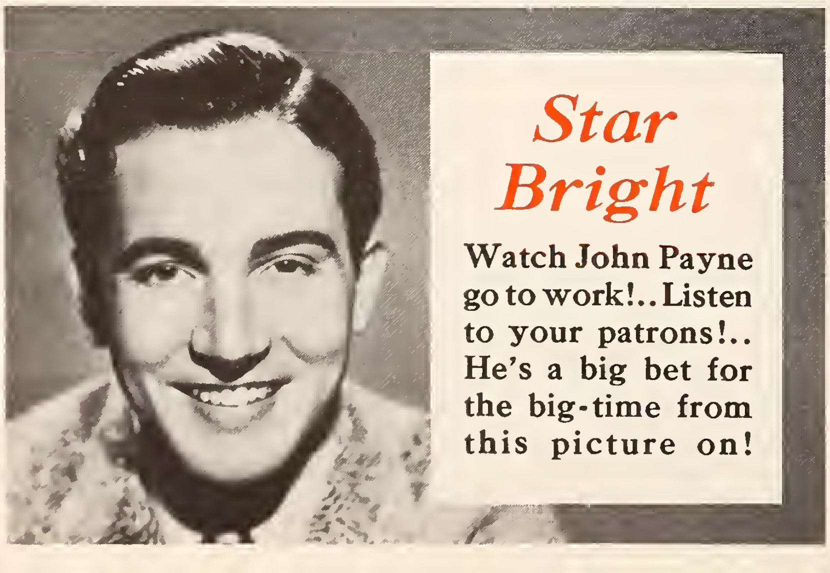

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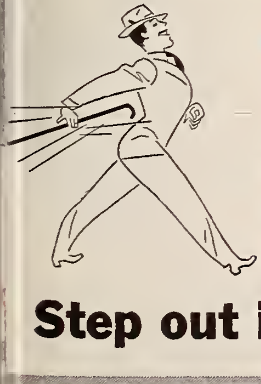

FOUR DAUGHTERS (Priscilla Lane, Rosemary Lane, Lola Lane, Gale Page, Claude Rains, John Garfield, Jeffrey Lynn, Dick Foran, Frank McHugh, May Robson) • **VALLEY OF THE GIANTS** in Technicolor (Wayne Morris, Claire Trevor, Frank McHugh, Alan Hale, Donald Crisp, Charles Bickford, Jack LaRue, John Litel) • **GARDEN OF THE MOON** • **ERROL FLYNN** and **BETTE DAVIS** in **THE SISTERS** (Anita Louise, Ian Hunter, Donald Crisp, Beulah Bondi, Jane Bryan, Alan Hale) · **GIRLS ON PROBATION** (*Exploitation Sensation!*) • **BROTHER RAT** (Priscilla Lane, Wayne Morris, Johnnie Davis, Jane Bryan, Eddie Albert)

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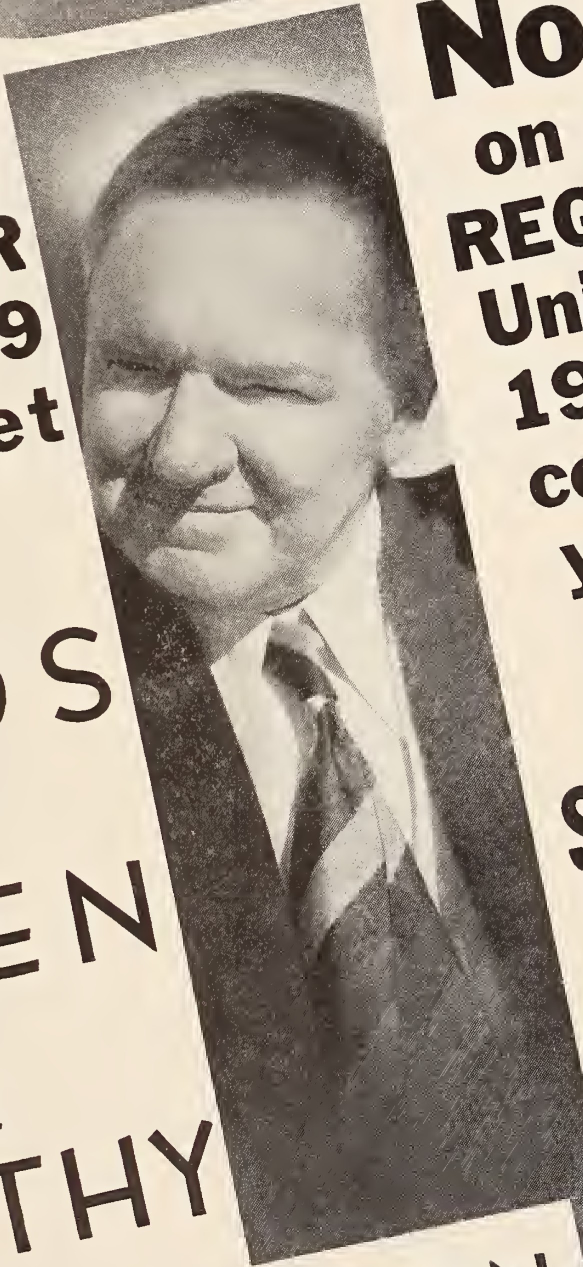

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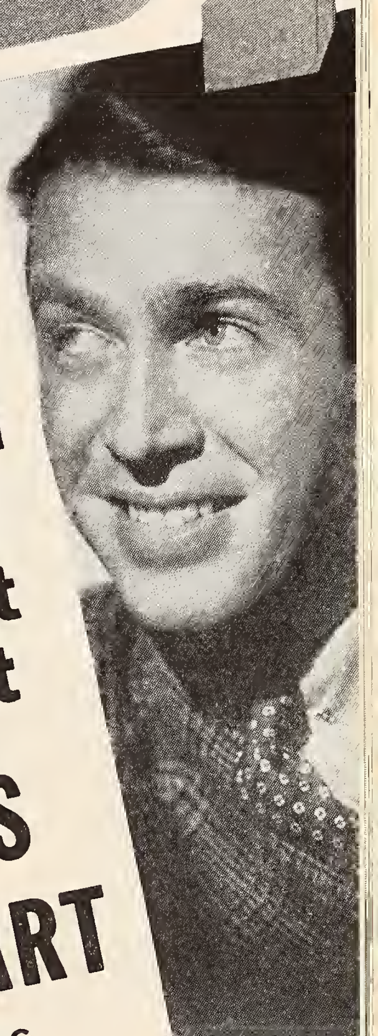

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"Band" Again Chicago Lead On Return Run

Chicago, Sept. 22.—They brought "Alexander's Ragtime Band" back into the Loop last week after a week's absence and it grossed $10,500 at the Apollo for its fourth Loop week. Previously the picture had grossed $150,000 during three weeks at the Chicago. Average at the Apollo is $6,500.

At the State-Lake the Major Bowes unit stage show with "My Bill" in a second Loop engagement scored a sensational $16,000 which was $3,000 over average and the best business this theatre had had in months. Benny Goodman at the Chicago with "Four's a Crowd" hit $34,000, $2,000 above normal.

Estimated takings for the week ending Sept. 15-16:

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
APOLLO—(1,400), 35c-55c-65c, 7 days. **Gross:** $10,500. (Average, $6,500)

"FOUR'S A CROWD" (20th-Fox)
CHICAGO—(4,000), 35c-55c-75c, 7 days. Stage: Benny Goodman & Band. **Gross:** $34,000. (Average, $32,000)

"BOY MEETS GIRL" (W. B.)
GARRICK—(900), 35c-55c-75c, 7 days, 2nd week. **Gross:** $5,700. (Average, $6,500)

"CAREFREE" (RKO)
PALACE—(2,500), 35c-55c-75c, 7 days, 3rd week . Stage: Frances Arms & Revue. **Gross:** $16,200. (Average, $19,000)

"MY BILL" (W. B.)
STATE-LAKE—(2,776), 20c-40c-55c, 7 days. Stage: Major Bowes Unit. **Gross:** $16,000. (Average, $13,000)

"MY LUCKY STAR" (20th-Fox)
ROOSEVELT—(1,300), 35c-55c-75c, 7 days, 2nd week. **Gross:** $10,000. (Average, $11,000)

"MARIE ANTOINETTE" (M-G-M)
UNITED ARTISTS—(1,700), 35c-55c-75c, 7 days, 3rd week. **Gross:** $12,600. (Average, $15,000)

"Secrets," Garber Indianapolis Lead

Indianapolis, Sept. 22.—With Jan Garber's band and show on the stage and "Secrets of an Actress" on the screen at the Lyric taking $12,900 for $4,900 over the line, first run business here continued its strong recovery march.

Powerful, too, was "Three Loves Has Nancy" dualed with "The Gladiator" at Loew's, where $2,500 over par was had with a $9,500 gross. "My Lucky Star" and "Safety in Numbers" at the Circle, took $7,500, $3,000 to the good.

Estimated takings for the week ending Sept. 16:

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
APOLLO—(1,100), 25c-40c, 7 days, 4th week. **Gross:** $3,500. (Average, $3,000)

"MY LUCKY STAR" (20th-Fox)
"SAFETY IN NUMBERS" (20th-Fox)
CIRCLE——(2,800), 25c-40c, 7 days. **Gross:** $7,500. (Average, $4,500)

"THREE LOVES HAS NANCY" (M-G-M)
"THE GLADIATOR" (Col.)
LOEW'S—(2,800), 25c-40c, 7 days. **Gross:** $9,500. (Average, $7,000)

"SECRETS OF AN ACTRESS" (W. B.)
LYRIC—(2,000), 25c-40c, 7 days. Stage: Jan Garber and his band, with Serge Flash, Jean Lorraine & Roy Rognan; Patricia Norman. **Gross:** $12,900. (Average, $8,000)

S. C. Levin Buys Theatre

San Francisco, Sept. 22.—Samuel C. Levin, local insurance man associated with Mrs. Helen Seiter, in operation of the Selma and Wasco theatres, has purchased the Kingsbury at Kingsbury from Tony Bou.

Hollywood Preview

"Mr. Doodle Kicks Off"

(RKO)

Hollywood, Sept. 22.—"Mr. Doodle Kicks Off" is a seasonal football picture. Joe Penner is the focal point of everything that happens. Most of that, although there are occasional lapses, is funny and amusing.

The star is a student who would rather be a musician than anything else. His wealthy father, William Davidson, a one time athletic hero, desires that Penner should follow in his footsteps. He promises the school a big endowment if Penner can be made a football hero. Everybody attached to the college, president, head coach and assistants, the captain and members of the team and instructors are in on the secret and all want the endowment. Yet nothing is done, until the president's daughter, June Travis, and love take a hand. Joe messes up the first game, but puts on a bewildering assortment of plays in the second half to win it and is very much the campus hero. Even though a clown, he thinks he is great and Miss Travis, although she loves and sympathizes with him, will not be permitted to disillusion him. However, walking off the field during the big game when he realizes the deception that has been practised on him, the song and call of love sends him back in the closing moments to be the sensation of a rally which he tops off with a phenomenal and comic kick to win the game and girl. Of course the school gets the endowment.

Author Mark Kelly brought into use many of the things he has seen and heard during his career as sports writer. Bert Granet adopted these, added humorous dialogue lines and romantic situation to give Director Leslie Goodwin a pot pouri of mirth, excitement and romance, with an occasional musical dab which he handled in a way to make amusing mass entertainment.

Running time, 75 minutes. "G." G. McC.

New York Previews

"Billy the Kid Returns"

(Republic)

This is somewhat better than routine western material, although it is cut to the usual pattern. Chiefly responsible for its quality is the personality, voice and ability of Roy Rogers. In this case, where music is introduced for the "singing cowboy," it is done with more excuse than is often the case in westerns. Too often it appears to be dragged in by the heels. Rogers has an appealing singing voice.

Smiley Burnette, for the comedy department, and Lynn Roberts, for the romance, are the chief supporting players. Charles E. Ford produced, with Joe Kane directing the original screenplay by Jack Natteford.

When a notorious Billy the Kid is killed by the sheriff, Rogers, who plays the dual role, is mistaken for the killer. The Kid is dreaded by the ranchers for his protection of homesteaders who are being forced off their land by the cattlemen. The sheriff deputizes Rogers to impersonate the Kid in order to break up the ranchers' attacks on the settlers. He succeeds, via a full quota of hard riding, shooting and fighting, meanwhile falling in love with Miss Roberts, daughter of a settler from the east.

Running time, 56 minutes. "G." Charles S. Aaronson.

"Wanted by the Police"

(Monogram)

An active and occasionally exciting little screen story, this stars Frankie Darro in the first of a series of four for Monogram. It should prove satisfactory for the double bill trade which expects nothing too pretentious, but wants something with a measure of appeal.

Darro is supported chiefly by Evalyn Knapp, Robert Kent, Lillian Elliott and Matty Fain. Howard Bretherton directed under Lindsley Parsons' supervision from a screenplay by Wellyn Totman and an original by Donn Mullaly and Renaud Hoffman.

Darro, just out of high school, finally forsakes baseball for a job. He gets one in a garage and suddenly finds himself in the middle of a stolen car racket. He is forced to continue, but finally extricates himself with the help of his sister's sweetheart, Kent, a policeman, via the expected route of running gun fights and speeding cars which serves to add a touch of excitement to the film's climax.

Running time, 59 minutes. "G." Charles S. Aaronson.

"Boys Town" Big Draw at Los Angeles

Los Angeles, Sept. 22.—"Boys Town," on a dual with "Speed to Burn," proved a box-office knockout at the Chinese and Loew's State. At the former the $15,711 gross w[illegible] $3,211 over normal and at the lat[illegible] the $19,206 take was up by $5,206.

"Four Daughters" continued strong in its second week at Warners' Downtown with $13,200. "I Am the Law" and "The Lady Objects" did well at both the Hillstreet and Pantages.

Estimated takings for the week ending Sept. 21:

"BOYS TOWN" (M-G-M)
"SPEED TO BURN" (20th-Fox)
CHINESE—(2,500), 30c-75c, 7 days. **Gross:** $15,711. (Average, $12,500)

"MOONLIGHT SONATA" (Pall Mall-U.A.)
ESQUIRE—(900), 40c-55c, 7 days, 13th week. **Gross:** $800. (Average, $2,500)

"ALGIERS" (U. A.)
4-STAR—(900), 40c-55c, 7 days, 10th week. **Gross:** $3,372. (Average, $3,250)

"SUN OVER SWEDEN" (Scandinavian)
GRAND—(750), 35c-40c, 7 days. **Gross:** $750. (Average, $1,200)

"I AM THE LAW" (Col.)
"THE LADY OBJECTS" (Col.)
HILLSTREET—(2,700), 30c-65c. 7 days. **Gross:** $7,250. (Average, $6,500)

"BOYS TOWN" (M-G-M)
"SPEED TO BURN" (20th-Fox)
LOEW'S STATE—(2,500), 30c-75c, 7 days. **Gross:** $19,206. (Average, $14,000)

"I AM THE LAW" (Col.)
"THE LADY OBJECTS" (Col.)
PANTAGES—(3,000), 30c-65c, 7 days. **Gross:** $7,575. (Average, $7,000)

"SONS OF THE LEGION" (Para.)
PARAMOUNT—(3,595), 30c-65c, 7 days. Stage: F. & N. revue, Martha Raye, Stroud Twins, Ann Miller, Rube Wolf and his orchestra, Kenny Gardner. **Gross:** $16,000. (Average, $18,000)

"FOUR DAUGHTERS" (F. N.)
WARNER BROS. (HOLLYWOOD)—(3,000), 30c-65c, 7 days, 2nd week. **Gross:** $13,500. (Average, $14,000)

"FOUR DAUGHTERS" (F. N.)
WARNER BROS. (DOWNTOWN)—(3,400), 30c-65c, 7 days, 2nd week. **Gross:** $13,200. (Average, $12,000)

"Antoinette" Only Oklahoma Draw

Oklahoma City, Sept. 22.—"Marie Antoinette" was the only new attraction to make an impression in the general dullness here. It grossed $6,150 at the Criterion in eight days. Normal for seven days is $5,200.

"Alexander's Ragtime Band" held up to $2,000 in its second week at the Tower. It had already played a week at the Criterion.

Estimated takings for the week ending Sept. 14-15:

"MARIE ANTOINETTE" (M-G-M)
CRITERION—(1,500), 25c-35c-40c, 8 days. **Gross:** $6,150. (Average, $5,200)

"I'M FROM THE CITY" (RKO)
"BULLDOG DRUMMOND IN AFRICA" (Para.)
LIBERTY—(1,200), 20c-25c, 4 days. **Gross:** $1,800. (Average, $1,800)

"W'RE GOING TO BE RICH" (20th-Fox)
"THE MISSING GUEST" (Univ.)
LIBERTY—(1,200), 20c-25c, 3 days. **Gross:** $700. Average, $700)

"MY LUCKY STAR" (20th-Fox)
MIDWEST — (1,500), 25c-35c-40c, 7 days. **Gross:** $4,500. (Average, $4,500)

"ARMY GIRL" (Republic)
"ARSON RACKET SQUAD" (Republic)
STATE—(1,100), 20c-25c, 7 days. **Gross:** $2,000. (Average, $2,500)

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
TOWER—(1,000), 25c-35c, 7 days, 2nd week at Tower, 3rd week in city, 1st week at Criterion. **Gross:** $2,000. (Average, $2,500)

GIVE YOUR OPPOSITION THE STIFF ARM...

and gallop to a box office victory with Paramount's

"TOUCHDOWN, ARMY"

Paramount Pictures

Banner LINES

WE accept gratefully the dandy red flannel union suit sent by the Vick Chemical Co. as a promotion stunt for its incoming rural series, "Seth Parker Sketches." The suit, several sizes too ample for us, has been turned over to A-Mike Vogel of the MOTION PICTURE HERALD, who promises to treat it with tenderness and reverence. The letter which came with the suit urges us to wear it not for its comfort or style, but for the way it will keep us warm in zero weather. But what way is that for the Vicks Co. to promote the sale of its preparations? If, by virtue of wearing the suit, we won't get the sniffles, we'll not need to buy the Vicks products.

▼

Congratulations are due Alfred J. McCosker, the Mutual-WOR prexy, who yesterday celebrated his 15th year in the broadcasting business.

▼

Last week over CBS Lyn Murray's singing group broadcast a special program of Stephen Foster melodies. Following the broadcast a call came to the studio from the home of Howard Chandler Christy. The famous illustrator, a devotee of Foster's music, in appreciation of the program, insisted that the group come to his house immediately, where he served them a special supper, and presented the group with a Foster portrait from his own brush.

▼

Air actor Bill Johnstone has been so busy with his radio assignments—he appears in "The Shadow," "Valiant Lady," "Mercury Theatre," "Johnnie Presents" and other programs—that he has been unable to keep a marriage appointment with the lady of his choice, Georgia Brady. Late of a recent afternoon, however, he developed some free time, and with Miss Brady, hopped down to the Municipal Marriage Bureau. They arrived a few seconds after the bureau closed for the day, but so eloquently did Mr. Johnstone plead with the clerk that the latter decided to perform the civil marriage rites. The marriage still hasn't taken place, however, for Mr. Johnstone had neglected, and still hasn't found time, to get a pure blood certificate.

▼

Gracie Allen arrives here today from Hollywood to attend the showing of her surrealist paintings on display at the Julian Levy galleries beginning Monday. Judging from the titles of the paintings, the audience attending the Levy galleries are in for a real treat. The canvasses are captioned as follows: "Eyes Adrift as Sardines Wrench at Your Heartstrings," "Gravity Gets Body Scissors on Virtue as Night Falls Upside Down," "Man Builds Better Mousetrap and Buys Mohair Toupe," "Behind the Before Yet Under the Vast Above," "The World Is in Tears and Tomorrow Is Tuesday," "Keg-Lined Can Sinking a Couple Of Hard Putts In No-Trump," "Toothless Mouth Munching on Tuneless Melody," "Dogs Gather on Street Corner to Watch Man-Fight" and "Man With Mike Fright Moons over Manicurist."

—JACK BANNER

Mickey's Birthday

The tenth birthday of Mickey Mouse will be celebrated during a special broadcast over the NBC-Blue network Sept. 27 from 9 to 9:30 P. M. Walt Disney and members of his staff will be on hand.

Mickey's vital statistics: He has starred in 105 productions, he has received 28 awards from eight different countries; he has been turned into everything from a piece of furniture to a pat of butter.

Canadian Net Plans Shakespeare Series

MONTREAL, Sept. 22.—The Canadian Broadcasting Corp. will open its fall dramatic activities with the most ambitious coast-to-coast network series of Shakespearean plays ever attempted in Canda.

Headed by some of the Empire's greatest dramatic stars, CBC will raise the curtain Sunday, Oct. 9, from 9 to 10 P.M., with Sir Cedric Hardwicke in "The Merchant of Venice." Throughout the series, which will bring 13 plays to Canadian listeners, the corporation hopes to star Eva Le Gallienne, Walter Hampden, Raymond Massey, Maurice Evans, Margaret Anglin and Walter Huston.

B. B. C. Prepared for War Schedule on Air

LONDON, Sept. 22.—The British Broadcasting Co. is prepared to go on a war basis, under which it will scrap all regular programs and broadcast news programs only.

The news broadcasts, if a war measure is adopted, will be broadcast on a 24-hour schedule, at 15-minute intervals. Meanwhile, the normal news bulletin broadcasts have been supplemented with four additional news programs daily during the European crisis.

Hearst Radio Is Sued

Suit was filed against Hearst Radio, Inc., operators of WINS, in the N. Y. Supreme Court yesterday by Joseph J. Allen, publisher of *National Negro News,* who charges that WINS, in May of this year, breached its contract to carry his program, "Voice of Harlem" over that station. Mr. Allen alleges that he had the station's sanction to promise advertisers in his newspaper free mention on his radio program. Discontinuance of his program resulted in his breaching advertising contracts for his newspaper, he says.

Stiles NBC Executive

Thomas A. Stiles has joined NBC as an assistant to Frank E. Mason, network vice-president. Mr. Stiles, formerly an oil company executive, will work in the International Division.

Increase WRTD Capital

RICHMOND, Sept. 22.—An increase of capital from $80,000 to $130,000 for the Times-Dispatch Radio Corp. has been approved by the State Corporation Commission. The corporation operates WRTD.

▸ Radio Personals ◂

AL GOODMAN is organizing a dance band and will go on tour at the conclusion of his present "Hit Parade" series . . . Dorothy Mackail will be interviewed by Powell Clark over WMCA today at 3:45 P. M. . . . Lyn Murray, Ruth Carhart, the Four Clubmen and Arthur Godfrey will do their stuff for the National Wholesale Druggists' Convention at White Sulphur Springs.

+

San Francisco

Denny Moore, until recently manager of Mutual Artists Service at KFRC, has joined the staff of Consolidated Radio Artists, at KPO-KGO, in charge of casual band bookings . . . Half-hour transcriptions of "Court of Human Relations" have been placed on KSFO, CBS outlet, for Vadsco Sales Corp., starting Oct. 16 . . . KJBS's "singing announcer," Mort Werner, has joined the CBS announcing staff at KNX, Hollywood. . . . KYA Program Manager Bob Lemond transferred to KEHE, Los Angeles . . . Robert Dwan, KPO night program supervisor, switched to production staff . . . Clarence Hayes, vocalist in KGO "Jingletown Gazette," gave two blood transfusions to his sister-in-law, who is recovering.

+

Pittsburgh

The start of Derby Sproul's "Romany Caravan" on KDKA has been postponed indefinitely . . . "Pierre the Trapper," sponsored by Jerome Wolf Furs, has faded from WCAE after four weeks . . . Fred Saviers, head of KDKA's mail room, is entering the University of Pittsburgh this term . . . Charley Rowe, veteran announcer and production man at WCAE, has resigned . . . Barney Rapp is holding auditions for a new girl vocalist because Ruby Wright (Mrs. Rapp) is expecting the stork. . . . Sonny Steinhauser, son of the *Press* radio editor, has given up his studies at the University of Wichita to become a theatre manager here for Warners.

Mutual to Honor Gould

Celebrating the start of Morton Gould's fourth year on Mutual, a special program will be aired on Tuesday from 8 to 8:30 P. M. During the broadcast Mr. Gould will receive a gold watch from Jack Rosenberg, president of the New York Musicians' Union. Guests on hand will be Gene Buck, Jane Cowl, Arthur Judson, Jules Glaenzer, Fritz Reiner, Leon Leonidoff, Vinton Freedley and others.

AFA and Webs Dickering

Ralph Whitehead of the American Federation of Actors is conducting negotiations with the artists bureaus ot CBS, NBC and the New York local stations for the purpose of getting them to accept the new licensing agreement which will be set up shortly by the A. F. A.

Plan New WOR Series

Adrian Rollini and Trio will begin a new series of sponsored broadcasts over WOR Oct. 6 under the patronage of the Manhattan Soap Co. The programs will be heard each Thursday from 12 noon to 12:15 P. M.

NAB Pictures Query Checks On Film Hours

(*Continued from page* 1)

motion picture industry? Information is sought as to the program lengths and the number of broadcasts per week, and whether they are netwo[illegible] national spot, or local programs, and if sponsored by independent or circuit theatres.

The second question asks if programs sponsored by advertisers in other industries use material drawn from pictures, and if that material be film personalities, picture gossip, previews, productions or music from pictures. The third query asks if any of the station's sustaining programs publicize the film industry.

Asked to Check Film Time

The fourth question asks the station owner to check the amount of time on commercial and sustaining programs which may be classified as motion picture exploitation, and asks that the value in dollars of this time be estimated. It concludes by asking if the station has any cooperative arrangements with local picture houses, and urges the station to make comments to the N.A.B. on the motion picture situation.

A letter accompanying the questionnaire, signed by Paul F. Peter, director of research for the N.A.B., reviews the decision by Howard Dietz, the Motion Pictures Greatest Year ad committee chairman, to place the campaign in newspapers exclusively, repeats highlights from the statement made recently by Ed Kirby, N.A.B. public relations director, who indicated the value of radio to the picture industry, and offered support to his statement by citing the extensive use of radio by the screen on a purely cooperative basis, and urges that the stations cooperate, so that the N.A.B. may be able to reach "a sounder and more equitable relationship with the motion picture industry."

Wall Street

Fractional Losses Dominate Board

	Open	High	Low	Close	Net Change
Col.	13	13	13	13	— ½
Cons.	1⅜	1⅜	1¼	1¼	.....
Cons. pfd.	8	8	8	8	+ ¼
E. K.	172	172	171¼	171¼	—1¾
G. T. E. ..	13½	13½	13¼	13¼	— ¾
Loew	48½	48⅞	48⅛	48⅞	—1⅝
Para.	9⅝	9⅞	9⅝	9⅞	— ½
Para. 2.....	10¼	10¼	10	10	+ ½
Pathe	8¾	8¾	8¾	8¾	— ½
RKO	2¼	2¼	2⅛	2⅛	— ⅛
20th Fox ..	24¼	24½	24¼	24½	— ⅜
20th pfd. ..	32¼	32¼	32	32	+ ⅞
W. B.	6	6	5⅞	6	— ⅛
W. B. pfd.	30	30	30	30	—3

Little Curb Movement

	Open	High	Low	Close	Net Change
G. N	7/16	7/16	7/16	7/16	.....
Monogram	1⅞	1⅞	1⅞	1⅞	.....
Tech.	20	20	19½	19½	— ½

Bonds Decline Lightly

	High	Low	Close	Net Change
Loew 3½s '46....	100⅝	100⅜	100½	— ¼
Para. Pict. 6s '55	89¼	89	89¼	.....
Para. Pict. '47..	77⅝	77	77	— ⅝
W. B. 6s '39.....	73¾	73¾	73¾	— ¼

(Quotations at close of Sept. 22)

As Standard as
THE AMERICAN MOVIE

MONTH-AFTER-MONTH check-ups invariably show that the bulk of motion picture productions are filmed on Eastman Super X. Prime reason is consistently superlative photographic quality. Like the American motion picture itself, Super X is the world's standard of excellence. Eastman Kodak Co., Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort Lee, Chicago, Hollywood.)

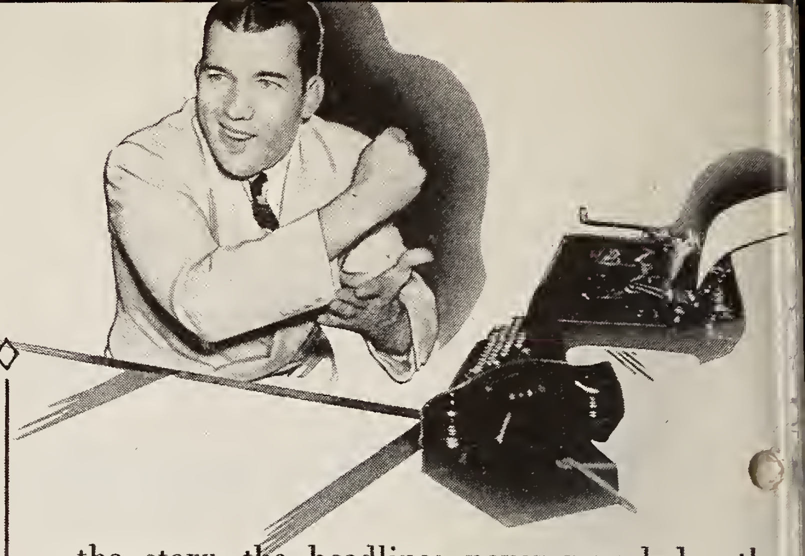
EASTMAN *SUPER X*

PANCHROMATIC NEGATIVE

This is

Ed Sullivan

Speaking



"Park Avenue and the people who live in the headlines; Park Row and the people who write them; the inside dope that never gets out; the laughs and tears and glamor and romance that John Public never gets to see . . . these are the things I know about—and tell about in "There Goes My Heart".

Everyone's read about the million-dollar baby who could have been a nice girl if she didn't have that million. You know who I mean. But no one knows—not until now—the real story, the story, the headlines never revealed—the story I've written for the screen.

Believe me, its *hot* . . . so hot that I've made a sizzling trailer myself—because I want to come to *your* theatre to tell and sell your patrons that here is real entertainment with a *bang!"*

Ed Sullivan

Your Hollywood Correspondent
and Boxoffice Pal

HAL ROACH *presents*

"THERE GOES MY HEART"

starring

FREDRIC MARCH · VIRGINIA BRUCE

with PATSY KELLY · ALAN MOWBRAY
NANCY CARROLL · EUGENE PALLETTE
ETIENNE GIRARDOT · *Directed by* NORMAN Z. McLEOD
Screen play by Eddie Moran and Jack Jevne
From an original story by Ed Sullivan
Produced by MILTON H. BREN
Released thru UNITED ARTISTS

Alert,
Intelligent
and
Indispensab
to the Motion
Picture
Industry

PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

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NEW YORK,
N. Y.
(6 COPIES)

VOL. 44. NO. 58 NEW YORK, THURSDAY, SEPTEMBER 22, 1938 TEN CENTS

Trade Groups Go Under U.S. Probe Monday

Commerce Dept. to Send Out Questionnaires

WASHINGTON, Sept. 21.—The Department of Commerce next week will inaugurate its investigation of trade associations in all industries, including motion pictures and radio, with the mailing out on Monday of questionnaires asking for information regarding the organization, financing and activities of each of some 2,300 associations, it was stated today by Assistant Secretary Patterson.

Explaining that the purpose of the study is to secure information "necessary to evaluate the trade association as a whole, rather than to secure information regarding the operations of individual associations," Mr. Patterson said the inquiry will be conducted wholly independent of any action taken by the Department of Justice or other members of the Administration monopoly committee.

The department's study of the patent situation, another phase of its work for the monopoly committee, of which

(Continued on page 4)

Anticipate Further Italian Concessions

Heads of home office foreign departments are hopeful of additional modifications of the Italian film distribution monopoly control in addition to the first major concession, which was reported exclusively in MOTION PICTURE DAILY yesterday.

Negotiations for modifications of the monopoly decree are proceeding in Rome through both the American Em-

(Continued on page 4)

Local 306 and ITOA To Start Wage Talks

Negotiations with operators' Local 306 on salary increase demands will start shortly between committees appointed by the I.T.O.A. and the union, Harry Brandt, I.T.O.A. president, informed a membership meeting yesterday at the Astor. This was the first meeting of the season.

Mr. Brandt explained that under the 10-year basic agreement consummated with Local 306 two years ago, negotia-

(Continued on page 4)

Radio News—P. 10

David Sarnoff Comments . . .

Returning yesterday from a survey of several weeks abroad, David Sarnoff, president of RCA, had this to say:

On the European situation:

"While war has been averted for the present, it does not in my opinion mean peace in Europe. The number of people employed in armament gives a false impression of the economic situation in Europe. I think the European picture is very confused."

On the American situation:

"I think there is a more cheerful picture in America. I look for an improvement in general business and radio business as well."

Television to Stand Alone, Says Sarnoff

David Sarnoff, president of RCA, does not anticipate a Government subsidy or control of television, as is the case in England, but expects "private enterprise to develop it just as it did radio," he said yesterday on arriving on the *Ile de France* from a radio and television survey abroad.

He said that television in America is as far advanced technically as in England, but the reason the British

(Continued on page 4)

Companies Resume Shipment to Japan

Major distributors are resuming shipment of film to the Japanese market for release there after a lapse of one year, it was learned yesterday. M-G-M and Paramount each made one shipment last week and others contemplate starting before the end of the month.

Negotiations for the manner of payment are still pending, but they will not interfere with the release of the

(Continued on page 4)

Writer Guild May Ask Aid of NLRB

HOLLYWOOD, Sept. 21.—Executives of the Screen Writers' Guild who walked out of a conference with producers on Monday night concerning terms of a new working agreement, yesterday applied to the local branch of the N.L.R.B. for forms of the kind used in filing a petition asking the board to force producers to recognize the guild as the exclusive craft bargaining agency. It is believed

(Continued on page 4)

Ticket Taxes Fall Off to $1,425,063

WASHINGTON, Sept. 21.—Reflecting the usual seasonal decline, Federal admission tax collections in August dropped to $1,425,063 from $1,618,813 in July, it was reported today by the Internal Revenue Bureau.

For the fifth successive month, the report showed, collections were under those of the corresponding period last year, being more than $174,000 under the $1,599,242 reported for August,

(Continued on page 7)

They All Say Goodbye, But Queen Mary Fails to Leave

Many film executives will probably be surprised to learn this morning that Sam E. Morris, A. W. Smith, Jr., and Arthur Jarratt, head of Gaumont British theatres, to whom they wished "bon voyage' on the *Queen Mary* yesterday afternoon, were still in port this morning.

The "big blow"—meterologically known as a low pressure area, otherwise hurricane—delayed the liner's scheduled departure at 4:30 P. M. yesterday. At 6 P. M. a notice was posted saying that due to the elements sailing had been postponed to 5 A. M. today, and Cunard White Star line officials last night weren't sure that the ship would sail then.

However, Mr. Morris took it all calmly. "I should worry about the *Queen Mary,*" he said. "I've got troubles of my own."

Mr. Smith was anxious to get away for his 30-day vacation in Europe and was disturbed no end. Mr. Jarratt, occupying a three-room suite with his wife and daughter, also was nettled a

(Continued on page 2)

RKO Control To Be Fixed In Few Days

Financial Factors Await Decision of Sarnoff

With the return to New York yesterday of David Sarnoff, RCA president, conferences designed to determine the future financial control of reorganized RKO and the personnel of its new board and management are scheduled to be begun immediately. Mr. Sarnoff arrived on the *Ile de France* following a six-week business and vacation tour of Europe.

Preliminary discussions which have been in progress for the past month will crystallize within the next 48 hours, according to several official forecasts. The predictions are based upon the advanced stage of the proposals now in being and which may become an actuality with the final approval of Mr. Sarnoff.

One of the first developments, however, and one which will determine the makeup of the new board and management, is the resumption of negotiations for the purchase by Atlas Corp. of the remaining RKO securities held by RCA. The realization of an agreement on an option or for outright purchase of RCA's holdings would give financial control of the reorganized company to Atlas and, in advancing the investment company's already

(Continued on page 4)

Lawyers Delay Move On Washington Talk

Counsel for major defendants in the Government anti-trust suit made no move yesterday to arrange a conference with Department of Justice officials in Washington, despite earlier indications that they would communicate with the department following a meeting of counsel on Tuesday.

While no explanation of the delay was advanced, it was indicated that the attorneys have not abandoned their intention of accepting the invitation to a conference extended by Assistant U. S. Attorney General last month.

Floods Close Many New England Houses

BOSTON, Sept. 21.—Many New England theatres were closed tonight because power lines were down. Police have ordered some power plants closed because of danger from live wires. Danger from the flood was believed secondary. People were ordered to

(Continued on page 7)

◀ Purely Personal ▶

ED FAY, in New York from Providence on a periodic business visit, was stranded here yesterday when New Haven trains were discontinued beyond Stamford because of conditions resulting from prevailing weather conditions.

•

Johnny "Scat" Davis will leave today for personal appearances in Washington and Philadelphia. He will then go to the coast to start work in "Going Places" for Paramount.

•

John Manheimer, I.T.O.A. executive secretary, and Dave Manheimer, operator of the Alba, Brooklyn, are mourning the death of their mother. The funeral was held yesterday.

•

Erich Von Stroheim, who is appearing in English and French pictures, is due to sail today with his son on the *Ile de France* after a vacation here.

•

Al Trahan will sail on the *Ile de France* today for a vaudeville engagement in London. Jack Powell, entertainer, will sail to appear in Zurich.

•

Luella Gear has returned to New York for the opening of "Carefree," in which she makes her screen debut.

•

Alton Brody, general sales manager for Dufaycolor, has returned from Hollywood conferences.

•

Gene Murphy, Loew's State publicity chief, is vacationing in Chicago, his home town.

Smith Sails; Hopes To Become Exhibitor

Andrew W. Smith, Jr., until recently general sales manager of United Artists, plans to enter the exhibition field, he said yesterday before sailing on the *Queen Mary* for a month's vacation.

Before joining U. A. a year ago he discussed a deal with the Springer estate to take over several houses formerly operated here by the late Jack Springer. Mr. Smith said the deal has not been revived but that he will make definite plans upon his return. His itinerary includes London, Paris, Rome, Switzerland, Holland, Belgium and Italy.

Malcom Browne in Deal

Malcolm Browne Pictures Corp. has closed a franchise deal with Superior Pictures for distribution of the company's 1938-'39 lineup in Chicago, Milwaukee, St. Louis and Indianapolis territories. John E. Browne, president, has just returned from Chicago where he closed the deal with James Jovany, president of Superior; George Miller, sales manager, and J. L. Manta, Chicago business man who is backing the enterprise.

Deals for Kansas City and Omaha also are under discussion.

RKO-Cantor Sign for One

Hollywood, Sept. 21.—RKO today signed an agreement with Eddie Cantor for one picture to be made within the next six months with Pandro Berman as producer.

They All Say Goodbye, But Queen Mary Fails to Leave

(*Continued from page 1*)

little, as he wanted to get back to Britain before any international trouble should start.

The notices posted said that passengers who wished to spend the night ashore might do so, but they would have to be on board by 3 A. M. today.

Before the boat was supposed to sail, about 30 of Mr. Smith's friends, including many from United Artists, where he formerly was general sales manager, crowded his cabin and there was a party.

Mr. Morris is going over primarily for the opening of the new Warner Theatre in London's Leicester Square, the company's first house on foreign soil, scheduled for opening Oct. 12. He said he spoke with Jack L. Warner, head of production, by long distance yesterday and Mr. Warner was not certain whether he could make the opening because of the press of production matters on the coast.

Mr. Jarratt was here seven weeks on a vacation and to renew acquaintances in New York, Hollywood and Canada. On the coast he said he observed a desire among the studios to make pictures for the international market, with the British Empire especially in mind, which, he added, is as it should be since 75 per cent of the films shown in Great Britain are from Hollywood.

McFadden Tells of Directors' Duties

Hollywood, Sept. 21.—Divergence of duties of directors and assistants and unit managers today was told by V. L. McFadden, assistant production manager, and Frank Mezler, studio manager of 20th Century-Fox, at a National Labor Relations Board hearing of the Screen Directors' Guild petition to be declared the collective bargaining agency for these crafts.

Mr. McFadden, queried as to whethere directors chose their own assistants, declared there were some instances in which directors named assistants who were relatives.

Warners to Operate Palace, Orange, N. J.

The Warner circuit, through Stanley Co. of America, has taken over operation of the Palace, an independent theatre in Orange, N. J., in a buying and booking deal similar to the arrangement the circuit has with several other New Jersey operations.

Buying and booking for the Palace formerly was done by Moe Kridel, who remains the nominal operator. The Kridel family is interested in several theatres in New Jersey.

"Birth" Wins Approval

Richmond, Sept. 21.—State's Attorney General Staples has endorsed and sent to the Virginia censor board Judge Julian Gunn's ruling ordering the licensing of "The Birth of a Baby," previously rejected. Mr. Staples said the ruling will not be appealed.

Grandiose Film

London, Sept. 21.—Paramount's first major quota film, "Royal Divorce," produced by Herbert Wilcox and directed by Jack Raymond, is a grandiose, if unexciting, picture costing £75,000, but appearing to be worth double.

It tells conscientiously, without humor, the intimate story of Napoleon and Josephine, and the emotional tragedy of the Emperor forced into divorce from the woman he loves. The spectacular staging tends to dwarf the human element.

Flanagan

Hammons Arrives in New York on Monday

Hollywood, Sept. 21.—E. W. Hammons said today he will leave here on Friday, planning to arrive in New York next Monday. He will outline the complete Grand National product lineup next Thursday or Friday in New York.

Yesterday and today, Mr. Hammons continued to devote his time to studio conferences with E. L. Alperson, vice-president in charge of sales, Jack Skirball and Franklyn Warner, head of Fine Arts Pictures, which is scheduled to make 26 pictures for Grand National release. No other producer affiliations have been indicated as yet, but they are not considered unlikely.

"Can't Take It" Took $313,000 in 3 Weeks

"You Can't Take It With You" garnered $313,000 in its three-week run at the Music Hall, ending last night. The third week's take was $90,000.

"Boys Town" took $32,000 in a second week at the Capitol. The Astor did $15,145 with "Marie Antoinette" in a fifth week, following a fourth week's gross of $16,650.

RKO said that "Room Service" yesterday gave the Rivoli its biggest opening day gross in two years, despite the rain.

"Four Daughters" is being held a third week at the Brooklyn Paramount. For the three-weeks run the theatre estimates a take of $65,000.

Settle "Cowboy" Dispute

Hollywood, Sept. 21.—Attorneys for Samuel Goldwyn reached an amicable settlement with Clyde Fitch's heirs today in a dispute over the right to the title of "Cowboy and the Lady" whereupon Mr. Goldwyn changed it back to that from "Lady and the Cowboy," which had been temporarily affixed.

Mr. Goldwyn started shooting today on "Restless Age," formerly called "Daring Age," with Jascha Heifetz directing an orchestra of 77 pieces. Alfred Newman will appear in the film.

Circuits Sign Pact With Service Union

A 10-year basic agreement was signed yesterday with the Building and Service Employes Union, Local 54, by representatives of major circuits, Broadway houses and independent theatres, guaranteeing several hundred New York film houses against "strikes, boycotts, picketing and lockouts." Included in the pact are porters, cleaners, matrons and watchmen.

In addition to a 48-hour week, the agreement provides a minimum wage scale of $16.80 for men and $14.40 for women, subject to revision every two years. The pact involves 3,000 employes.

The negotiations had been under way for two years and the agreement was signed late yesterday in the office of C. C. Moskowitz in the Loew Building. Among the signers of the agreement are Loew's, RKO, the Brandt circuit, Randforce, Skouras, Fabian, the New York Strand, Rivoli, Roxy, Paramount and a few members of the I. T. O. A.

Jesse Lasky Returns On Radio-Film Deal

Jesse L. Lasky will arrive in New York from Chicago today to resume negotiations with major companies for the sponsorship of his radio-film broadcast idea. Details of the plan have been kept secret by Mr. Lasky pending the closing of a deal.

Negotiations, it is understood, have been conducted with Paramount and RKO, but, so far as could be learned, have not been concluded. Indications are that the sponsorship proposal now will be broached to another company. Ralph Kohn is associated with Mr. Lasky on the radio-film proposal.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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In all quarters...
no less than double the
normal playing time

Four Daughters

FANNIE HURST'S GREAT STORY
"FOUR DAUGHTERS"
with
PRISCILLA LANE • ROSEMARY LANE
LOLA LANE • GALE PAGE
CLAUDE RAINS • JOHN GARFIELD
JEFFREY LYNN • DICK FORAN
Frank McHugh • May Robson
Directed by MICHAEL CURTIZ
Screen Play by Julius J. Epstein and Lenore
Coffee • From the Cosmopolitan Magazine Story
Music by Max Steiner • A First National Picture
WARNER BROS.,
Producers

Find Over 500 Editorials on Big Ad Drive

More than 500 editorials related to the Motion Pictures' Greatest Year campaign and the industry in general have been published by daily newspapers of the United States and Canada since the opening of the drive, Sept. 1, campaign headquarters reported yesterday on the conclusion of a study of newspaper cooperation for the drive.

The editorials are characterized by their friendly attitude toward the industry and comprise in the aggregate the greatest volume of favorable publicity to be accorded motion pictures during any comparable space of time, it was said. In addition, thousands of columns of news stories and pictorial material related to the drive have been published during the same period. More than 150 special editions featuring the campaign were published by daily newspapers and 120 cooperative advertisements prepared by the campaign directors have been published to date without charge.

Campaign headquarters is preparing formal notifications for exhibitors and "Movie Quiz" contestants of title changes in several contest pictures and will create a notification procedure for any further title changes. The first two title changes were in Universal's "The Comet," changed to "Private Secretary," and RKO's "Ranger Code," changed to "Renegade Ranger."

Canada Contributes $30,000 to Campaign

Toronto, Sept. 21.—The Canadian committee of the Motion Pictures' Greatest Year campaign reported at a meeting here today that $30,000 has been collected in the Dominion to date. Of the total, $17,000 came from the Famous Players Canadian circuit for 200 theatres.

A special trailer is being made in Hollywood for Canada, with Deanna Durbin, a native of Winnipeg, featured in a message to Canadians. Notice is being rushed to all theatres in Canada explaining the procedure made necessary by the errors in the "Movie Quiz" booklets. Morris Stein, district manager of Famous Players, has been appointed chairman of the Toronto regional committee for the campaign.

Jurors See "Fugitive"

Atlanta, Sept. 21.—The Trial of Judge Vivian L. Stanley's $100,000 suit against Warners went into the second day of its latest hearing in Fulton Superior Court here after the jurors, attorneys and judge had viewed the allegedly damaging picture, "I Am a Fugitive From a Chain Gang." During the second day of the hearing, Judge Edgar E. Pomeroy denied two defense motions seeking a mistrial in the case.

Fields Takes House

Jack Fields, formerly Jersey booker for Paramount, has entered the exhibition field and has taken over the Cameo, Jersey City, from Matty Chrystmos.

Tablet Will Commemorate Start of Film Shows Here

Leading up to the 50th anniversary of the development of motion pictures, which is planned for celebration by the industry next year, a tablet will shortly be erected on the 34th St. side of Macy's department store at Herald Square, commemorating the first commercial showing of films in this country.

The store stands on the site of Koster & Bial's Music Hall where, it is generally conceded on April 23, 1896, films were introduced to a paying audience. The event is in connection with the Motion Pictures' Greatest Year campaign, and the tentative date for the tablet unveiling is Oct. 4.

A ceremony will be held with Will H. Hays, Mrs. Thomas A. Edison, the Edison Foundation and others participating. Mr. Edison will be honored as the inventor of motion pictures, and the occasion will note the fact that the Koster & Bial showing used Edison films projected over the Vitascope, the first successful projector, invented by Thomas Armat of Washington and built by the Edison plant. This has been established by Terry Ramsaye, editor of *Motion Picture Herald.*

Paul Hollister, Macy's advertising head, who has been working on the plans with Paul Gulick, coordinator of the industry drive, said yesterday there will be a store window display of the 10 placards prepared by the drive committee tracing the history of films from Edison's early experiments to the coming of sound in 1927. There will also be a window exhibit of old cameras.

Trade Group Probe To Begin Monday

(*Continued from page* 1)

the assistant secretary is a member, is still continuing and no definite results are expected for another month, it was said.

Hearings at which representatives of various associations will be invited to appear and at which the questions involved in the trade association study will be more fully explored, will be arranged following the receipt of returns to the questionnaire, Mr. Patterson said.

Writer Guild May Ask Aid of NLRB

(*Continued from page* 1)

that it is improbable that immediate recourse to this method will be taken in view of the continued willingness of the producer committee to discuss a basic agreement. It is also pointed out that going to the board will defer the possibility of an ultimate settlement for a year or more.

Local 306 and ITOA To Start Wage Talks

(*Continued from page* 1)

tions on wage scale revisions are held every two years and scales are set according to the Department of Labor index of general living conditions.

The organization's next meeting, to be held Oct. 5, and it is expected that it will be devoted to a discussion of film buying.

Loew Space Is Leased

The entire second floor of the Loew's State Bldg., formerly occupied by the Motion Pictures' Greatest Year campaign committee, has been leased to the Mayflower Doughnut Corp., which also has taken the corner and adjoining store for a restaurant, now in the Astor Theatre Bldg. The lease was closed by Harry M. Bernstein of Loew's.

Television to Stand Alone, Says Sarnoff

(*Continued from page* 1)

development is so much better known is because there are regular daily broadcasts by BBC in London which receive much publicity.

"But that is no indication of their superior television facilities," he added. "The actual commercial use of television in America is much more a financial and artistic problem than it is technical. The cost and working out the means of defraying the cost by means of adequate private sponsorship is the chief deterrent."

Mr. Sarnoff said that the London metropolitan area, with a population of about 10,000,000 has about 3,000,000 television receiving sets installed in homes. "This is only a drop in the bucket," he declared, as proof that the British development still has a great distance to go.

Companies Resume Shipment to Japan

(*Continued from page* 1)

pictures, it was said. Japan was well stocked last September when American companies ceased sending pictures. Together with a number of revivals, the stock was sufficient to supply the market for a year.

The major companies refused to give details of the negotiations and termed the situation "delicate." Principal bone of contention is the refusal of the Japanese Government to permit money to be sent out of the country.

Agents Attend Meeting

A meeting to acquaint agents for members of the A.F.A. with the terms of the new licensing plan was held at the Actors' Church last night. Ralph Whitehead, executive secretary, and a number of agents addressed the meeting.

"Comet" Is Final Title

Hollywood, Sept. 21.—Warners have definitely set "Comet Over Broadway" as the title of Kay Francis' forthcoming film, formerly known as "Curtain Call."

RKO Control To Be Fixed In Few Days

(*Continued from page* 1)

formidable position as an RKO creditor to an even more strategic level would entitle it to major creditor re[illegible]resentation on the new company[illegible] board of directors.

Tentative agreements on creditor representation on the new board are reported to have been reached, but obviously could be upset by the acquisition of RCA's holdings by Atlas Corp. According to report, the initial board will be of 11 members, with two representatives each for RCA and Rockefeller Center, three for Atlas Corp. and Lehman Bros., and the remaining four to be apportioned among unsecured creditors and independent debenture holders and stockholders. Consummation by Atlas of an option or purchase agreement on RCA's holdings would bring about a revision of this representation, probably with Atlas obtaining four board members, Rockefeller Center, two, and three places being accorded to unsecured creditors, and independent debenture and stockholders, for a total membership of nine.

Option to Affect Management

Determination of the management of the new company, it is understood, will also be affected by the completion or not of an option or purchase agreement on the RCA holdings. Creditors' nominees for important posts in the new company would undoubtedly be determined, in this event, by Atlas Corp. in whatever instances that complete unanimity is absent now. Several names have been advanced in the preliminary conferences, but only two have major creditor support, it is said. Any change in financial control of the company could be the key to an ultimate decision between the two.

Anticipate Further Italian Concessions

(*Continued from page* 1)

bassy and European managers of the distribution companies. Clarification of several phases of the decree which are regarded by home office foreign departments as confusing has not been received from European managers yet. In consequence, no meeting of the heads of home office foreign departments has been scheduled, although one is expected to be called as soon as the required information is received.

Indications are that the subject will come up for further discussion at the adjourned meeting of the M.P.P.D.A. board of directors today, however. It was discussed informally at the board meeting last Friday.

Gary Suit Is Delayed

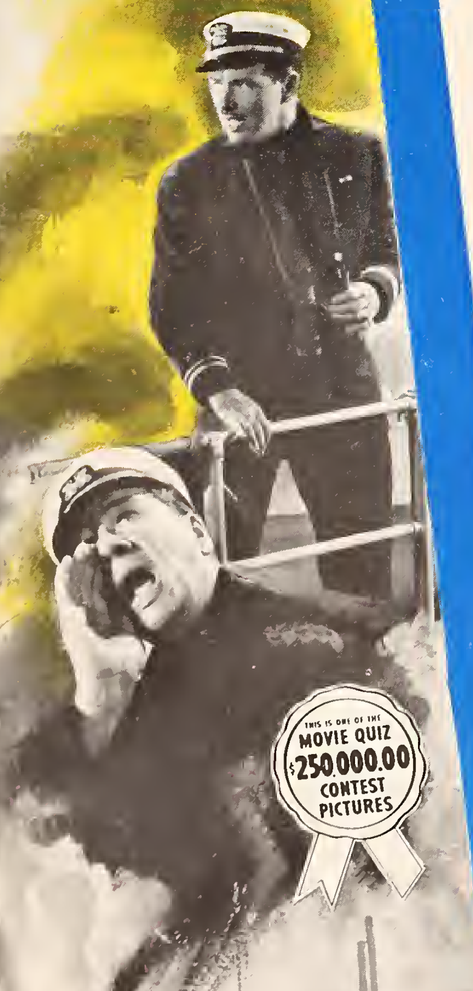
Chicago, Sept. 21. — Suit of the Gary Theatre Co. against the major film companies, Balaban & Katz and the Warner circuit was delayed again in Federal Court when Judge Holly granted the attorneys for the defendants until Sept. 30th to answer the bill of particulars.

SUBMARINE PATROL

Drama of youth . . . madly in love, reckless of life, eager for glory . . . in the greatest adventure of the U. S. Services! Revealing the full, glowing brilliance of Richard Greene and Nancy Kelly—two vital, young personalities whose inspired performances together mark them for stardom's heights!

LOVE...YOUNG AND ARDENT
seizing thrilling moments in a fury-swept sea of danger!

Never-before-told story of the valiant "Splinter Fleet"! John Ford's masterful direction brings to vivid life those raw recruits ... scorned as "softies" ... but rising to heroic heights when courage is most needed! Spectacularly produced by Darryl F. Zanuck! Stirring with all the throbbing power at 20th's command!



SUBMARINE PATROL

(Pictorially glorified in Sepia-tone)

RICHARD GREENE · NANCY KELLY
PRESTON FOSTER · GEORGE BANCROFT
SLIM SUMMERVILLE · JOHN CARRADINE
JOAN VALERIE · HENRY ARMETTA
WARREN HYMER · J. FARRELL MacDONALD
DOUGLAS FOWLEY · MAXIE ROSENBLOOM

Directed by John Ford

Associate Producer Gene Markey. Screen play by Rian James, Darrell Ware and Jack Yellen. From a story by Ray Milholland and Charles B. Milholland.

Darryl F. Zanuck *in Charge of Production*

THIS IS ONE OF THE
MOVIE QUIZ
$250,000.00
CONTEST
PICTURES

20th CENTURY FOX
THE KEYSTONE OF YOUR FUTURE

PRINTED IN

Allied Seeks United Front Upon Games

A united front of New York exhibitors to fight the crusade of the Society for the Prevention of Crime against chance games in theatres will be sought at a meeting at 1 o'clock today at the Astor called by Max A. Cohen, president of Allied Theatre Owners of New York.

The meeting is open to anybody and a number of I.T.O.A. members plan to attend. Mr. Cohen is incensed by the action of the society in causing a raid on the Jewel Theatre in Harlem last week and the arrest of the house staff on lottery charges. The house is operated by Mr. Cohen's Belle Circuit.

Harry G. Kosch, attorney for Mr. Cohen and the Allied unit, charge that the society's crusade aims to cash in on the publicity given to the Hines "policy" trial and is making theatres the goat. The case is due for hearing in Magistrate's Court Oct. 4, when Mr. Kosch will present citations to prove that where no monetary consideration is required for participation in chance games, they are legal in this state.

Floods Close Many New England Houses

(Continued from page 1)

stay indoors. Traffic was practically at a standstill in many sections.

All Boston radio stations were cut off for a time but WAAB and WNAC are back on the air. Total damage was estimated in the millions.

Monogram Sets Cartoon

HOLLYWOOD, Sept. 21.—Monogram today closed deal with Hal Forrest, author of the cartoon strip, "Tailspin Tommy," acquiring the right to make six pictures based on the strip which will star an aviator. Paul Malvern will produce.

Wall Street

Stocks Rise ⅛ to 3½ Points

	Open	High	Low	Close	Net Change
Col.	13	13½	13	13½	+ ⅝
Cons.	1¼	1¼	1¼	1¼	+ ⅛
Cons. pfd...	7¾	8	7¾	8	.....
E. K.	173	173	173	173	+1⅛
E. K. pfd...	165	165	165	165	+3½
G. T. E. ..	13½	14¼	13½	14	.....
Loew	49⅛	50½	48¾	50½	+1½
Loew pfd...	106¼	106¼	106¼	106¼	+ ¼
Para.	10¼	10½	10	10⅜	+ ⅜
Para. 1.....	81	82	80½	82	+ ¼
Para. 2.....	10⅜	10½	10¼	10½	+ ⅛
Pathe	9⅛	9¼	9	9¼	+ ¼
RKO	2¼	2⅜	2¼	2¼	— ⅛
20th Fox ..	24⅝	25¼	24⅜	24⅞	+ ¼
Univ. pfd. .	36¼	36¼	36¼	36¼	.....
W. B.	6	6¼	5⅞	6⅛	+ ⅛
W. B. pfd...	33	33	33	33	+2

Univ. Corp. Declines Lightly

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	7/16	7/16	.....
Tech.	20⅜	20⅜	19½	20	.....
Univ. Corp..	3⅛	3⅛	3⅛	3⅛	— ⅛

Little Bond Activity

	High	Low	Close	Net Change
Para. Pict. 6s '55..	90	89¼	89¼	— ¾
W. B. 6s '39.......	73	73	73	.....

(Quotations at close of Sept. 21)

Ticket Taxes Fall Off to $1,425,063

(Continued from page 1)

1937. Collections for the first eight months of the year, the bureau announced, totaled $12,390,638 and were nearly $362,000 under the $12,752,344 collected in the same period last year.

Business throughout the country generally was well maintained, it was indicated by figures for the Third New York (Broadway) District, which showed a drop in collections from $681,445 in July to $282,513 last month, or considerably more than the decline in total collections. Revenues from the district were nearly $111,000 under the $393,838 received in August, 1937.

Box-office collections were the chief sufferer, dropping to $243,909 from $620,631 in July, but taxes on free or reduced rate tickets fell from $3,420 to $324; on tickets sold by brokers, from $10,372 to $3,970; on tickets sold by proprietors in excess of the established price, from $1,308 to $36; on permanent use or lease of boxes and seats, from $1,436 to $342, and on admissions to roof gardens and cabarets, from $44,278 to $33,931.

Suit Is Filed Over "Blockade" Stoppage

MILWAUKEE, Sept. 21.—The American League for Peace and Democracy has instituted a $2,500 suit for damages against the Oriental Theatre Corp., operators of the Oriental and Tower, neighborhood houses, on a charge of failing to show "Blockade" for two nights as originally advertised.

The complaint charges that "certain individuals and groups, hostile to the program and purposes of the league, coerced and intimidated the theatre management into withdrawing the picture."

The league, in its complaint, declares that it sold hundreds of tickets for benefit theatre parties for the two nights. When the theatres failed to show the film the second night, as scheduled, the league picketed the houses.

Sound Men Elect Officers

HOLLYWOOD, Sept. 21.—The first of four I.A.T.S.E. locals to choose officers under the return of autonomy, members of the Sound Technicians' Local 695, met and unanimously returned to office Harold V. Smith, international officer, as business representative.

Joe Aiken was named president. The meeting was presided over by Fred Raoul, representative of the International executive board, and opened with frequent talks from the floor by members not wishing to have autonomy returned.

Hunter Named Publisher

Paul C. Hunter has been named publisher and vice-president of *Screenland* and *Silver Screen* by Victor G. Heimbucher, president.

Robert L. Johnson of R. L. Johnson, Inc., former vice-president and advertising director of *Time*, has been retained by *Screenland* and *Silver Screen* in an advisory capacity.

Fr. Flanagan Denies

Omaha, Sept. 21.—Rev. E. J. Flanagan denies that Boys Town near Omaha is receiving a lot of money from the proceeds of the film, "Boys Town," which M-G-M is releasing. He has informed the press here that the contract with M-G-M called for payment of $5,000 for use of the name and the amount was used up in the home's expenses in connection with the production. Father Flanagan fears that prospective contributors to the home may get the wrong slant.

Minneapolis Groups Battle for Theatre

MINNEAPOLIS, Sept. 21.—Theatrical interests here are engaged in a three-way battle for a permit to erect a new theatre in St. Louis Park, village bordering on Minneapolis to the west.

Applications for licenses have been filed with the St. Louis Park City Council by representatives of the Minnesota Amusement Co., Ben Friedman, theatre operator of Minneapolis, and Harold Field, theatre operator and head of the St. Louis Park Theatre Co.

Embodied in the proposal made by the Field interests is an offer of from 10 to 15 acres of ground, gratis, to be used by the village for a public park and general recreation grounds. Mr. Field says his company is prepared to start construction of a $100,000 theatre immediately. It would have 1,000 seats and parking space for 600 cars.

Further hearings on all the proposals will be conducted later by the village council.

Tri-National Films Formed by Otterson

Tri-National Films, Inc., is the name of the company which will distribute films imported to this country by Inter-Allied Films, Inc., company headed by John E. Otterson. Mr. Otterson is listed as president of both corporations. Vice-presidents are Edouard Molinier of Paris, and John Sutro of London.

Carroll S. Trowbridge, distribution manager of the new company, reports that the company will distribute 15 features this season, beginning with the release of "Orage," French film in which Charles Boyer is starred and "Peg of Old Drury," first British import.

Joan Fontaine Signed

HOLLYWOOD, Sept. 21.—Joan Fontaine has been signed by Edward Small to play the lead opposite Louis Hayward in "The Duke of West Point." Miss Fontaine has been seen in "Man Who Found Himself," "Quality Street" and "Damsel in Distress."

Col. Sets Malco Deal

Columbia yesterday concluded a deal with M. A. Lightman for the company's entire new season releases for the 63 houses of the Malco Circuit. The deal was closed with Mr. Lightman by Sam Moscow, Columbia southern division manager, and J. J. Rogers, Memphis branch manager.

Ad. Libs

Music, Maestro

Critics and such-like folks around town are in a fair way to becoming musicians, if RKO has anything to do with it. Not long ago Leon Bamberger, promotion boss, sent out innumerable harmonicas in the interests of Bobby Breen and "Breaking the Ice," and now Rutgers Neilson, publicity chief, breaks out with a flock of "ocarinas" or musical yams. Is it surprising that "Carefree," the Astaire-Rogers screendance, features a whirl called "The Yam"?

▼

Ancient Wings

Paramount should "make the papers" with the greatest of ease with that stunt to release the DeHaviland Liberty plane used in "Men With Wings" for a "race" from west to east with a standard Douglas transport some time between Oct. 1 and 8, which will be National Air Transport Week. Jack Knight, veteran, will fly the ancient and honorable crate, which was built for World War service.

▼

Flour and Films

Warners is hoping for a heavy pie baking season at home. By Oct. 15, national release date of "The Sisters" General Mills will have distributed 500,000 boxes of Softasilk Flour, each bearing a portrait of Anita Louise in four colors and with credits on the film. It looks like a natural for local tieups.

▼

Marionettes

M-G-M's "Marionette Moviettes," on tour in exploiting "Marie Antoinette," already has demonstrated its worth. So much so that the company has decided to use the same type of exploitation device on "The Great Waltz" and "Sweethearts." The marionette show will tell the story of each film with figure and voice.

▼

Good Citizens

A good citizenship award contest, which was staged in connection with the Capitol showing in New York of "Boys Town," and which grabbed space in local papers up to and including the Times, *is indicative of the wide open field that film offers for exploitation.*

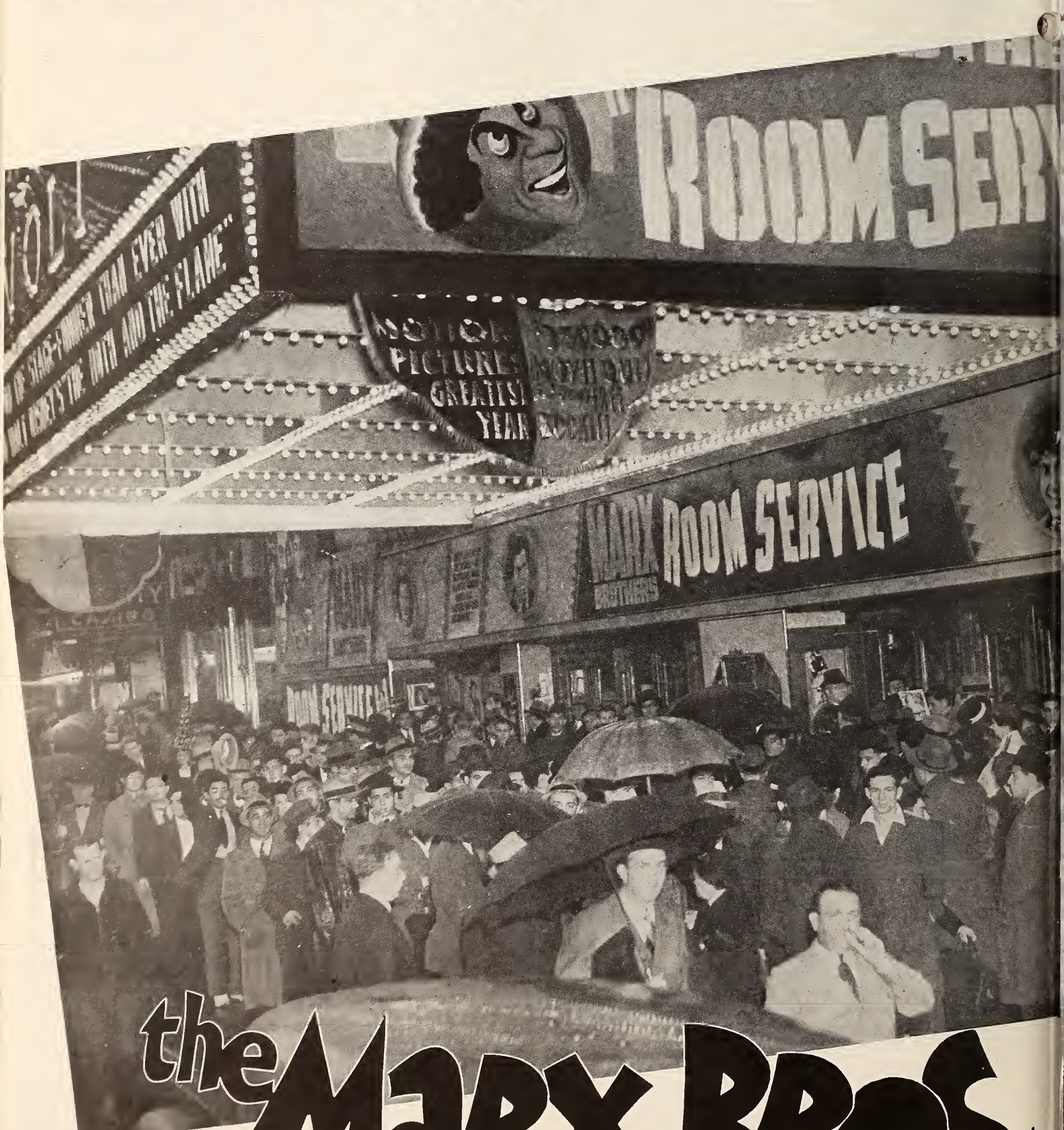
Schenck Eulogizes Legion at Luncheon

HOLLYWOOD, Sept. 21.—Joseph M. Schenck, speaking as president of the Producers' Association at a luncheon tendered General Charles B. Summerall, Major General Frank Parker and Brigadier General Harcourt Hervey at the 20th Century-Fox lot today, said of the American Legion "That this nation remains a white spot on the world map is due in a large measure to your heroic efforts." He added, "The motion picture industry is willing to cooperate with you in any manner or form you may designate and is ready to join you in any patriotic cause you may espouse."

General Summerall who had sat with Shirley Temple throughout lunch, responded graciously to the effect that this privilege was well worth fighting the war for. About 40 attended the luncheon.

NEW YORK.. CROWDS

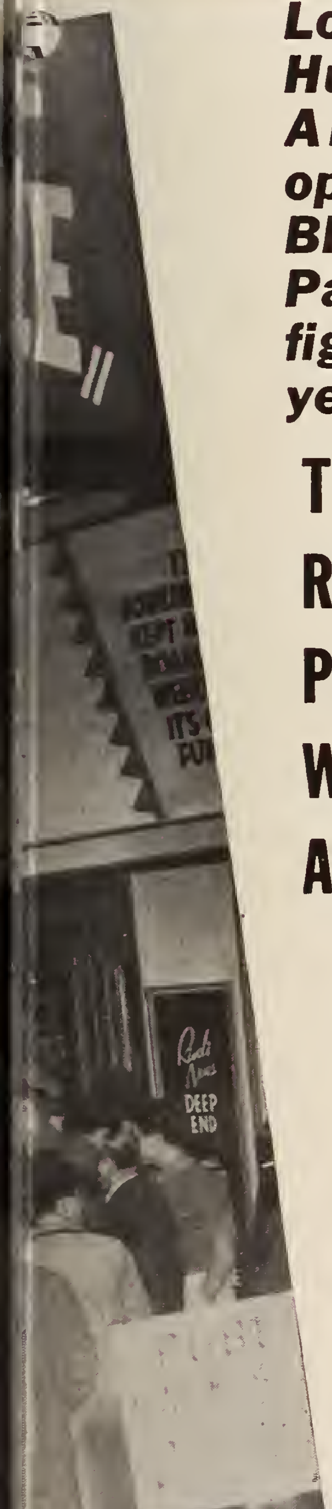
CHICAGO... FIRST 3


ROOM SERV
MOTION PICTURES GREATEST YEAR
THAN EVER WITH
"THE MOTH AND THE FLAME"
MARX BROTHERS
ROOM SERVICE
ROOM SERVICE

the MARX BROS.

STORM RIVOLI IN DOWNPOUR!

AYS TOUCH 3-YEAR RECORD!



Look at that photograph! . . . Almost incredible! . . . Hundreds standing drenched in yesterday's rain! . . . Almost a thousand in line before the box-office opened at 9 A. M. . . . No wonder it's the Rivoli's BIGGEST OPENING IN TWO YEARS! . . . And at the Palace, Chicago . . . The initial three days beat the figures for every picture to play the house in three years, with only two exceptions.

THE FIRST TWO OPENINGS OF RKO-RADIO'S NEW-SEASON SENSATION PROVES THAT IT HAS THE BOX-OFFICE WALLOP THAT SPELLS TOP GROSSES AND EXTENDED RUNS EVERYWHERE!

RKO RADIO PICTURES

THIS IS ONE OF THE MOVIE QUIZ $250,000.00 CONTEST PICTURES

"room service"

WITH LUCILLE **BALL**
ANN **MILLER**
FRANK **ALBERTSON**

Four Michigan Stations Will Join NBC Web

Four stations of the Michigan State network will become affiliated with NBC on Sept. 25. With their affiliation, the NBC stations will number 158.

Stations joining are WFDF, Flint; WJIM, Lansing; WELL, Battle Creek, and WIBM, Jackson. WFDF is operated by the Flint Broadcasting Corp., operates full time on 1,500 kilocycles with a power of 100 watts. WJIM is owned by Harold Gross, is a full time station, 1,210 kilocycles, day power of 250 watts and 100 watts nights. WELL is owned by the *Enquirer & News,* operates full time on 1,420 kilocycles, 100 watts. WIBM is owned by WIBM, Inc., full time, 250 watts days, 100 watts nights.

Crosley Holders to Vote on Name Shift

Cincinnati, Sept. 21,—Stockholders of Crosley Radio Corp., operating WLW, WSAI and W8XAL, short wave station, in addition to conducting various manufacturing activities, will be asked Friday to vote on a proposed change in the articles of incorporation to permit elimination of the word "radio" from the company title.

"At present our company does a bigger business in refrigeration than in radio units, and the company's name is, therefore, really a misnomer. That's why we want to change it to The Crosley Corp.," explained Powel Crosley, Jr., president. At the same time Crosley denied his company planned to enter the automobile industry.

To Air Games on NBC

The Associated Division of the Tidewater Oil Co. has signed a contract with NBC to bring 13 intercollegiate football games to west coast listeners. The schedule includes many of the leading games of the Pacific coast. Lord & Thomas placed the business.

Open Short Wave Station

Newington, Conn., Sept. 21.—The new $18,000 short wave station of the American Radio Relay League has been dedicated here as the Hiram Percy Maxim Memorial station. Mr. Maxim was the first president and founder of the league.

Will Air School Games

San Francisco, Sept. 21.—General Mills, for Wheaties, has signed to broadcast 30 local high school football contests this fall over KSAN. Frank Arthur will be at the microphone.

Schiff Quits CBS Post

Sam Schiff of CBS has resigned to join Kated, Inc., where he will assist in the production of the Kate Smith programs.

Offer Dramatic Serial

Leading Attractions, Inc., is offering a daytime dramatic serial based on Adela Rogers St. John's *Cosmopolitan* story, "Where One Grew Before."

Plan Contest for Canada Writers

Montreal, Sept. 21.—The Canadian Broadcasting Corp. today announced a Dominion-wide competition to encourage Canadian authors to undertake radio dramatic writing.

The corporation is offering four cash prizes of $250, $150, $100 and $50 for the best half or full-hour plays by authors living in Canada. The contest has been decided upon by CBC in an effort to create national interest in the development of Canadian plays by Canadian authors, to assist them in reaching a high standard and to find a permanent market and fair remuneration for their works.

The judges will be independent of CBC, and no CBC employes or their relatives may enter the competition. Officials of CBC indicate this is the first serious attempt made in Canadian radio to give opportunities to Canadian authors. The contest will close Jan. 1.

WIBC Ready to Open

Indianapolis, Sept. 21. — WIBC's new 1,000-watt station here, is set to begin operations Sept. 25. Frequency will be 1,050 kilocycles and hours from 6 A. M. to sunset. Glenn Van Auken is president of the Indiana Broadcasting Corp., operator of the station, and C. A. McLaughlin, formerly with WHK and WCLE in Cleveland, is general manager.

Amateur Unit Will Tour

Pittsburgh, Sept. 21.—The "Wilken's Amateur Hour," which has been a regular Sunday afternoon feature on WJAS for almost five years, will be converted into a number of stage units to tour theatres throughout the tri-state district after the manner of the Major Bowes shows. Larry Jacob will manage the project.

Storm Takes Toll

Yesterday's severe storm flooded the transmitter sites of WEAF and WABC, in Belmore, L. I., and Wayne, N. J., respectively, silencing those stations for hours. Service to the CBS and NBC-Red network was not interrupted, however. None of the other local stations was affected by the storm.

The blanking out of WEAF and WABC will necessitate rebates to the sponsors whose programs were affected.

WHN got WABC back on the air by offering its transmitter facilities to Columbia's key station.

Program to Aid US Business Relations

To promote better understanding between business and the Government, Assistant Secretary of Commerce Richard C. Patterson is arranging a schedule of broadcasts over a national network.

Mr. Patterson plans to go on the air with a business leader each week and submit himself to questions on New Deal policies affecting business. The business leaders also will be asked to submit to questioning during each broadcast.

To Sponsor WHN Series

Peninsular News Service Corp., publishers of *Spain,* a magazine, will sponsor a series of programs over WHN, Mondays through Saturdays from 11 to 11:15 P.M. Carlo Vinti advertising placed the account. George Combs, Jr., WHN news commentator, has been engaged by the Lee Hat Co. starting Oct. 3. The contract, for one year, was placed by Bermingham, Castleman & Pierce.

New Shows on the Air

"Big Town"

"Big Town," starring Edward G. Robinson and Claire Trevor in a story of newspaper life, was another program which returned to CBS Tuesday, after a summer layoff.

Highly melodramatic in plot, "Big Town" reopened its new season with Robinson, as Managing Editor Steve Wilson of the *Illustrated Press,* printing a graft story he had been warned to suppress. The story reached the street, but not the readers, for strong arm crews ruined the news trucks, the newsstands, slugged newsboys carrying the paper, and, invading the plant, ruined the presses. Robinson, however, finally gets the facts to the public by having his story printed in the plant of a trade school, with the grafters landing behind bars as a consequence. Robinson is superb, and Miss Trevor, a reporter on the *Illustrated Press,* is no less a standout. Production is of a high quality. "Big Town" is offered Tuesdays from 8 to 8:30 P.M. on CBS, sponsored by Lever Bros.

"Al Jolson's Show"

Al Jolson, Martha Raye, Parkyakarkus and Lud Gluskin's orchestra, holdovers from the same show last season, save Gluskin's orchestra, which replaces Victor Young's combination, returned to the air Tuesday over CBS for Lever Bros. The special guest was Doug Corrigan, the flier.

With Jolson at his effervescent best, and Martha Raye in top shouting form, the program clicked musically and vocally. The comedy was a take-your-pick choice; it was good or bad, depending on how much or little one likes the Parkyakarkus routines. Personally, we consider him most unfunny. All in all, however, the Jolson show can be depended on to provide a consistently pleasant half-hour. The vocal and musical numbers included "Walking Stick," "A Tisket, A Tasket," "At Long Last Love," and "I'm Going to Lock My Heart." Tiny Ruffner is the announcer. The Jolson program is broadcast Tuesdays from 8:30 to 9 P.M. on CBS, with Lever Bros. sponsoring.

Banner

Cabin Cruiser To Test Radio Facsimile Use

Following the purchase of a single-motored monoplane to be used as a flying radio facsimile laboratory at its Bendix, N. J., plant, the Finch T[illegible] communications System has acquired a 31-foot Diesel powered cabin cruiser which will be used to prove the practicability of facsimile.

From the cruiser will be transmitted by facsimile news, weather maps, pictures and other data to boats in local waters and at sea. The experimental facsimile tests between airplane and ground have been encouraging, according to the Finch laboratory.

Ask FCC Permit for Station in Virginia

Washington, Sept. 21.—Authority to erect a new broadcasting station to operate on 1,420 kilocycles with 100 watts power night, 250 watts day, has been asked of the Federal Communications Commission by the Martinsville Broadcasting Co., Martinsville, Va.

The commission also received an application from WHA of the University of Wisconsin, Madison, for a change of frequency from 940 to 670 kilocycles, extension of time from day to unlimited, increase of power from 5,000 to 50,000 watts and a move of transmitter from Madison to Arlington, Wis.

Other petitions filed with the commission included amendments to applications of Enrique A. Sanfeliz, seeking a 580-kilocycle, 1,000-watt station at San Juan, asking for 5,000 watts day power, and the Grant Union High School District, seeking a 1,410-kilocycle, 250-watt day station at North Sacramento, Cal., asking that the power be changed to 100 watts and the frequency changed to 1,420 kilocycles.

Seek Frequency Changes

Washington, Sept. 21.—Application for a change of frequency from 1,310 to 880 kilocycles, extension of time from day to unlimited and increase of power from 250 to 1,000 watts has been filed with the Federal Communications Commission by KRRV, Sherman, Tex.

The commission also has received an application amendment from Vincennes Newspapers, Inc., seeking a station at Vincennes, Ind., asking that the proposed frequency be changed from 1,200 to 1,420 kilocycles and the proposed day power reduced from 250 to 100 watts; and from WJMS, Inc., seeking a station at Ashland, Wis., to operate with 100 watts night, 250 watts day, asking that the proposed frequency be changed from 1,200 to 1,310 kilocycles.

Hamm Joins Compton

Fred J. Hamm, who recently resigned from Benton & Bowles, has joined Compton Advertising, Inc. Before his association with Benton & Bowles, Mr. Hamm was president of the Moore & Hamm agency. He will take up his duties with the Compton agency on Oct. 3.

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

VOL. 44. NO. 60 NEW YORK, MONDAY, SEPTEMBER 26, 1938 TEN CENTS

Majors Give Positions on Shorts Sales

Theatre Policies Govern Efforts in Most Cases

Paramount, like M-G-M, does not insist that exhibitors buy its shorts in order to obtain the features, but the policy varies with other major companies, according to statements by sales executives over the weekend. Several companies said their policies are flexible.

The issue of "shorts forcing," long an exhibitor grievance, came to the fore late last week when Max A. Cohen, president of Allied Theatre Owners of New York, disclosed a letter from William F. Rodgers, M-G-M sales head, saying that where a theatre does not use shorts, the company does not demand their purchase.

Mr. Rodgers told Motion Picture Daily that the same applies to the M-G-M newsreel. "We have never forced the sale of newsreels," he said. "Very few theatres do not use them, but M-G-M will not insist on an ex-

(Continued on page 7)

Chicago Trust Case Comes Up Tuesday

Chicago, Sept. 25.—A hearing on the Allied of Illinois anti-trust suit against Balaban & Katz is scheduled for Tuesday before U. S. District Judge Wilkerson. The B. & K. corporations and the individuals who are defendants in the suit have retained Kirkland, Fleming, Green, Martin and Ellis as counsel.

Because of the importance of the suit it is expected Judge Wilkerson will set aside several days on the calendar for a hearing at a later date.

Protest Newsreel

London, Sept. 25.—Following diplomatic protests against allegedly critical comment on Prime Minister Chamberlain's foreign policy in the current issue of the British Paramount newsreel, the offending passages have been withdrawn.

Paramount has asked all its subscribers to remove the sequences, against which there were press protests, as well.

Legislatures, Courts Coming Film Headache

Several Cases Pending; 42 State Sessions

The industry will be confronted with potentially the most formidable legislative and court chapters in its history beginning next week and continuing into 1939, home office legal and executive figures assert.

The U. S. Supreme Court convenes next Monday and has or will have on its calendar four or five cases of major concern to the industry for final determination within the succeeding few months.

Congress will convene immediately after the first of the year with all indications pointing to the reintroduction of an anti-block booking bill and other measures affecting the industry.

The legislatures of 42 states will convene during January in regular sessions. The Florida legislature will

(Continued on page 4)

Academy Changes Delayed in Hope Of Peace Moves

Hollywood, Sept. 25.—Efforts are being made to settle the row that has held up reorganization of the Academy of Motion Picture Arts and Sciences following the guild ultimatum that producers should withdraw.

The board of governors has refused to accept the resignations of Frank Capra, Howard Estabrook and W. S. Van Dyke and has also refused to

(Continued on page 7)

Hammons Plans Trip To Set English Deal

Hollywood, Sept. 25.—E. W. Hammons, before he left for New York, indicated that later he will go to London to arrange a deal for English distribution of New Grand National product to supplant the two-year deal with Associated British Film Distributors which expired Aug. 31.

Edward L. Alperson will leave next

(Continued on page 7)

MANY N. E. SPOTS DARK ON WEEKEND

Storm News

At 12:37 Friday *Motion Picture Daily* received the following cable from S. G. Rayment, editor of *Kinematograph Weekly*, London:

ODHAMS DIRECTOR EMANUEL ASKS IF YOU CAN CONTACT LOUIS BRAHAM OF MENTONE STREET LAURELTON LONG ISLAND FAMILY ANXIOUS KNOW WHY NO NEWS STOP CABLE REPLY DEEPLY APPRECIATED

At 12:52 the following reply had been sent:

BRAHAMS ALL WELL HE WILL WRITE

In the meantime the Queens Borough police headquarters had connected with the 105th Precinct, a radio car had picked up Mrs. Braham and transported her to the nearest phone, and she had telephoned to *Motion Picture Daily*.

Wednesday Session With Arnold Asked

Counsel for major companies having theatre operating affiliates or subsidiaries suggested to officials of the Department of Justice over the weekend that the projected conference between the two be held Wednesday. A reply from Department officials either confirming that date or setting another some time this week is expected to be received today.

General counsel of the five companies operating theatres, or their alternates, will attend the Washington meeting. Regarded as certain to attend are J. Robert Rubin, Loew's; Austin C. Keough, Paramount, and Robert W. Perkins, Warners. Representatives of 20th Century-Fox and RKO will be designated today. They will probably be Felix Jenkins for 20th Century-Fox and Col. William J. Donovan for RKO.

The conference was proposed by

(Continued on page 7)

לשנה טובה תכתבו

Lack of Power, Repairs Delay Opening; Total Damage Unknown

Many theatres operating in the New England area were still darkened yesterday after the ravages of hurricane and flood waters on Wednesday. Difficulties with power lines and washed out roads still prevent reopening of houses.

Connecticut, Rhode Island and Massachusetts received the brunt of the storm. Minor damage was reported in New Jersey, Long Island and New York, but the theatres are open. The Greenport, a Prudential house in Long Island, where a wall collapsed, is to be rebuilt. Work will start this week.

Major circuits here sent construction men into the stricken areas Saturday, but reports on the extent of the damage were still incomplete. Paramount reported 12 houses in the New England area closed by floods and power shortage. Insurance adjusters accompanied repair men into the field. Marquees, roofs, signs and display windows were the chief sufferers.

RKO, with houses in Providence, Boston and Lowell, was hit only in Providence where water closed the Al-

(Continued on page 7)

Paramount Still in Dark About Damage

A final estimate of the damage to M. & P. circuit houses in Massachusets from last week's hurricane will not be completed for several days due to the extent of the damage and the inability of circuit headquarters to communicate with certain localities in which its theatres are located, Y. Frank Freeman, Paramount vice-president, said yesterday.

Martin Mullin and Sam Pinanski,

(Continued on page 7)

Canadian Business Up, States Rodgers

Theatre business in Canada is definitely on the uptrend, after a poor summer, it was said by William F. Rodgers, M-G-M distribution head, on his return Friday with Tom Connors, division manager, from Toronto, where they negotiated a new season film contract with N. L. Nathanson, head of Famous Players Canadian.

M-G-M's Canadian business is much better than last year, Mr. Rodgers added.

Court Fight Expected on London Rules

By AUBREY FLANAGAN

LONDON, Sept. 25.—London exhibitors, acting concertedly, have finally reached a decision with respect to the controversy over the new regulations imposed on theatre seating policy by London County Council.

Taking legal advice, the exhibitors will follow the policy of the Cinematograph Exhibitors' Association, and will observe the unpopular licensing conditions regarding plans and interior signs in the theatre. However, as soon as the new licenses are issued for the 1939 season, in November, the exhibitors plan to launch a vigorous legal attack in the courts, challenging the right of the London County Council to direct methods of trading.

In accordance with their plan, the local exhibitors have already communicated with the London County Council advising it of their intention to comply with the regulations and asking the council's cooperation on exact procedure. As yet they have received no reply.

Wallis, Brown Heard At Hearing by NLRB

HOLLYWOOD, Sept. 25.—N. L. R. B. Trial Examiner William Ringer Friday heard Hal Wallis and Harry Joe Brown, producers, and Tinney Wright and Sid Rogell, studio managers at Warners and RKO respectively, describe the duties of assistant directors and unit managers as different than those of directors, a point which the Screen Directors' Guild attempted unsuccessfully to block.

The guild, through Attorney Barry Brannen, had tried to show that assistants and unit managers had definite authority over portions of shooting scenes of pictures.

Arthur Loew Heard In Loew Court Action

Arthur M. Loew, vice-president of Loew's, Inc., was examined for five hours Friday afternoon by Emil K. Ellis, attorney for Loew's minority stockholders who are suing to abrogate profit sharing agreements held by company officers and employes.

Mr. Loew was accompanied by counsel, including J. Alvin Van Bergh, David Katz and Leopold Friedman, Loew attorney.

J. Robert Rubin, the company's general counsel and vice-president, will be examined next Friday.

Gehring Is in Toronto

W. C. Gehring, 20th Century-Fox central divison manager, arrived in Toronto yesterday on product negotiations with Famous Players Canadian He also is attending branch conferences there with Herman Wobber, general sales manager, and James P. O'Loghlin, S. R. Kent Drive leader, and is due back tomorrow. Mr. Wobber and Mr. O'Loghlin will wind up their nationwide swing in connection with the drive at the New York exchange Friday.

◀ Purely Personal ▶

LYNN FARNOL, U. A. advertising and publicity chief; MORRIS HELPRIN, London Films press representative, SABU and his two guards returned Saturday night from Hollywood via the TWA *Skymaster.*

●

JAMES MCCALLION has been signed to an acting contract by RKO and will leave for the coast this week to appear in "The Pure in Heart." HERMAN BERNIE of Myron Selznick, Ltd. (N. Y.) set the deal.

●

AL SHERMAN, editor of the *Columbia Mirror,* company house organ, will sail next Saturday on the *Britanic* for a month's vacation in London and Paris.

●

WILLIAM SUSSMAN, 20th Century-Fox eastern division manager, returned Saturday from a swing of branches in connection with the Kent drive.

●

ROBERT W. PERKINS, Warners' general counsel, is due today from Atlanta where he attended to company legal business.

●

SPYROS SKOURAS, head of National Theatres, is due Wednesday from the coast.

●

D. M. ALEXANDER, vice-president in charge of production for Alexander Film Co., is here from Colorado Springs.

●

JAMES CAGNEY will forsake his Martha's Vineyard farm in about 10 days to resume work at the Warner studio.

●

RAY NOBLE, band leader, and MRS. GILBERT MILLER, wife of the producer, are due today on the *Normandie.*

●

THOMAS DI LORENZO, New Paltz exhibitor, is himself again after a recent illness.

●

GRADWELL L. SEARS, Warners sales chief, went home early Friday, feeling indisposed.

●

DOUGLAS CORRIGAN returned to New York via American Airlines over the weekend.

●

JOSEPH GALLAGHER, SR., is ill at his home at Freeport.

●

JAMES K. MCGUINNESS is at the Sherry-Netherland.

●

LEE MARCUS is in town from the coast.

Critics Found "Carefree" An Entertaining Musical

The reviewers of New York's dailies were more than moderately entertained by the latest of the Fred Astaire- Ginger Rogers' musical efforts, "Carefree." They actually dusted off some adjectives. Excerpts from the reviews:

Herald Tribune— . . . One of their (Astaire-Rogers) happiest collaborations. The stars are in irresistible form. . . A captivating screen musical.

Journal American—The reunion of Fred Astaire and Ginger Rogers has been entertainingly contrived. . . . Moves along with charm and humor. You'll find it fun.

Mirror—An enchanting light comedy. . . . With the music of Irving Berlin it is superlative. It is grand fun. You shouldn't miss it.

News— . . . The new filmusical has everything. It moves with a slick smoothness through story and musical numbers. It is delightfully gay.

Post— . . . Combine to produce fast fun bordering on polite slapstick. Fred has never been more charming, Ginger never more winsome.

Sun— . . . It is all quite cockeyed and quite merry. . . . It is lively and diverting.

Times— . . . Is in excellent musical comedy taste. . . . Clearly, a happy event. . . . The result of it all is happy indeed.

World Telegram— . . . Thoroughly delightful and entertaining charade. . . . An exceptional medley of romance, songs and satire.

Quebec Picture Finished

MONTREAL, Sept. 25.—Associated Screen News has wound up shooting on "Treasure Hunt," Quebec Department of Mines feature. The film will be released shortly for theatre, school and trade screenings.

Lucio Agostini, young Montreal arranger-conductor, who handled the recording work, will start on another film this week. He also has been signed by Canadian Broadcasting Corp. for a weekly air series entitled "Waltz Time," starting today at 11:30 P. M.

Ayers Goes to Boston

Norman Ayers, Albany branch manager for Warners, has been transferred to Boston as branch head, succeeding Nat Furst, resigned. The Albany post has been filled by Paul S. Krumenacker, Pittsburgh salesman.

Stagehands' Deal Near

Contract negotiations with Local No. 1, stagehands, are expected to end this week, after a long series of conferences. Several points have prolonged the talks more than anticipated. Settlement is also expected this week of the strike at the Du Art laboratory, which today enters a seventh week.

Goldstein-RKO in Deal

Eddie Goldstein, distributor of Magic Eye, has just closed a deal with RKO for installation of the apparatus in 10 houses in Manhattan, the Bronx and Brooklyn.

Para. Honors Players

Paramount was host at a party Friday afternoon at the Waldorf honoring Ellen Drew and Basil Rathbone, who appear in "If I Were King."

Kuykendall Invites Van Dyke to MPTOA

OKLAHOMA CITY, Sept. 25.—Ed Kuykendall, president of the M.P.T.O.A., has invited W. S. Van Dyke, M-G-M director, to speak at the convention to be held here Oct. 30 to Nov. 1.

The dinner-dance planned for the evening of Oct. 31 has been set for the Oklahoma City Golf and Country Club, according to Morris Loewenstein, general convention chairman.

Free luncheons will be available to delegates on Monday and Tuesday to keep them together so that afternoon sessions can be begun promptly, according to Loewenstein.

The Burch Popcorn Machine Co. and the RCA Mfg. Co. have already made reservations for exhibition booths on the mezzanine floor of the Biltmore Hotel.

To Resume Chicago Wage Talks Tuesday

CHICAGO, Sept. 25.—Exhibitors will meet with operators' union officials Tuesday for what is expected to be a settlement of the operators' contract. Exhibitors are insisting upon a 10 per cent cut on last year's wage scale.

Mrs. Kate Corbaley Dies

HOLLYWOOD, Sept. 25.—Mrs. Kate Corbaley, 60, story editor at M-G-M for many years, died here on Friday. She was a scenarist on many of the early silent films. She is survived by four daughters, a brother and two sisters.

Vitaphone Golf Is Set

The annual Vitaphone studio golf tournament will be held next Saturday at Hillcrest Country Club. Director Roy Mack is handling arrangements. Golfers will tee off at 9 A. M.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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EXTRA!

HURRICANE NEWS

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If Your Theatre Is Not Running Paramount News . . . You're Not Getting the News *While It's Hot!*

PARAMOUNT NEWS GETS THERE FIRST!

Legislatures, Courts Coming Film Headache

(Continued from page 1)

convene in April and Georgia in July, leaving only four states in which no regular sessions are scheduled for the coming legislative period. The four are Kentucky, Louisiana, Mississippi and Virginia, and special sessions may be called in any of these.

Industry observers point out that seldom in the past have so many of the states scheduled legislative sessions running concurrently. The introduction of legislation affecting all branches of the industry is to be expected during these sessions, it is said.

The New Jersey legislature will resume a regular session next month, which was carried over on a postponement from early last Summer. Its new regular session will start next January.

Dakota Case Coming Up

The coming session of the U. S. Supreme Court will determine the constitutionality of the North Dakota affiliated theatre divorce legislation. The decision will have a direct bearing on whether or not similar legislation will be introduced in other states. The appeal is scheduled to be filed with the court late next month. The court will also determine the validity of anti-double feature clauses in exhibition contracts and, in another appeal, will decide the legality of subsequent run admission price regulation and restraints on double featuring by means of contractual provisions with first runs.

In each of the foregoing cases the distributor-appellants have experienced setbacks in the lower courts.

Overshadowing all other litigation during the coming months, however, will be the all-embracing equity action filed by the Department of Justice against the organized industry last July, which is pending in the Federal district court in New York. Five or six local suits filed against exhibitor-distributor defendants by complainants within the industry also may go to trial this winter.

Bob Crosby Is Married

Spokane, Wash., Sept. 25.—Bob Crosby, swing bandleader, and brother of Bing Crosby, was married here to Jane Audrey Kuhn, a Chicago debutante.

40-Mile Hike

Palm Springs, Sept. 25.—Mike Ford, prospector, hiked 40 miles across the desert to Banning, near here, to obtain a "Movie Quiz" booklet.

Asked how he expected to see 30 pictures between now and Jan. 1 out on the desert, Mr. Ford declared he spends the winter and fall prospecting near Superstition Mountain in the Imperial Valley.

"It's only a hike of 20 miles to El Centro, and I can see four pictures at a crack there," he replied.

Hollywood Previews

"There Goes My Heart"

(Roach-United Artists)

Hollywood, Sept. 25.—Hal Roach's first contribution to the United Artists program is a fluent film full of magnetic names and containing a goodly number of typically Roach comedy sequences that distinguish it from previous treatments of the plot wherein the ace reporter sets out to interview the heiress and winds up by marrying her. It is rich in showmanship values and equally suitable for city and prairie patronage.

Fredric March plays the slouch-hatted reporter and Virginia Bruce the discontented rich girl who runs away from her grandfather, Claude Gillingwater, finding employment and anonymity in his New York department store. Patsy Kelly is the glib salesgirl whose room she shares and Alan Mowbray sprints through the film as her chiropractor sweetheart. Eugene Pallette plays the perspiring editor of the reporter's newspaper, Arthur Lake a blundering photog, Etienne Girardot a fidgety male secretary, Nancy Carroll a jealous salesgirl and Harry Langdon a blandly amusing cleric.

Miss Kelly is a standout in the comedy department, demonstrating a vibrating machine, panicking a cafeteria and carrying on a kiss-and-run courtship with her swain. The most effective comedy sequences are a department store scene in which Marjorie Main tries to buy a fireless cooker, an apartment house sequence in which floor lamps are plugged into flasher-type street signs, a good humored drinking bout in the newspaper editor's sanctum and a knockabout fight in an ice skating rink. Langdon's brief performance in the closing minutes promises great things for the series which will team him with Oliver Hardy.

The screenplay by Eddie Moran and Jack Jevne is episodic in the effective Roach style and director Norman Z. McLeod adheres strictly to the Roach policy of making every sequence stand on its own feet. Milton H. Bren, vice-president in charge of production, has seen to it that the film is staged, clothed and executed entirely in the Roach tradition.

Running time, 83 minutes. "G." Roscoe Williams

"The Night Hawk"

(Monogram)

Hollywood, Sept. 25.—"The Night Hawk" further develops the theme of a newspaper reporter who has a penchant for mixing up in crime. Occasionally some of its elements and twists become a little incredible. Yet under the spur of consistent good acting and direction, the film stacks up as acceptable thrill action entertainment. Melodrama is the principal component. But romance and comedy have been worked in intelligently.

A racketeering gang seeks to prevent delivery of an iron lung. Robert Livingston, given to apple eating and ducking out on his girl friend, June Travis, lands it in time to save Billy Burrud's life, thereby earning the gratitude of his mobster brother, Robert Armstrong. Meanwhile a pal of Livingston's is killed. Rival criminals Armstrong and Ben Welden seek to pin the guilt on each other. The reporter intuitively suspects Armstrong. Livingston sets out to halt delivery of a cargo of hot liquor. Trapped by some of Armstrong's rebelling mob, he is saved from death by Armstrong. Paying for a life that has been saved by saving a life, the gangster advises the reporter that he can find more exciting and much less dangerous fun in romance with Miss Travis.

Thematic content of Earl Felton's original screen play concentrates on action and excitement in all the story's phases. In his first directing effort, Sidney Salkow keyed his technique to accentuating those entertainment qualities.

Running time, 65 minutes. "G." G. McC.

Sales Session Held Here by Universal

Sales policies on new Universal pictures being added to the company's new season schedule were outlined to eastern district and branch managers by W. A. Scully, vice-president and general sales manager, at a meeting at the Astor Saturday.

Recent additions to the company's schedule include the Bing Crosby and W. C. Fields pictures. Prospects for similar additions to the schedule in the future were described at the meeting by Nate J. Blumberg, president, and Matthew J. Fox, vice-president.

Monogram Completes Plans for 1938-'39

Monogram has completed plans for its production and release schedule to the end of the year, comprising one-third of its 1938-'39 program, W. Ray Johnston, president, who is now on the coast, advised the home office Saturday.

The releases include three for October and four each for November and December. Mr. Johnston is expected to start east in time to attend the testimonial dinner for Edward Golden, Monogram vice-president, at Minneapolis, Oct. 14, continuing on to New York thereafter.

To Work for Film, Stage Cooperation

The American Theatre Council is expected to act promptly on the resolution adopted by 700 members of Actors Equity Association, Friday, calling upon the council to appoint a committee to work for closer cooperation between the stage and film industries in the interest of the development of new acting and play material.

Officials of the council who were queried over the weekend regarded the proposal favorably and said that it undoubtedly would be considered at the council's next board meeting.

"The stage and films have the same source of supply," one spokesman pointed out, "yet they are not competitive. A cooperative plan for the development of talent for both should be possible and the council, as the representative of all branches of the legitimate theatre, is the proper agency to propose it."

The resolution was proposed by Paul Dullzell, executive secretary of Equity, who suggested that film companies could aid in the organization of stock companies at strategic points by making available theatres which they own and by assigning their stars and feature players to such productions.

The resolution follows upon a similar suggestion made editorially in the current issue of *Equity*, the official publication of the actors' organization.

Kosch Will Confer With Myers on Suit

Harry G. Kosch, general counsel for New York Allied, is scheduled to attend a conference in Washington in about two weeks with Abram F. Myers, national Allied counsel, and Department of Justice officials.

The conference is understood to be in connection with exhibitors' affidavits being gathered by Allied units for the department reciting alleged abuses by the major companies. The affidavits will be used by the Government in its anti-trust suit.

Wall Street

Board Majority Declines

	Open	High	Low	Close	Net Change
Col.	12¾	12¾	12⅛	12⅛	— ⅞
Cons. pfd...	7½	7½	7½	7½	— ½
E. K.	170	170	169	169	—2¼
E. K. pfd..	163	163	163	163	—2
G. T. E...	13½	13½	13½	13½	+ ¼
Loew	49	49	47	47	—1⅞
Loew pfd...	106⅜	106⅜	106⅜	106⅜	+ ⅛
Para.	9½	9⅝	9⅛	9¼	— ⅝
Para. 1.....	80¼	80¼	80¼	80¼	—1¾
Para. 2.....	9¾	9¾	9½	9½	— ½
Pathe	8½	8½	8	8	— ¾
RKO	2¼	2¼	2	2	— ⅛
20th Fox ..	24⅜	24⅜	23½	23½	—1
W. B.	5¾	5¾	5½	5½	— ½

Fractional Losses on Curb

	Open	High	Low	Close	Net Change
Monogram	1¾	1¾	1¾	1¾	— ⅛
Sonotone .	1⅜	1⅜	1¼	1¼	— ⅛.
Tech.	19	19	18½	18½	—1
Univ. Corp.	3¼	3¼	3	3	— ⅛
Univ. Pict.	5	5	5	5	.....

Bonds Drop Lightly

	High	Low	Close	Net Change
Para. B'way 3s '55	62	62	62	+ ½
Para. Pict. 6s '55	89⅛	88	88	—1¼
Para. Pict. '47....	76	76	76	—1
W. B. 6s '39......	73½	72½	72½	—1¼

(Quotations at close of Sept. 23)

IF YOU WANT TO SEE
a Touching drama spun
of Fragile Dreams and
hopes and budding romance.

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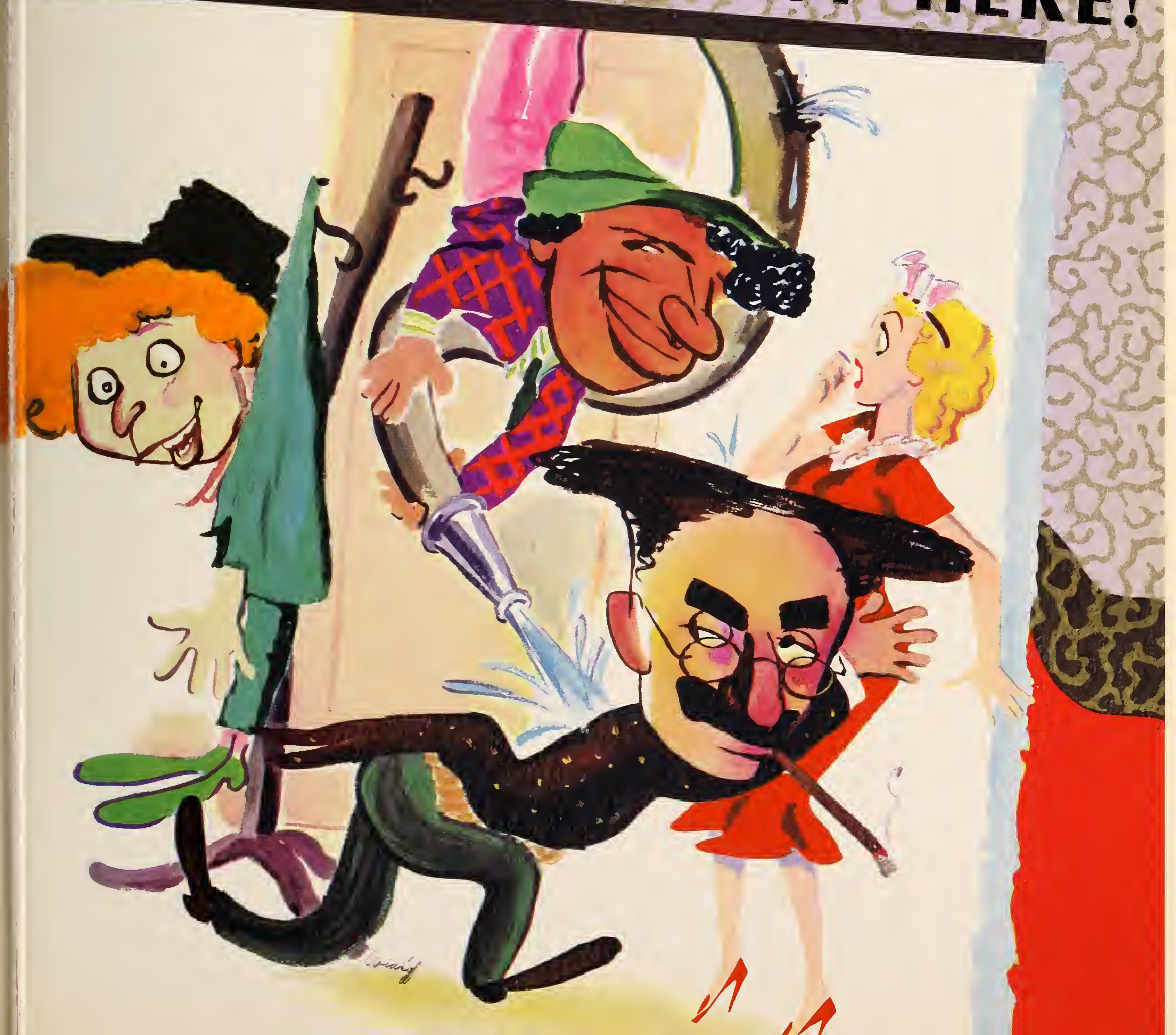

They were made for each other — the mad Marx Brothers and Broadway's biggest comedy hit! . . They blend on the screen to form a combination whose box-office value can be measured only by the capacities of the theatres that play this laugh sensation of a generation!

A MOVIE QUI
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PICTURE

THE MARX BROS.

IN

"ROOM SERVICE"

WITH

UCILLE BALL ANN MILLER

RANK
ALBERTSON

PANDRO S. BERMAN IN CHARGE OF PRODUCTION
DIRECTED BY WILLIAM A. SEITER
Screen Play by Morrie Ryskind

RKO RADIO PICTURES

Majors Give Positions on Shorts Sales

(*Continued from page 1*)

hibitor buying the newsreel to get the fi[illegible]res."

Mr. Rodgers declared that it has been M-G-M's policy "right along" not to compel the purchase of shorts with features, against house policy, but admitted that the letter to Mr. Cohen was the first time he had put it in writing as applying generally.

"We have no intention of forcing shorts down the throat of any exhibitor who cannot make use of them,' he explained. "To do so is not economically sound."

Elimination of shorts will not hike the cost of features, since the feature contract is negotiated apart from the shorts program, Mr. Rodgers added. He said also that adjustments on a shorts contract in event an exhibitor has purchased shorts his house cannot absorb would depend on the reason, and "if he uses shorts we would expect representation."

Agnew on Paramount Stand

Paramount's position was made clear by Neil F. Agnew, distribution chief, who said: "Paramount does not force the sale of shorts with features. To say that we will not do so would be mere repetition of what we are already on record as having said. In my opinion, our policy on this matter is too well established and too well known to be news."

The 20th Century-Fox sales department said that "if a particular operating policy calls for no shorts, then we do not insist on shorts." An official statement came from W. C. Gehring, central division manager, who declared: "Due consideration is given at all times to the house policy of our accounts and all matters involved. If any customer of ours runs shorts we feel we are entitled to a share of the business."

U. A. Sells Shorts Separately

William J. Clark, 20th Century-Fox short subjects sales manager, added that since the company's 1938-'39 program calls for 52 one-reelers of a diversified type, he did not believe that it would prove burdensome on any exhibitor.

Universal's policy was given by William A. Scully, general sales manager, as follows: "Our salesmen, naturally, try to sell as much of our short subject product as possible. In consequence, we have contracts for both all or part of this output."

Mr. Scully would not commit himself on future policy because Allied had not as yet communicated with the company. Mr. Cohen said that he sent a letter Friday to the sales heads of all major companies other than M-G-M in order to obtain their official policy, in the light of Mr. Rodgers' commitment.

Abe Montague, Columbia sales head, had no statement, but indicated that one would be given to Allied if he was asked for it.

RKO, through a ranking sales executive, said that the company attempts to make the best deals possible on shorts, meaning that accounts are persuaded to take as many as they can possibly absorb.

United Artists' policy is to sell its shorts as a group separate from the features, according to the sales department. This company's shorts program consists of a series of 12 "World Windows" in color, three of which have been completed.

Warner sales exceutives were unavailable for comment.

Academy Changes Delayed in Hope Of Peace Moves

(*Continued from page 1*)

accept the resignation of the producer members of the board—Darryl F. Zanuck, E. J. Mannix and David O. Selznick.

The board issued a statement in which it said: "The board feels that the future of the Academy is too important to the industry to be jeopardized by any individual resignations at this time. The board has decided to continue on its present basis until existing economic differences have been adjusted and a more harmonious condition shall exist in the industry.

"At that time the board hopes that the guild members, present Academy members and other artists and creators in the industry will join in concerted participation in the reorganization of the Academy, completely free from economic and political problems, confining itself solely to the advancement of the arts and sciences of motion pictures."

Wednesday Session With Arnold Asked

(*Continued from page 1*)

Assistant U. S. Attorney General Thurman Arnold to discuss an injunction proceeding by the Government to restrain the defendants in the pending equity action from increasing their theatre holdings. There is a possibility that the department's attitude toward a trade practice program and an exchange of views on a consent decree may materialize at the meeting.

Hammons Plans Trip To Set English Deal

(*Continued from page 1*)

week for Chicago where the first regional sales meeting will be held Oct. 1, instead of going to San Francisco, as originally planned, for the initial session. A New York meeting will be held Oct. 6, with Jack Skirball leaving Hollywood in time to attend.

Close Republic Deals

Product deals started by James R. Grainger, Republic president, before he left for the coast recently have been consummated by Jack Bellman, eastern district manager, with the Warner group of about 40 houses in New Jersey, the Warner upstate circuit and Si Fabian houses in Brooklyn. Frank Damas, Moe Silver and Max Friedman signed for Warners, with Morris Epstein, Jack Berkowitz and Bernie Mills assisting Mr. Bellman.

New England Film Damage Is Extensive

Boston, Sept. 25.—The extent of the theatre damage in New England is just beginning to be realized. Some exhibitors lost their homes. Damage was particularly severe on Cape Cod. The Gem in Petersborough is under water. The Merrimack Park drive-in at Methuen was demolished by the hurricane and flooded, for a $25,000 loss.

Skylights went by hundreds throughout New England. Lack of power is keeping many theatres in suburban Boston from reopening. Western Massachusetts Theatres are unable so far to contact their two theatres in Northampton. Maine and New Hampshire Theatres, Inc., were yesterday unable to contact all their Vermont theatres. Mullin & Pinanski report some 40 theatres damaged.

Roofs are gone from the Colonial in Newport, Metropolitan in Leominster, Brookline in Brookline and Orpheum in Somerville. Some exchanges were putting all employes into service with private automobiles, and many points were available only by plane.

Paramount Still in Dark About Damage

(*Continued from page 1*)

heads of the circuit, advised Mr. Freeman by telephone that managers of outlying theatres expressed the fear that further damage might result to theatres from flood waters of New England rivers in the event new rainfall occurred. Virtually every major river in the New England area was reported at or near flood stage.

Physical damage to the circuit's houses from wind and rain was extensive, the operators reported to the Paramount home office. Roofs, marquees, theatre fronts and plate glass comprised the bulk of damaged or ruined property in most theatres. Mechanical equipment and furnishings also were injured in flooded theatres. The loss of patronage by many houses continued into the weekend while repairs were still under way or where power lines still had not been restored to normal operation. Twelve of the circuit's houses remained closed, where power lines were still out Saturday.

The Paramount home office was unable to establish communication with the Maine & New Hampshire circuit headquarters over the weekend, so that the extent of damage in that territory may not be known for several days. John J. Ford, head of the circuit, is expected to make a preliminary report today.

Providence Still Dark

Providence, Sept. 25.—Theatres in the downtown area were still closed today. Repairs to carpets and motors which were damaged by flood waters are being rushed. Ed Fay's Carlton and Majestic, Loew's State and RKO Albee were all partly under water during the storm. Fay's Theatre was badly damaged by water, his other two not severely.

Many Houses Remain Dark After Storm

(*Continued from page 1*)

bee. An estimated $2,000 damage was done to carpets, motors and orchestra floor by floods which swept the downtown area. Boston and Lowell houses were reported unscathed.

Harry Moskowitz of Loew's was in Providence over the weekend inspecting the State, but no estimates could be given of the extent of damage. Loew's New England houses are operating in all cities with the exception of Providence and Springfield. All in the storm territory suffered wind damage.

Warners, which operates about 25 houses in Connecticut and Massachusetts, reported 21 theatres open, but no word was received from the remaining houses and their condition was unknown because of lack of telephone service.

Operating in Long Island

Circuit heads with theatres in Long Island and New Jersey returned from personal tours with reports that all houses were operating as usual and damage restricted to destruction of glass and signs.

Walter Reade, Jr., stated that Reade houses in Kingston, N. Y., and Hudson, N. Y., were damaged by flood waters and an upright sign was destroyed at Asbury Park, but that all theatres reopened the day after the storm. Brandt theatres located in Long Island, upstate New York, New Jersey and Stamford, were almost untouched.

New Haven Theatre Power Is Restored

New Haven, Sept. 25.—Most of the neighborhood theatres in New Haven had light and power available today, but up to the restoration of the service the few downtown houses which were able to operate were benefiting. Warners' Roger Sherman reported average business.

Film carrier services were delivering via roundabout routes, often hazardous. The Warner Palace in Norwich, and the Harris Brothers' State in Hartford were the most severely damaged, with the orchestra floors flooded. Several small towns were beyond communication. Some theatres were receiving operating power from factories and fire companies.

Hartford Houses Get Power; All Are Open

Hartford, Sept. 25.—Assurances of continued electric power kept theatres here open despite the flood. Only the State was closed, with half the auditorium and all the dressing rooms inundated. Chick Webb and band, appearing at the State, went back to New York.

Business hit a new low in Hartford Wednesday night following the hurricane. Thousands of insurance workers, dismissed early Thursday, aided in boosting matinee business the second day of the disaster.

"Spawn" Leads Denver Third Week, $8,000

Denver, Sept. 25.—"Spawn of the North" demonstrated its staying powers at the Denham by grossing $8,000 in its third week. This was $2,500 over a first week average.

"Three Loves Has Nancy," on a dual with "Fugitives for a Night," made an excellent showing at the Orpheum, $10,000. This also was $2,500 over par.

Estimated takings for the week ending Sept. 21:

"MY LUCKY STAR" (20th-Fox)
ALADDIN—(1,400), 25c-40c, 7 days, after a week at the Denver. **Gross:** $3,500. (Average, $3,500)

"CAREFREE" (RKO)
"SMASHING THE RACKETS" (RKO)
BROADWAY—(1,100), 25c-40c, 7 days, both after a week at the Orpheum. **Gross:** $3,000. (Average, $2,500)

"SPAWN OF THE NORTH" (Para.)
DENHAM—(1,750), 25c-35c-40c, 7 days, 3rd week. **Gross:** $8,000. (Average, $5,500)

"BOY MEETS GIRL" (W. B.)
DENVER — (2,525), 25c-35c-40c, 7 days. Stage show. **Gross:** $10,000. (Average, $8,500)

"THREE LOVES HAS NANCY" (M-G-M)
"FUGITIVES FOR A NIGHT" (RKO)
ORPHEUM—(2,600), 25c-35c-40c, 7 days. **Gross:** $10,000. (Average, $7,500)

"THE LADY OBJECTS" (Col.)
"REFORMATORY" (Col.)
PARAMOUNT—(2,200), 25c-40c, 7 days. **Gross:** $4,000. (Average, $3,500)

"LETTER OF INTRODUCTION" (Univ.)
"HIGHWAY PATROL" (Col.)
RIALTO—(878), 25c-40c, 7 days; "Letter of Introduction" after a week at each the Denver and Aladdin. **Gross:** $2,000. (Average, $1,750)

B. & K. Still Trying To Get the Oriental

Chicago, Sept. 25.—Despite reports to the contrary Balaban & Katz has not dissolved the Oriental Theatre Corp. B. & K.'s position on the theatre is unchanged, according to Morris Leonard of the circuit's legal department.

B. & K. is interested in opening the house, but only if rental concessions are made. It is understood that outside interests are after the theatre, but those in charge of the house say no definite deal is in sight.

Col. Sets Martin Deal

Columbia has closed a deal for its entire new season product with the Martin Circuit of 55 theatres in Georgia, Alabama and Florida, A. Montague, general sales manager, reported Saturday. The deal was closed with Roy E. Martin by W. W. Anderson, Columbia Atlanta branch manager.

Scott Stays at Spectrum

Fred Bellin, supervisor of distribution for Spectrum Pictures, said Saturday that Fred Scott would continue with the company as star on its current schedule of six musical westerns. Scott has just returned to Hollywood and will start in "Code of the Fearless."

Richards to New York

Hollywood, Sept. 25.—Barry Richards, executive producer of Standard Pictures, has left for New York with George E. Trainer of Boston, member of the Standard board of directors for a week's stay on probable talent deals.

Out Hollywood Way

Hollywood, Sept. 25.—Bob Burns, currently going into Paramount's "I'm from Missouri," with Gladys George and Robert Preston, will be starred in "The Senator's Husband," original story by John Frederick Ballard. Harlan Thompson will produce from the Frederick Hazlitt Brennan screenplay. Burns first must do "Little Orvie" for RKO, however. . . . Edgar Kennedy, recovering from an operation on an abscessed ear, is temporarily out of the cast of "Peck's Bad Boy with the Circus." . . . RKO soon starts a high budget western, "Law West of the Pecos," with Harry Carey, Anne Shirley, Tim Holt and Evelyn Brent featured. Cliff Reid is producing and Glenn Tryon directing. It's an original story by John Twist and Clarence Upson Young, who also did the screenplay. Lucien Littlefield has been signed by Irwin Zeltner and Associates for a personal appearance tour through 16 states. . . . An 8½-pound son was born to Mrs. Irving Rubine, wife of the Warner publicity man.

+

Casting — Barnett Parker to "Dramatic School," M-G-M. . . . Joe Cunningham and John Ridgeley to Warners' "Murder Plane." . . . E. E. Clive to "I'm From Missouri," Paramount. . . . Edward Arnold, Jr., son of the actor, makes his screen debut in M-G-M's "Dramatic School." . . . Louise Beavers, widely known colored character actress, to "Peck's Bad Boy with the Circus," Principal-RKO. . . . Ian MacLaren and J. Farrell MacDonald to "Little Orphan Annie," being produced by John Speaks for Paramount release. . . . Betty Blythe and Louise Lorimer to "Gangster's Boy," Monogram.

+

Writers and Story Buys—M-G-M has purchased "A Cargo of Innocence," magazine article of naval history, by Eric Andrew Simson, using the pen name of Lawrence Kirk. . . . Abem Finkel is now working on the script of "Juarez" at Warners. . . . Preston Sturges has been assigned to "Two Bad Hats," in which Paramount will star Claudette Colbert. Al Lewin will produce from a Monckton Hoffe original.

+

Directors — Richard Thorpe replaces Norman Taurog on M-G-M's "The Wizard of Oz," while Taurog goes on "Huckleberry Finn," same lot. . . . Wallace Fox will direct Monogram's "Gun Packer," Jack Randall western.

"Three Loves" Dual $8,500, New Haven

New Haven, Sept. 25. — "Three Loves Has Nancy" and "Gateway" at the Loew-Poli was the only bill to clear the average line, with an $8,500 take, $500 over.

The Roger Sherman, with "Four's a Crowd" and "Midnight Intruder" grossed $4,100, under by $600.

Estimated takings for the week ending Sept. 16:

"MY LUCKY STAR" (20th-Fox)
"PASSPORT HUSBAND" (20th-Fox)
COLLEGE—(1,499), 35c-50c, 7 days, 2nd week. **Gross:** $2,600. (Average, $2,800)

"THREE LOVES HAS NANCY" (M-G-M)
"GATEWAY" (20th-Fox)
LOEW-POLI—(3,040), 35c-50c, 7 days. **Gross:** $8,500. (Average, $8,000)

"SPAWN OF THE NORTH" (Para.)
"GAIETY GIRLS" (U. A.)
PARAMOUNT—(2,348), 35c-50c, 7 days, 2nd week. **Gross:** $3,500. (Average, $4,400)

"FOUR'S A CROWD" (W. B.)
"MIDNIGHT INTRUDER" (Univ.)
ROGER SHERMAN—(2,200), 35c-50c, 7 days. **Gross:** $4,100. (Average, $4,700)

"Star" Grosses $33,500

"My Lucky Star" netted $33,500 at the Roxy in a second week. The Strand, in the second week of "Valley of the Giants" and a strong stage show, garnered a reported $31,000. "Come On Leathernecks" gave the Criterion $7,100. The Globe grossed $7,800 with "Mysterious Mr. Moto on Devil's Island."

Scher Joins Universal

George Scher, who left the Lennen & Mitchell agency early last summer to travel by freighter around the world, and now is in Hollywood on the last lap of his journey, will remain in that city, and beginning today will join the publicity staff of Universal.

"Introduction" Is Best Montreal Bet

Montreal, Sept. 25. — "Letter of Introduction" at the Capitol was the top-liner among first runs with a gross of $10,000 at the Capitol. This was $500 above average and the best take in weeks at this house.

"Alexander's Ragtime Band" finished its fourth week at the Palace as a single attraction with $6,500

Estimated takings for the week ending Sept. 17:

"LETTER OF INTRODUCTION" (Univ.)
"THE SPY RING" (Univ.)
CAPITOL — (2,547), 25c-35c-40c-50c-60c, 7 days. **Gross:** $10,000. (Average, $9,500)

"ARMY GIRL" (Republic)
"BACK STREET" (Univ.)
ORPHEUM—(919), 25c-35c-50c, 7 days, 2nd week. **Gross:** $2,500. (Average, $5,000). First week: $5,000.

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
PALACE—(2,600), 25c-35c-40c-50c-65c, 7 days, 4th and final week. **Gross:** $6,500. (Average, $11,000)

"BLOCKHEADS" (M-G-M)
"BOOLOO" (Para.)
PRINCESS—(2,272), 25c-30c-35c-50c-65c, 7 days. **Gross:** $6,500. Average, $7,000)

Decker in California

Los Angeles, Sept. 25.—S. K. Decker, who recently sold his Monogram franchise for the state of Michigan, has taken over the Majestic Distributing Corp., formerly known as All Star Exchange, and will handle independent product for Southern California.

Plan "Lambeth Walk"

London, Sept. 25.—Production is planned at Pinewood for General Film Distributors release of "The Lambeth Walk," adaptation of the stage show, "Me and My Girl." It will be a song and dance film starring Lupino Lane.

Variety Club

Cleveland

Cleveland, Sept. 25.—Nat Wolf, Warner zone manager and president of the Cleveland Variety Club, will inaugurate the opening of fall activities with a roundup on Oct. 7 called "The Days of '49." Members and guests are asked to come in costume, if possible. In the initial bulletin Mr. Wolf promises, among other things, to provide "straight shootin', hard ridin' " entertainment and a clam bake. Duke Clark, Paramount branch manager, is general chairman in charge of arrangements. I. J. Schmertz, 20th Century-Fox branch manager, is chairman of the ticket committee. The event will take place at Regnatz' on Warren Road.

Kansas City

Kansas City, Sept. 25. — Earl Jameson, Sam Abend, Rube Finkelstein, Finton Jones and R. R. Biechele were hosts to Variety Club members and others from the industry last week at the barbecue on Jameson's "one-half acre" in the south part of Kansas City. Last year the barbecue attracted 400.

Variety held its first luncheon and first meeting last week. Chief Barker Biechele called for and got reports from various committees: golf tournament (Oct. 3 at Old Mission), F. E. Ritter; publicity, George Baker; charity, Frank Hensler; house, Jameson; bowling, Jim Lewis.

Jameson heads the committee for the annual Variety-Film Row movie ball again this year, and will, following an idea offered by Leon Abraham, divide membership into 10 teams, each with a captain and nine members, to sell tickets. Teams will have a quota of 200 ducats each.

Buys Equipment for Venezuelan Company

Equipment purchases totaling $100,000 are being made here by Dr. Domingo A. Narvaez, president of Cinematografica Venezuela, which has scheduled eight Spanish language films a year for Latin American release, he said here yesterday.

Purchases amounting to $20,000 already have been made for the studio and laboratory in Caracas. The first film is being rerecorded and cut here and the second will be started in a few weeks. Dr. Narvaez has appointed Fally Markus his New York representative for one year. He was accompanied here by Finy Vrcochea, the company's general manager.

Sets RKO Pathe Short

Adelaide L. Finch of RKO Pathe was in Washington over the weekend to arrange for a "Reelism" subject on the U. S. Post Office nationwide operations. Larry O'Reilly, cameraman, and Joe Walsh, director, are shooting a "Sportscope" on gun sports at the Poughkeepsie estate of Mrs. Ella Moffett.

Charter Producing Unit

Equity Pictures, Inc., has been designated as the name of the producing unit for Malcolm Browne Pictures Corp. The firm has been incorporated in California. Twenty pictures are scheduled.

Banner LINES

RICHARD CROOKS will return to the microphone next week for his eighth consecutive season as the star of the "Voice of Firestone." Nothing startling in that announcement, but it happens that Mr. Crooks [illegible] the only member of the Metropolitan Opera who has had a program of his own over that length of time.

▼

The Mutual network's 1938 *sales promotion campaign has been selected as one of the* 50 *direct mail leaders by the Direct Mail Advertising Association. The body singled out Mutual for further honors by inviting Bob Schmid, the network's sales promotion director, to appear as one of the speakers at its convention in Chicago Sept.* 30. *Mutual was the only network to receive double consideration.*

▼

Here's an addition to the paragraph which appeared here Friday recounting the difficulties air actor Bill Johnstone has experienced in his attempts to wed. The happy event finally took place the next day.

▼

During the thick of the recent BIG BLOW (it rates caps) WOR sent a call out over the air for steeplejacks who would be willing to risk mounting the swaying transmitter towers, which are located on the Jersey flats near Carteret, and string an emergency antenna. Within 10 minutes after the plea went out, more than 100 telephone calls were received from 'jacks, volunteering to risk the job.

▼

George Putnam, CBS announcer, like all his network brethren the past week or so, has been working like a Trojan and serving a cravy schedule reporting the European war situation and the storm news. Friday evening he received a few hours' relief, and went to the Rivoli to see the Marx Bros. in "Room Service." Completely relaxed after the picture concluded, he stood up and absent-mindedly announced: "This is WABC."

—JACK BANNER

Braucher to Chicago

Frank Braucher, vice-president of WOR, left yesterday for Chicago where he will spend a few days on station business prior to attending the A.N.A. convention at Hot Springs, Va.

True Story Plans Show

True Story Magazine has commissioned Kenyon & Eckhardt to produce a new radio serial titled, "Doc Sellers," which will be presented five times a week over KMBC, Kansas City, and WTMJ, Milwaukee.

Use Lie Detector

A lie detector will be used by Dr. William M. Marston in a new program, "The Truth, the Whole Truth," which will start on Oct. 8 over the Yankee network. Phillips H Lord, Inc., is the producer.

'Capsule' Has Everything, Except WOR Burial Report

By JACK BANNER

The good burghers of Long Island who go digging into the earth about the Flushing Flats some 5,000 years hence to recover the "Time Capsule" buried in that area Friday afternoon by the Westinghouse Electric & Mfg. Co., will find in the vessel everything but a recording of the WOR account of the burial proceedings. Now if the Westinghouse Co. will kindly oblige by temporarily exhuming the thing to enclose that recording, plus possibly this review of the broadcast, the 6938 A. D.'ers will have exceedingly complete evidence of how screwy some of the 1938 A. D.'ers were.

Dave Driscoll of WOR's special events staff, opened the WOR mike to the occasion by giving vital statistics of what the tube contained—plenty, rest assured, including a great deal about the motion pictures, the Westinghouse Co. and an expository dissertation mingling optics, mechanics, chemistry and sex (whatever that means) by Terry Ramsaye, editor of the *Motion Picture Herald.*

Just before Mr. Driscoll ran completely out of breath recounting what was in the tube, he introduced W. A. Robertson, chairman of the board of Westinghouse, who described what the people will look like in 6938 A. D. More's the pity, they'll look just like we do now, he assured the radio audience. At the exact moment of the autumnal equinox, as Mr. Driscoll reverently described, Mr. Robertson ceased speaking to operate the gadget which lowered the tube 50 feet down into the earth. Mr. Robertson thereupon returned to the mike and got in about 35 plugs for the Westinghouse Co. He was succeeded by Grover Whalen who dittoed for the New York World's Fair. Mr. Driscoll closed the broadcast (12:45 P. M. to 1:05 P. M.) and he got in a plug for WOR as he signed off.

Schooner Race to Be Broadcast from Deck

MONTREAL, Sept. 25.—NBC and the Canadian Broadcasting Corp. will join hands Oct. 5 to present coast-to-coast coverage in both countries of what possibly may be the last of the fishing fleet races between Nova Scotia's defender *Bluenose* and Massachusetts' challenger, *Gertrude L. Thebaud.* Though interest in the contest still runs high, both skippers have for some years been finding it increasingly difficult to prepare their craft for the race.

Aboard the *Bluenose* will be CBC men with a portable transmitter and on the *Thebaud,* an NBC crew with similar equipment. Not only will they give descriptions of the event from these advantageous positions, but will air two-way conversations between Skipper Angus Walters of the *Bluenose* and Skipper Ben Pine of the *Thebaud.*

In this, the first such broadcast ever tried, CBC will be represented aboard the *Bluenose* by J. Frank Willis of Halifax and Ted Briggs of Ottawa, both experienced seamen.

WQXR Closes Two Deals

Recent contracts signed by WQXR in New York are Royal Typewriter Co., for a half-hour musical program once-weekly, through the Buchanan agency, and spot announcements for the Buick Motor Co. and Coty, Inc., through Arthur Kudner, Inc., and Brown & Tarcher, respectively.

"Jury Trials" to Resume

"Famous Jury Trials" will reappear on Mutual beginning Oct. 12 and Wednesdays thereafter from 10 to 10:30 P.M. as an offering for local sponsorship in each city where it is heard. Last year it was sponsored on Mutual by the Mennen Sales Corp.

Prague Writer on Air

Paul Shinkman, the first foreign correspondent to return from Prague to the United States, was presented over Mutual Saturday in a talk titled "Twilight in Prague."

Fight Cancellation Of English Air Show

LONDON, Sept. 25.—New efforts are afoot here to counter the move of the Cinematograph Exhibitors' Association and other theatrical interests to cencel the broadcasts of the Royal Command shows.

The Variety Artists Benevolent Fund is moving behind the scenes to see to it that the broadcasts are carried through, despite the protests of exhibition interests, which consider them unfair competition.

Will Honor McGrady

Edward F. McGrady, vice-president of RCA and a member of the NBC board of directors, will be honored at a luncheon to be given tomorrow by the American Arbitration Association at the Hotel Astor. A portion of the ceremonies will be broadcast over the NBC-Blue from 10 to 10:30 P. M. Among the guests expected to be present are Frances Perkins, Secretary of Labor; Mayor F. H. LaGuardia of New York and other business and labor leaders. Mr. McGrady, before coming to radio, was Assistant Secretary of Labor.

Erwin, Wasey Shows On

Erwin, Wasey agency radio programs get off to their fall start this week. Today, the "Voice of Experience" resumes his regular schedule over 71 Mutual stations, and Frank Singiser will start a new series for Consolidated Cigar Corp. over WOR. Gabriel Heater will start broadcasting over Mutual for Kreml Oct. 4, and Carson Robinson's Buckaroos will start a series over the NBC-Blue Oct. 10.

NBC May Be Enjoined

TRENTON, Sept. 25.—The Public Utility Commission has directed NBC to show cause at Newark on Oct. 18 why it should not be enjoined from operating the transmitter, W2XDS, at Bound Brook, N. J. It is contended the company failed to comply with state regulations.

Empire State Net Is Formed Of 6 Stations

A new regional network, the Empire State Network, was inaugurated yesterday, consisting of six stations. Harold E. Smith is president of the newly formed chain organization of which WHN will be the originating station and the only New York City outlet.

The stations comprising the new web include: WABY-WOKO, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester; WBNY, Buffalo.

The new network, available for regional programs, is operating only in New York State. Mr. Smith, who owns WOKO, will establish a complete sales organization. Offices will be set up in New York and details worked out this week.

The deal designating WHN as the exclusive New York outlet and originating point of the programs for the network was closed Friday night among Mr. Smith, Herbert L. Pettey, associate director of WHN, and Frank Roehrenbeck, general manager of WHN.

Brown Trial Sept. 30

Trial of the suit brought by Beth Brown against NBC, Bristol-Meyers Co., Crosley Radio Corp. and Pedlar & Ryan, Inc., has been set for Sept. 30 by N. Y. Supreme Court Justice Charles B. McLaughlin. Justice McLaughlin denied a motion for a temporary injunction to restrain use of the title "For Men Only" for a radio program, but upheld the validity of the complaint.

Three Ask Higher Power

WASHINGTON, Sept. 25. — Three broadcasting stations have petitioned the Federal Communications Commission for authority to increase their power.

An increase of power from 500 to 5,000 watts was applied for by KRIS, Corpus Christi, Tex., while WRR, Dallas, asking for an increase from 500 to 1,000 watts, and KIEM, Eureka, Cal., asked for an increase of day power from 500 to 1,000 watts.

Is Agent for McClatchy

SAN FRANCISCO, Sept. 25.—David Sandeberg, formerly with John Blair & Co., and former KYA commercial manager, has succeeded Don Robbins as local representative of the McClatchy radio chain and the California Radio System. Mr. Robbins resigned recently.

Buick Closes WHN Deal

Buick Motor Co. has contracted with WHN for broadcasting spot announcements starting Oct. 3. Arthur Kudner, Inc., placed the account. A contract for similar announcements for Flemax, a cough remedy, will start Oct. 10, through the Klinger agency.

Sponsor College Games

Tidewater Associated Oil Co. will sponsor 11 intercollegiate football games over a hookup over as many CBS Pacific Coast stations. The contract was placed by Lord & Thomas.

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Screen play by EDDIE MORAN & JACK JEVNE
From an original story by ED SULLIVAN
Produced by MILTON H. BREN
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L. 44. NO. 61 NEW YORK, TUESDAY, SEPTEMBER 27, 1938 TEN CENTS

Fear Appeals To SEC Might Hit RKO Plan

Reported Minority May Invoke Chandler Act

The possibility that minority debenture holders may invoke the Chandler Act to make the S. E. C. a party to the RKO reorganization at the first scheduled hearing on Thursday was being considered with apprehension by major creditors in the reorganization yesterday who fear that new delays in the proceeding would result from such a move.

The Chandler Act is a revision of the Federal Bankruptcy law under which the S. E. C. is required to become a party to all reorganization proceedings in which the estate amounts to more than $3,000,000. Since the RKO reorganization proceeding was begun before the act became effective, however, the S. E. C. can come into the proceedings only at the invitation of the presiding court. Reorganization factors believe that minority groups not fully satisfied with the

(*Continued on page 6*)

SAG and Producers Sign New Contract

Hollywood, Sept. 26.—The Screen Actors' Guild and producers today announced the successful negotiation of a new eight-year contract covering working conditions for actors and atmosphere players, the chief provisions of which are overtime pay for working more than 48 hours any one week and the creation of a standing committee of wide powers to settle difficulties between the producer and actor.

Other provisions as announced by Joseph M. Schenck, who represented producer signatories, and Ralph Mor-

(*Continued on page 6*)

Steffes Confident On "Divorce" Bill

Minneapolis, Sept. 26.—W. A. Steffens, Allied president, is conducting a poll of legislative candidates on their stand in connection with theatre divorcement legislation. He predicts passage of a bill which will be introduced at the next session.

Returns from 150 out of 396 districts show that all but three candidates have gone on record in favor of such a bill, Mr. Steffes says, and only one is opposed. Two have refused to commit themselves.

Ascap Plans New 10-Year Offers Soon

State 80% of Members Signed Agreements

That Ascap will offer new 10-year contracts to exhibitors and other licensees in the near future is a virtual certainty, it was learned yesterday.

The music licensing society has received an 80 per cent acceptance by its member composers and authors of the new 10-year contracts which authorizes Ascap to act as their agent in licensing their works for public performance, an officer of the society reported yesterday. There has not been a single instance of a rejection of the new long term contract by a member, to date, it was said.

The signing of Ascap members to the new long term contracts is the

(*Continued on page 6*)

G.N. Will Double Its Sales Force, Asserts Hammons

Grand National Pictures will double its field sales force within the next few weeks, preparatory to launching its selling season as an Educational subsidiary, Earle W. Hammons, president, said yesterday on his arrival in New York from the coast. The company has 39 exchanges in operation.

An announcement of the merged company's new product has been de-

(*Continued an page 6*)

MPTO TO ASK FOR STAND ON SELLING

Will Invite Sales Heads And Allied Leaders To Convention

Distribution heads of all companies will be asked to attend the M. P. T. O. A. national convention at Oklahoma City next month to state the views or policy of their respective companies on self-regulation of trade practices, it was learned here yesterday.

Moreover, national officers of Allied States Association will be asked to attend the convention and efforts will be made to obtain representation from all other branches of the industry, including major and independent production companies and exhibitors who are not members of either of the two national organizations.

Definite developments of an important character on trade practice regulation may materialize at the national convention or, failing this, the convention may adopt a policy calculated to gain trade practice reforms by other means than negotiation with distributors, to which it has adhered in the past, it was learned.

Major company policy on cancellations and score charges may be the twin targets of the convention. Exhibitor leaders point out that these

(*Continued on page 4*)

N.E. Theatres Reopening in Storm's Wake

Practically all theatres have reopened in New England and on Long Island and flood waters have receded in the Connecticut and Merrimack Rivers, but estimates of the total damage are still lacking.

Representatives of Paramount, Loew's and Warners are still in the field. Where telephone service has been restored they have reported damage running from the hundreds up to $5,000 for individual houses. Film delivery services have solved the prob-

(*Continued on page 6*)

Arnold Conference Set for Tomorrow

Confirmation of Wednesday as the date for the conference of counsel for the five companies operating affiliated theatres with Department of Justice officials was received in New York yesterday. The Wednesday date was requested by company counsel last Friday.

John Kaskey of the law firm of Dwight, Harris, Koegel & Kaskey is expected to represent 20th Century-

(*Continued on page 4*)

French Call to Colors Slows Production and Hits Grosses

By PIERRE AUTRE

Paris, Sept. 26.—The call for reservists to return to the army has effected the French film industry generally. Production has been slowed as actors, technicians, cameramen and other workers have departed to join the colors.

Ludwin Berger's "Three Waltzes" has been halted by the departure of Pierre Fresnay. The War Ministry has been asked to recall him for a few days, as the film was nearly complete.

Some studios may be forced to close because of depletion of staffs. Not many producers have been called as 75 per cent of them are foreigners.

The tense international situation has also hit theatres in Paris and the provinces. Receipts, except on "Snow White and the Seven Dwarfs," have fallen off.

A big broadcast scheduled for tonight with Irving Berlin has been cancelled because of the departure of musicians.

Dietz Figures 30% Business Increase Due to Film Drive

A 30 per cent increase in theatre business in this country and Canada has occurred since the opening of the Motion Pictures' Greatest Year campaign, Sept. 1, Howard Dietz, promotion chairman of the drive, estimated yesterday.

Mr. Dietz credited the daily newspapers of the two countries with having played a major part in the business improvement, pointing out that more than 500 editorials, 150 special motion picture editions, 120 cooperative ads and columns of news, feature and picture material have been printed during the past month to give impetus to the drive. All of this has been in addition to the industry advertisements in the 2,000 dailies in this country and Canada, he said.

More than 32,000,000 "Movie Quiz" contest booklets have been distributed

(*Continued on page 4*)

Forty Pictures in Work; Eight Start

Hollywood, Sept. 26.—Forty pictures were before the cameras this week, an increase of three over last week, as eight started and five finished. Twenty-three are being prepared, and 62 edited.

Started were: "Out West with the Hardys," M-G-M; "Little Orphan Annie," "Riders of the Range," "King of Chinatown," Paramount; "Trailer Romance," "Lawless Valley," RKO; "Rodeo Busters," Republic; "Adam's Evening," Universal.

"Great Waltz" Is Finished

In addition to these shooting were: "The Spider," "Blondie," and "Revolt in the Sahara," Columbia; "Listen Darling," "The Shining Hour," "Dramatic School" and "Young Dr. Kildare," M-G-M; "Gangster's Boy," Monogram; "St. Louis Blues," "Say It in French," "Tom Sawyer, Detective," Paramount; "Gunga Din" and "Law West of Tombstone," RKO; "I Stand Accused," "Bengal Lancer Patrol" and "Hawk of the Wilderness," Republic; "Topper Takes a Trip," Roach; "Made for Each Other," Selznick; "Jesse James," "The Arizona Wildcat," "Hard to Get" and "Kentucky," 20th Century-Fox; "The Storm," "Exposed," "Strange Faces" and "Buck Rogers," Universal; "Trade Winds," Wanger; "They Made Me a Criminal," "Unfit to Print," "Nancy Drew. Detective," "Women in the Wind" and "Crime Is a Racket," Warners.

Finished were: "The Great Waltz," M-G-M; "Peck's Bad Boy with the Circus," Principal; "Mr. Moto Takes a Vacation," 20th Century-Fox; "Going Places" and "Dawn Patrol," Warners.

M-G-M started three short subjects which are still shooting. Columbia started one, and finished one. Six are being prepared, and 10 are being edited.

J. E. Robin Honored At Farewell Dinner

Trade friends of J. E. Robin, president of J. E. Robin, Inc., gave a surprise bon voyage dinner in his honor at the Salle Moderne room on the roof of the Pennsylvania hotel last night. Mr. Robin will leave tomorrow via Pan American Airways for a six-month business trip through Central and South America. The guest list follows:

Oscar F. Neu, Edwin T. Neu and Lee E. Jones, Neumade Products Corp.; John Keating, attorney; George F. Reid, Milton Brause and Albert Hurley, Hurley Screen Co.; Clarence Ashcraft, C. S. Ashcraft Mfg. Corp.; Ray Gallo, Quigley Publications; George Schutz, editor of *Better Theatres;* H. Alban-Mestanza, editor of *Teatro al Dia;* James Elderkin and Ray Duport, Forest Mfg. Co; Charles Thomas and Lou Francis, Heywood - Wakefield Co.; George Smith and John Hearty, Imperial Electric Co.; Herbert Griffin, Internatioual Projector Co.; Charles Schatten, Albert Frank, Guenther Law Co.; Frank Cahil, Warners; Charles Happel, Jerry Shaw, Charles Shultz, Heyer-Shultz Co.; Samuel Harper, The Ballantyne Co.; John Hughes and E. Van Pelt, Continental Bank & Trust Co.; Frank Ryan, Allen Williford, National Carbon Co., Inc.; Oscar Holmes, Holmes Projector Co.; Joseph Kleckner, Motiograph, Inc.; William Linden, United Projector & Film Corp.; Jack Norling, Loucks & Norling; Nate D. Golden, Motion Picture Division, Dept. of Commerce; William Gedris, Ideal Seating Co., and James Finn, *International Projectionist.*

Mr. Robin has been engaged in his own enterprise for the past two years as factory representative for theatre equipment manufacturers in foreign countries. Oscar Neu, president of Neumade Products Corp., organized the dinner.

Insiders' Outlook

PARAMOUNT has no thought of voluntarily divesting itself of its theatre interests in the near future.

Officials of the company admit a separation of theatres has been discussed—not with any thought of proceeding with theatre divestment in the near future but solely on a When, As and If necessary basis. The company, while facing the problem of how best to accomplish such a move, does so only in the light of meeting an eventuality and not in the contemplation of a step to be taken either voluntarily or before necessary.

Company officials reason that it will be six to eight years before theatre divestment would be brought about through successful prosecution of the government's suit. The estimate is based on the assumption that it will take three or four years for trial and appeal and that the court, as in comparable anti-trust cases in the past, will allow an additional three or four years for compliance.

▼

The company also reasons that Federal or state legislation compelling a divestment of theatre interests is too much a matter of conjecture on which to base anticipatory action. If Federal legislation is enacted prior to determination of the Government suit, it, too, undoubtedly would allow reasonable time for divorcement.

State legislation, even if held to be constitutional, could be enacted in half of the 48 states without grievously disturbing affiliated circuit operations as they are now constituted.

There are the reasons, as Paramount officials see them, for perpetuating its theatre investments until such time as they are prohibited by statute or court order.

◀ Purely Personal ▶

LEWEN PIZOR, president of the U. M. P. T. O. of Eastern Pennsylvania, Southern New Jersey and Maryland, will arrive here today from Philadelphia to discuss M. P. T. O. A. national convention plans with Ed Kuykendall. The latter will be in New York for about 10 days more.

●

R. K. Hawkinson, Latin America and Far Eastern division manager for RKO, sailed yesterday for Panama, the first stop on his four-week tour of inspection.

●

Hal Slone, former representative of Disney Enterprises, left for Buffalo Friday to join the United Artists sales force in that city.

●

Ralph Branton will arrive in town today to join A. H. Blank.

NATE SPINGOLD and Frank Capra are expected in New York today from Hollywood; the former returning from two weeks of conferences at the Columbia studio and the latter for a brief vacation and a look at new Broadway plays.

●

Karl and Mrs. Hoblitzelle arrived in New York on the *Normandie* yesterday following a European vacation. They will be here a day or two before leaving for Dallas.

●

Jack Skirball will be back in New York for the Grand National eastern sales meeting, Oct. 7 and 8.

●

Alexander Korda is expected back in New York from the coast at the end of the week.

Roach Due Here Today

Hal Roach, accompanied by his wife and son, are due to arrive here from the coast today by automobile. He is bringing with him a print of "There Goes My Heart," his first for United Artists. The picture is set to follow "Drums" into the Music Hall.

Henry Levy Stricken

Cincinnati, Sept. 26.—Henry Levy, 58, who died in Washington yesterday following an emergency operation, was an exhibtor here for 18 years. His last activity was the operation of the Forest and Nordland, suburban houses. He sold these two years ago to Farland, Inc., controlled by Maurice White and Ike Libson.

Mr. Levy is survived by his widow and two daughters. They spent the summer in Europe and were en route to their Miami Beach home when he was stricken.

Orlob to Give a Party

Harold Orlob, producer of "One Third of a Nation," which is to be released by Paramount, will give a cocktail party tomorrow at the Eastern Service Studios, Astoria, so the press can meet Sylvia Sidney, Leif Erickson, Dudley Murphy and Oliver H. P. Garrett.

Agree on Method of Handling Ad Films

Kansas City, Sept. 26.—Representatives of eight advertising film companies reached an understanding here this week which will assure cooperation in handling these films where the companies must sell the advertisers' dealers on carrying a part of the cost of showing these films.

Companies represented were Un[illegible] Film Ad Service, Inc., Kansas C[illegible], Motion Picture Advertising Service, Inc., New Orleans; Tad Screen Advertising, Inc., Dallas: Alexander Film Co., Colorado Springs; Motion Picture Advertising Service, Inc., Cleveland; Ray-Bell Films, Inc., St. Paul; Al M. Smith Film Service, Minneapolis, and A. V. Cauger Service, Inc., Independence, Mo.

Rites for Lynde Denig

Funeral services for Lynde Denig, who died suddenly last Saturday, were held yesterday morning at 10:30 o'clock at the Wyman & Mock Funeral Home, 100 Franklin Avenue, Pearl River, N. Y. Burial will be today at New Haven.

Mr. Denig was a veteran advertising and publicity man, associated with some of the early motion picture companies. He was the L. J. Selznick Company's representative in the industry's old board of trade, which existed prior to the organization of the M. P. P. D. A. In later years he was associated with United Artists and RKO, ending his active association with the industry about six years ago.

"Hawk" from Republic

"Night Hawk" was incorrectly referred to as a Monogram picture in a review appearing in yesterday's Motion Picture Daily. It is a Republic picture.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

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FRANK LLOYD
Producer-Director

HE MADE
"CAVALCADE"
"MUTINY ON THE BOUNTY"
"WELLS FARGO"

and now comes his
CROWNING ACHIEVEMENT

RONALD COLMAN in Frank Lloyd's
"IF I WERE KING" with Frances Dee
Basil Rathbone • Ellen Drew • C. V. France
Henry Wilcoxon • A Paramount Picture
Screen Play by Preston Sturges • From the Play by Justin Huntly McCarthy
World Premiere, Wednesday, September 28

MPTO to Ask Statement on Sales Policy

(*Continued from page* 1)

are matters for individual company action, neither of which requires consultation with other distribution companies for the formulation of policy. Therefore, they reason, the distributors' lament that trade practice concessions cannot be given without suspicion of conspiracy and violation of anti-trust laws has no bearing on these subjects, at least.

Say Problems Require Action

Problems growing out of clearance and zoning, over-buying and the absence of conciliation machinery within the industry, the exhibitor leaders concede, require simultaneous action by distributors. Problems of this nature, however, they hope will be solved through the further activity of the distributors' negotiating committee, of which Sidney R. Kent is chairman. The latter is expected back from the coast early next week and the exhibitors hope to see the renewal of the committee's deliberations thereafter, it was said.

The M. P. T. O. A. convention has been extended one day through Nov. 2 to care for the increased scope of the program. The session will open Sunday afternoon, Oct. 30, with a meeting of the board of directors and election of officers. Business sessions will be held morning and afternoon during the three succeeding days with daily adjournment at 4:30 P. M. to allow state organizations to hold meetings and elections of officers thereafter.

Republic Signs with Big Coast Circuits

Republic Pictures has closed a contract with Golden State Theatres, Inc., and T. & D. Enterprises of Northern California for the 1938-'39 product to be shown in the 75 houses operated by these companies.

The deal was closed by James R. Grainger, Grover C. Parsons, western district sales manager, and Sid Weisbaum, manager of Republic's San Francisco office, for Republic. R. A. McNeil of the Golden State Theatres and Mike Naify of T. & D. signed for the circuits.

Republic has also closed a deal with the Redwood Theatres and Midland Theatre Circuit for its 1938-'39 program for the 30 houses operated by these circuits.

Trailer-Made in Deal

Trailer-Made, Inc., has signed a 10-year franchise deal with Joseph B. Morgan, formerly connected with the Crandall Circuit for the handling of its product in Maryland, Virginia, the District of Columbia and North and South Carolina.

Universal Cuts Loss

Universal yesterday reported a net loss of $184,963 for the 13 weeks ended July 30. This figure compares with $627,933 for the corresponding period last year.

Hollywood Letter

Your diminutive, dynamic Mayor La Guardia enjoyed this year's Legion convention better than last. He didn't have to worry about keeping Times Square cemented down and he had time to learn things he didn't know until now from Walter Wanger and Sam Goldwyn on his visit to the United Artists studio.

His Honor and Mr. Wanger had fought it out together as Major and Lieutenant in '17, so the producer gave the mayor a big black cigar, replacing a brace of corncob pipes lost somewhere in the downtown celebration of the night before, and told him all—well, *almost* all—about how a motion picture, specifically "Trade Winds," is made. Your chief executive squinted through camera sights, tried out sound phones and overhead cranes, and moved on, confident in all this new knowledge, to the Goldwyn set where Jascha Heifetz and 77 picked symphonists were going through the motions for the lens, of playing the previously recorded music pouring out at them from the funnel of a playback. This mechanical marvel puzzled him some, but His Honor handled it without blinking. The thing that set him back in his chair was the realistic roar of applause from an audience that was nowhere to be seen. His comment on that was a virile variant of "Why doesn't somebody *tell* me these things?" followed by a query as to how much the devices cost, in bulk.

To the same set on Friday Sam Goldwyn invited the press and a limited number of distinguished guests "for tea at 4:15 *to meet Jascha Heifetz and to hear him play in scenes for 'The Restless Age.'" Now there is no precedent in that, nor in the incidental presence of young Sabu and his becostumed native bodyguards to hold the eye while the Heifetz artistry engaged the ear, but no Goldwyn ceremony is official without a precedent. So this time, the first in memory of the oldest inhabitant, the tea was actually tea.*

Another Hollywood precedent is to be established on the evening of the day on which, man and the elements consenting, these observations appear in print. Walt Disney, whose last Hollywood precedent, "Snow White," is for the ages, has announced, via impressive, formal invitation, a preview of eight Disney shorts for the new season, five of them specials.

This has not been done before. The practice has been to take a newly completed Disney short to an average sort of theatre on an average sort of night and insert it into the program without notice, checking response and proceeding accordingly thereafter.

Two of the shorts command special interest. "The Practical Pig" brings the three little pigs back to the screen. "The Ugly Duckling" is straight from the fable of the same name. A third, "Goofy Wilbur," adds a new star to the Disney roster. I'll dispatch the news about these and the others as soon after the preview as I can stop laughing.

The Warner studio party for the Legion was a life-saver for all the studios in town. Requests for passes dropped from an all-time high to zero instanter, so production started again.

Russell Birdwell says Bonnie Belle Barber, who started work in David O. Selznick's "Made for Each Other" at the age of 10 days, is the youngest earner on the Social Security agency's roster. She got $75 for her first day's labor but the studio had to deduct $1.50 and sent it in to the Government to hold for her until mid-September, 2003.

Sidney R. Kent and his associates from the New York headquarters of 20th Century-Fox will wind up their semi-annual studio visit and return to your town this weekend.

Warners have changed the title of "Comet Over Broadway," which has been changed to "Curtain Call," back to "Comet Over Broadway," and Sam Goldwyn has changed the title of "Lady and the Cowboy," which Clyde Fitch heirs said meant the same thing as their "Cowboy and the Lady," to "Cowboy and the Lady." Hollywood is really Los Angeles, but think nothing of it.

There must be gold in these yeahr hills after all. Mae West has just promoted herself another lode. Outside of that, the European poker game and the "unusual" weather you've been having, it's been a quiet and generally satisfactory newsweek up to now.

Roscoe Williams

Hilgers Is Dinner Guest

Oklahoma City, Sept. 26.—A stag party honoring Claire E. Hilgers, resigning branch manager of the Universal exchange, was given by a number of his friends at the Biltmore Hotel. Hilgers had been branch manager here for the last six months. James Hobbs of Charlotte succeeds Hilgers.

Joseph E. Hennegan Dead

Cincinnati, Sept. 26.—Joseph E. Hennegan, 66, who built the Lubin here and the Nimo in nearby Newport, Ky., and also one of the first local film exchanges, died today. His widow and one son survive.

Advance "King" Release

Paramount has advanced the release date of "If I Were King" from Nov. 28 to Nov. 11.

Films Council to Meet

London, Sept. 26.—The Films Council will meet again tomorrow and will probably discuss cooperative booking schemes and apprenticeships within the industry.

The Kinematograph Renters' Society will meet Thursday to consider a reply to the C. E. A. redundancy memorandum presented at the last pre-vacation joint discussion.

Ohio Takes 700,000 Books

Cleveland, Sept. 26.—About 700,000 "Movie Quiz" booklets have been distributed to theatres in the northern Ohio area through the local M-G-M exchange, Frank Drew, branch manager, states. Interest in the "quiz" is mounting as the contest pictures reach the subsequent run houses. M. B. Horwitz, drive chairman, says.

Dietz Figures 30% Business Increase Due to Film Drive

(*Continued from page* 1)

to theatrer-goers, indicating a possibility of more than 8,000,000 contestants, he said. The all-industry short subject, "The World Is Yours," will be ready for distribution about the middle of October to give new impetus to the drive at its half-way mark, he reported.

Congratulatory Notes Received

The campaign committee has received congratulatory messages from notables the world over on the place of motion pictures in world life. drive officials revealed yesterday. Among them are messages from the Duke of Kent, Herbert Hoover, Dr. Nicholas Murray Butler, Charles Edison. Norman H. Davis, J. Edgar Hoover, Fannie Hurst, Lotte Lehmann and the late Commander Frank Hawks.

"I have often thought that one of the reasons why one country loses the friendship of another is because the peoples do not know one another well enough to understand any point of view but their own," the Duke of Kent observes. "In overcoming this the film can play a great part."

Mr. Hoover, in the same vein, observes that "The motion picture industry has a distinctive place in the upbuilding of world acquaintanceship."

Arnold Conference Set for Tomorrow

(*Continued from page* 1)

Fox at the conference in Washington, while Col. William J. Donovan will represent RKO. Others who will attend the conference will be J. Robert Rubin, Loew's; Austin C. Keough, Paramount, and Robert W. Perkins, Warners.

While the session was proposed by the department officials for the primary purpose of discussing means of maintaining the status quo of affiliated theatre operations pending determination of the anti-trust suit, there is a possibility that the meeting may touch on voluntary regulation of trade practices and bring about an exchange of views on a consent decree.

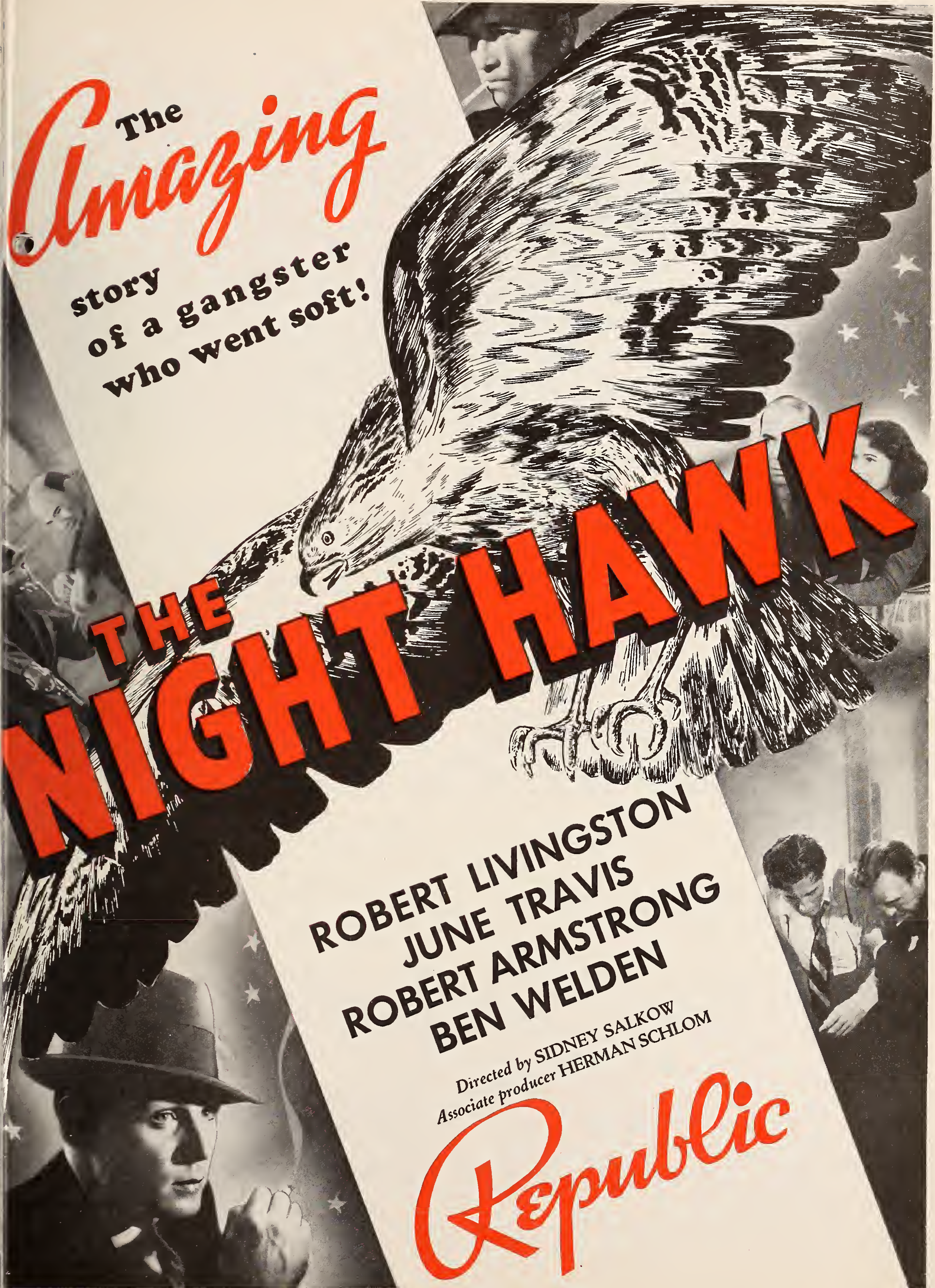
Toronto Will Parade As Campaign Feature

Toronto, Sept. 26.—Following the appointment of Morris Stein, district manager of Famous Players Canadian Corp., as chairman of the Toronto Regional Committee for the "Movie Quiz" contest, a combined meeting of the new unit with the Canadian Publicity and Radio Committe was held today, for the purpose of arranging a "Movie Street Parade" Oct. 10.

Leading Toronto theatres and independent groups have been invited to participate. Dewey D. Bloom is chairman of the publicity committee.

UMPTO to Protest to UA

Philadelphia, Sept. 26.—President Lewen Pizor has notified U.M.P.T.O. members of a special meeting Thursday to protest United Artists' non-delivery of six pictures.



The *Amazing* story of a gangster who went soft!

THE NIGHT HAWK

ROBERT LIVINGSTON
JUNE TRAVIS
ROBERT ARMSTRONG
BEN WELDEN

Directed by SIDNEY SALKOW
Associate producer HERMAN SCHLOM

Republic

N.E. Theatres Reopening in Storm's Wake

(Continued from page 1)

lems of washout detours and fallen trees have been removed from most main highways.

Many Connecticut and Massachusetts towns were still without wire service yesterday, but most of them had solved their power problems. In some instances they had made connections with local manufacturing plants.

Daylight saving time was extended for a week by the Governors of Connecticut and Rhode Island to give relief workers more daylight time to carry on work. In a number of towns in both states martial law with an early evening curfew prevails, so that business is hard hit.

Wechsler Struggled To Aid Kelly's Son

New Haven, Sept. 26.—Lou Wechsler, United Artists manager, ventured to Westerly on storm-torn, tree-strewn roads when wire was received from Arthur W. Kelly, vice-president, that his son, Arthur W., Jr., was on a derailed train there. Master Kelly was Boston bound for the Fessenden School. When Wechsler finally got through, he found the boy had been sent on by special bus, along with other passengers.

Erle Wright, Loew-Poli publicity manager, was among the thousands whose pleasure boats suffered destruction during the hurricane.

Michael Tomasino of the Victory actually had "The Hurricane" booked for the Victory, but nature treated his patrons to a showing of the original.

The State Theatre, South Manchester, was able to take power from the nearby Cheney Mills. Other houses hooked up with fire company power. The Palace, New Britain, makes its own power.

Philip Schwartz of the Parkway, Bridgeport, narrowly escaped a falling tree.

Connecticut Damage Survey Is Continued

New Haven, Sept. 26.—Flood damage to the Palace, Norwich and State, Hartford, is estimated at $5,000 each on first survey. The Capitol, Springfield, has suffered approximately the same amount of damage, while it is still impossible to estimate the loss to theatres in Rockville, Willimantic, Stafford Springs, Jewett City and other towns, cut off from communication since last Wednesday.

Eli Porter and H. H. Moskowitz of the New York Loew office are making a survey of the circuit, but it is believed the Poli, Springfield, is the only house on this circuit to suffer badly.

Most neighborhoods have resumed operation, after loss of from one to three days.

Fox Arrives on Coast

Hollywood, Sept. 26.—Matthew Fox, assistant to Nate J. Blumberg, arrived at the Universal studios today from New York.

White Sees Film

Emporia, Kan., Sept. 26.—Bob Burns' Paramount film, "The Arkansas Traveler," which has been dedicated to William Allen White, was shown to the well known editor and an invited audience at the Grenada last night. The film was brought here by George M. Arthur, the producer.

"It has veracity in dialogue, clothes and action," said Mr. White. "There were no hard-boiled reporters punishing desks and telephones, and no drunks. Small town folks were shown as unaffected, but not hicks and hayseeds. I was surprised."

G.N. Will Double Its Sales Force, Asserts Hammons

(Continued from page 1)

layed again, probably for a week or two, pending completion of arrangements for sales meetings in Chicago next weekend and here the following weekend. Mr. Hammons would not confirm Hollywood reports that the new schedule would consist of 44 features, 24 westerns and 44 short subjects. He said, however, that the number to be contributed to the schedule by Educational had not been determined yet, indicating that additions to the initial product lineup may be made in the future.

"Nothing to Say" on Selznick

Questioned about reports that Grand National might distribute pictures produced by the new Myron Selznick "profit sharing" organization in which Ernst Lubitsch and other independent producers, have evidenced an interest, Mr. Hammons was uncommunicative.

"I have nothing to say," was his only response to questions on the subject.

However, he denied reports that an agreement, even a "tentative" one, had been reached with Louis Jackson's Anglo-American Films on distribution of Grand National's product in England. Mr. Hammons said that the new company is open to "the best offer for British distribution." He plans to go to London in a week or two "if war does not break out," he said, to investigate several possible deals. Indications are that his first conferences will be with Associated British Film Distributors, whose two-year distribution deal with Grand National expired recently.

First Picture Is Set

The company's first picture under the new regime will start this week with Anna Sten in the starring role, he said.

The appellation "New" has been eliminated from the company's name for the present, Mr. Hammons said. Its corporate title will be Grand National Pictures. The original name was Grand National Films. Mr. Hammons is president; Edward L. Alperson, general manager of distribution; Jack Skirball, vice-president, and George Blake, secretary.

Ascap Plans New 10-Year Offers Soon

(Continued from page 1)

first step leading to the offering of 10-year contracts to the society's licensees as, obviously, Ascap cannot grant licenses for the public performance of works in its catalogue for a longer period than it has been authorized to act as agents for such works.

The current five-year contracts with exhibitors expire next fall, as do Ascap's current five-year agreements with its member authors and composers. In 1934, Ascap guaranteed exhibitors that it would not ask for an increase in the music tax during the life of the agreement. Whether or not increases in the rates will be asked if and when 10-year pacts are offered could not be learned at Ascap headquarters.

The board of directors of the society is scheduled to receive a report at its meeting tomorrow on the member acceptances of the new 10-year agreements to date.

Mexico Strike Ended By Union Agreement

By JAMES LOCKHART

Mexico City, Sept. 26.—Mexican studios are working again as a result of an agreement whereby the two labor unions disputing exclusive control of the industry's workers agree not to molest the other unions and producers. This ends months of suspension of native studios here which are used by 38 leading producers.

The unions agree to discontinue boycotts against pictures of those producers who were not sympathetic to them. Mexican exhibition has increased as a result of this peace.

Missouri Bank Night Brief Will Be Filed

Kansas City, Sept. 26.—Charles M. Miller, attorney for R. W. McEwan, Bank Night distributor, this week will file a brief with the Missouri Supreme Court, en banc, supporting the oral arguments he made before the court last week. Miller reargued the case of Missouri vs. McEwan, in which the Circuit Court held Bank Night is not a lottery, but in which a commissioner for division No. 2 of the Supreme Court held a contrary opinion.

The Supreme Court, en banc, allowed Miller's motion for a rehearing before the entire court, and took the case under advisement last week.

Charter Grand National

Albany, Sept. 26.—Grand National Pictures, Inc., was chartered here today by the Secretary of State. The capital stock is $5,450,000, consisting of 45,000 shares of $10 preferred stock and 5,000,000 shares of $1 par common stock.

Directors are E. W. Hammons, Jack Skirball and John R. Munn. Subscribers are Charles A. Brooks, Robert J. Reed and Graham Whitelaw.

Fear Appeals To SEC Might Hit RKO Plan

(Continued from page 1)

RKO reorganization plan as approved by Special Master George W. [illegible]ger last June will invoke the act by requesting Federal Judge William Bondy to bring the S. E. C. into the proceedings.

The most serious consequence of such a move by the minority creditors, it is said, would be the attendant delays in hearings on the plan.

Deliberations on board and management selections for reorganized RKO are scheduled to be resumed today and, while some sources believe that a final decision may be expected today or tomorrow, there is no assurance that such will be the case. However, no extended delay is looked for by the major creditor groups.

SAG and Producers Sign New Contract

(Continued from page 1)

gan, new SAG president, are that all stock and contract players receiving up to $1,000 weekly and all day players are to receive a 12-hour daily rest period. Free lance players receiving up to $1,000 weekly and stock and contract players receiving $500 weekly or less are to be paid overtime at the rate of time-and-a-half when working in excess of 48 hours any one week, and at the rate of two times their regular pay when working over 10 hours any one day.

Time worked on Sundays is to be computed at the rate of time-and-a-half. Mr. Morgan said "One of the most important provisions of this agreement is that under which a permanent committee of three, representing the guild and producers, is to be set up shortly to arbitrate all problems arising in the employment of extras."

Wall Street

Stocks Drop ⅛ to 3⅛ Points

	Open	High	Low	Close	Net Change
Col.	10½	10½	10½	10½	—1½
Cons.	1⅜	1½	1⅜	1½	+ ⅛
Cons. pfd...	7¼	7¼	7	7	— ½
E. K.	164½	165	163	165	—2
G. T. E.....	12¼	12⅜	11½	11½	—1½
Loew	46⅞	48⅞	45	46½	— ½
Loew pfd...	106¼	106¼	106¼	106¼	— ⅛
Para.	8¼	9¼	8⅛	8⅞	— ⅜
Para. 1.....	76	76	76	76	—3½
Para. 2.....	9	9	8⅝	8⅞	— ⅝
Pathe	7⅜	8¼	7⅜	8	— ¼
RKO	2	2	1⅞	2	.....
20th Fox ...	21	22¼	21	22¼	—1
W. B.	5⅛	5½	5	5⅜	.....
W. B. pfd..	28⅛	28⅛	28⅛	28⅛	—1⅞

Curb Declines Fractionally

	Open	High	Low	Close	Net Change
Monogram	1½	1½	1¼	1¼	— ½
Tech.	16¾	17⅜	16¾	17⅜	— ⅛
Univ. Corp.	3	3	2⅞	2⅞	— ¼
Univ. Pict..	5	5	5	5	.....

Bond Issues Decrease Lightly

	High	Low	Close	Net Change
Loew 3½s '46......	99¾	98¾	98¾	—1
Para. Pict. '47...	75	75	75	—1
W. B. 6s '39.......	72⅛	71	71	—1

(Quotations at close of Sept. 26)

More Technicolor Pictures
RKO
TECHNICOLOR
FEATURE

WILL BE RELEASED DURING THE NEXT 12 MONTHS THAN EVER BEFORE

Are you ready for them?

The box office appeal of Technicolor features is realized to the fullest extent when they are shown with snow white projection light — the *natural* light for showing *natural* color photography. Get full profit value from these coming features. Keep your patrons from drifting to other theaters where obsolete, low intensity projection, with its yellow tinted light, has already been replaced by modern, high intensity lamps.

Simplified High Intensity projection gives the snow white light which shows Technicolor at its best. It gives two to three times as much screen light as low intensity, at little or no increase in operating cost. Increased patronage soon makes up the modest investment required.

Ask your dealer to give you definite figures on the economy, low cost, and profit possibilities of this modern projection light.

SIMPLIFIED
High Intensity
PROJECTION
WITH "NATIONAL" "SUPREX" CARBONS
ECONOMICAL AND MODERN

NATIONAL CARBON COMPANY, INC.
Unit of Union Carbide UCC and Carbon Corporation
CARBON SALES DIVISION, CLEVELAND, OHIO
General Offices: 30 East 42nd Street, New York, N. Y.
BRANCH SALES OFFICES: NEW YORK PITTSBURGH CHICAGO SAN FRANCISCO

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Columbia to Resume Work On Television

Work on the installation of the CBS television station in the Chrysler Tower will be resumed in a few days with completion expected three months later, according to Dr. Peter Goldmark, CBS director of television development. Work on Columbia's television transmitter was virtually halted some months ago, following differences between the Chrysler Building management and the network, but these differences have been settled.

Following completion of the installation, an additional three months will be consumed in testing before the station will take to the air with regular programs.

With the outlook now bright for the rapid completion of the television transmitter, CBS will go ahead with the building of television studios in the Grand Central Station, with which the transmitter will be connected by coaxial cable.

Broadcast Hearings Listed for the Week

WASHINGTON, Sept. 26.—The Federal Communications Commission has set its schedule of hearings on broadcasting applications for the current week, as follows:

Sept. 27, before an examiner: Application of KAND, Corsicana, Tex., for increase of power from 100 to 250 watts.

Sept. 28, before an examiner: Applications of KLS, Oakland, Cal., for increase of power from 250 to 500 watts, and contesting applications for Citizens Voice and Air Show and Provo Broadcasting Co., for a 1,210-kilocycle station at Provo, Utah, with 100 watts night, 250 watts day.

Sept. 29, before the commission: Applications of The Birmingham News Co., for a 590-kilocycle, 1,000-watt station at Birmingham; William F. Huffman, for a 580-kilocycle, 250-watt station at Wisconsin Rapids, Wis., and WLAP, Lexington, Ky., for change of frequency from 1,420 to 1,270 kilocycles and increase of power from 100 watts night, 250 watts day to 1,000 watts, and contesting applications for Colonial Broadcasters, Inc., and Seaboard Broadcasting Corp. for a 1,310-kilocycle, 100-watt station at Savannah.

Mexico Adds 2 Stations

MEXICO CITY, Sept. 26.—Two new stations in this country recently went into operation. The Chiapas State Government has opened XEXJ, 1,260 kilocycles, to aid in attracting tourists and for broadcast of cultural programs. Toluca, 90 miles west of here, has recently begun broadcasting over XEC. The Federal Government concession on XECO in Monterrey has been cancelled because the station failed to make installations for better transmission.

Increase "Quiz" Network

The Noxema Co. will increase the "Prof. Quiz" network on CBS from 33 stations to 44 stations when it takes over the series from the Nash Kelvinator Co. on Oct. 1.

CBS First with Roosevelt Plea for Peace in Europe

CBS scored what is probably the most important scoop of the year Monday morning when it presented President Roosevelt's plea for peace directed to Adolph Hitler and President Benes exclusively over its network and its international short wave station W2XE at 3 A. M., E. S. T. Monday.

CBS was the only network and short-wave station on the air at the time, and thus was able alone to flash to the world the full report of the President's action. Nominally, the CBS closing time is 1 A. M., but because of the acute situation it had decided to stay on the air until 2 A. M. At 1:58 officials of WABC learned from sources in the State Department and from WJSV, its Washington station, that a message from the President would be available for broadcasting at 3 A. M. CBS immediately flashed all stations the network would remain on the air.

New Shows on the Air

"The Shadow"

Three premiere offerings trouped across the radio boards the past Sunday. They were "The Shadow," "Show of the Week" and Phil Lord's "Seth Parker."

"The Shadow," an eerie thriller which has been heard over Mutual during past seasons, returned to that network with Jack Johnstone wearing the sheets of "The Shadow." Last year no less a distinguished actor than Orsen Welles played the lead. "The Shadow" is as subtle as an old Pearl White serial strip, but, like all presentations of its kind, it packs a peculiar punch. It's great stuff for those who like it; anethema for those who do not. The sponsor apparently feels that enough of the radio audience cares for this blood and thunder series, for he has had it on the air for some seasons. Thet D. L. & W. Coal Co. sponsors "The Shadow," 5:30 to 6 P. M., on Mutual.

"The Show of the Week"

"The Show of the Week" is a musical variety show, cooperatively offered by scores of sponsors over the Mutual network. The introductory bandleader was to have been Dick Himber, but Himber suddenly became ill, and Fred Waring appeared. Ray Perkins is the em cee and comedian.

"The Show of the Week" is scarcely that, but it does pack merit. The band moments of course are all that can be desired, while Ray Perkins averages a much better score on this show than he has on past efforts. Howard Clothes Co. sponsors the program over WOR. The air time is 6:30 to 7 P. M.

"Seth Parker"

Phil Lord is back on the air. All the other Jonesport folks are back—"Ma Parker"; "Lizzie," the village chatterbox; "Cephus," her dull-witted brother; "Captain Bang," the retired old skipper; the Jonesport band, and the other characters. The format remains the same as of old—the weekly "githerin's" at the Parker cottage, with hymn singing, "homey" talk, New England dialect sprinkled, and a corny dramatization of New England life. The backbone of radio is made up of listeners in the hinterlands, and they'll probably never get enough of "Seth." The Vick Chemical Co. sponsors the program over the NBC-Blue at 7:30 P. M.

Dr. Benes Brother Heard Here on WOR

Immediately following Adolph Hitler's speech yesterday afternoon, which was carried by all networks and by all of the local New York stations via special network feeds to them, WOR and Mutual presented Vojta Benes, brother of Dr. Eduard Benes, president of Czechoslovakia, former member of the Czech Senate and now Inspector of Schools.

Mr. Benes, who has just arrived in this country, stated that his nation under any circumstances would fight for its liberty.

WOR to Air Benes Talk

WOR and the Mutual network tonight will broadcast an address by President Eduard Benes from Czechoslovakia. The period will be heard from 6 to 6:10 P. M.

Agent for Broadcaster

OKLAHOMA CITY, Sept. 26.—T. B. Noble, Jr., president of State Theatres, Inc., has been appointed service agent for the Wichita Broadcasting Co.

NBC Will Add To Its Latin Broadcasting

Following assignment of two new short-wave frequencies by the Federal Communications Commission, NBC will augment its present schedule of Latin America broadcasts. The two additional frequencies, fill out NBC's complement of wavelengths necessary to render year-round day and night service to Latin America and Europe on a regular schedule basis. The two additional frequencies are on 9,670 kilocycles and 21,630 kilocycles.

The latter frequency will be used during the daytime to carry to Latin America the programs which are now beamed toward Europe on 17,780 kilocycles in English, French, German and Italian. The 9,670-kilocycle will be used to put a better signal into the lower half of South America during evening hours, while the present 6,100 kilocycles frequency will be concentrated during the same hours on Latin America nearer to the United States.

Operation on the new frequencies will begin as soon as new equipment has been installed.

WIBC Not Complete; Opening Is Set Back

INDIANAPOLIS, Sept. 26.—The opening of WIBC here, first set for Sept. 25, has been delayed to mid-October to allow for completion of transmitting facilities. Studios and offices are complete.

Bob Longwell has been made program director, and Otis Roush continuity chief. Longwell has been with WFDF, Flint, Mich., and Roush has been production manager for WLBC, Muncie, Ind.

Barlow Is Re-Signed

Howard Barlow has signed a three-year renewal contract that will continue him as the leading CBS symphony conductor until Oct. 10, 1941.

Exhibitor hails
AIR EXPRESS
"A Publicity Ace!"

"Filmed today, shown today"—Twin City exhibitor boasts as spot newsreels rush *AIR EXPRESS* 3-miles-a-minute right to his door. Score—a direct box office hit, at low cost. Screened films pay off, so slash transit time on all *your* bookings with super-speed AIR EXPRESS. Direct service to 220 key cities and direct rail-air connections to 23,000 cities and towns in the United States and Canada; also to Latin America, Honolulu and Far East. For quick action, phone RAILWAY EXPRESS—AIR EXPRESS Division.

Nation-wide service—2500 miles overnight

AIR EXPRESS
DIVISION RAILWAY EXPRESS AGENCY, INC.

DO NOT REMOVE

Alert. Intelligent and Indispensable to the Motion Picture Industry

MOTION PICTURE DAILY

First in Film and Radio News Brief, Accurate and Impartial

V[illegible] 44. NO. 62 NEW YORK, WEDNESDAY, SEPTEMBER 28, 1938 TEN CENTS

Figure Para. N.E. Damage At $175,000

Total Does Not Include Loss of Business

Last week's storm damage to New England theatres in which Paramount has an interest was estimated at between $150,000 and $175,000 yesterday by the home office.

The damage estimate was made on the basis of reports submitted by Martin Mullin and Sam Pinanski of the M. & P. circuit; John J. Ford of the Maine & New Hampshire circuit and Nate Goldstein of the Western Massachusetts circuit. The loss includes only physical damage to theatre properties. In addition, a number of the theatres were forced to close for three to five days after the storm.

Unable to Reopen in Providence for Week

PROVIDENCE, Sept. 27.—It will be another week, if then, under the most favorable conditions, before any of the theatres in downtown Providence reopen. The Majestic probably will be the first to reopen because the district in which it is located will be the first business area to get electrical service.

It will be a week tomorrow since the tropical hurricane swept Providence, bringing a tidal wave which in 25 minutes covered the center of the city for more than a square mile with eight feet of water.

Since that afternoon all business institutions have been closed and the city has been under martial law with a 5 o'clock curfew.

The Majestic and Albee were the only theatres unharmed in the center of the city. The Carlton suffered comparatively small damage. Fay's Theatre, Loew's State, the Strand and Empire Theatres were flooded.

The generators and mechanical refrigeration plants at the Strand and

(*Continued on page 4*)

Hays Visits Hull

Washington, Sept. 27.—Will H. Hays today visited the State Department to confer with Secretary Hull and other officials, but refused to make known the purpose of his conferences other than to say he did not discuss the war situation.

British Trade Rallies to Aid Government in Crisis

By AUBREY FLANAGAN

LONDON, Sept. 27.—The Cinematograph Exhibitors' Association, major exhibitor trade organization in the country, has offered the British Government full cooperation in the present European crisis. The organization has guaranteed the use of 50,000 cars on 24 hours' notice, for service as ambulances, courier cars and the like.

All film house operators in the country are assisting the Government's preparedness campaign, showing recruiting and propaganda films and displaying posters, as well as offering to the Home Office and local authorities the use of their theatres for any possible service. Many theatres tonight relayed the radio message of Prime Minister Chamberlain.

Theatre staffs and other film units have been depleted everywhere by the calls for reservists and the recruiting of soldiers.

QP to Colors

London, Sept. 27.—John Barnes, member of the London staff of Quigley Publications, received today notice of mobilization for the Royal Air Force. He is a pilot officer in the Royal Auxiliary Air Force.

Films Are Moving In Truck Strike; Accessories Halt

A strike in the trucking industry which was resumed yesterday after a four-day truce left most local film delivery services unaffected. Drivers here are organized in an independent union and were permitted to carry film without disturbance.

Shipment of advertising material and other accessories was stopped in many instances, however. Trucks were frequently stopped and searched by roving pickets. Where packages not containing film were found, the truck was compelled to return. The Film Exchange Building was closely watched and efforts to load advertising matter on trucks was stopped. Taxicabs were utilized in most cases for the delivery of accessories in the metropolitan area.

Horlacher Delivery Service, which conducts a general trucking business, was completely tied up and no film shipments were made. Express agen-

(*Continued on page 4*)

Golden Entertains Herald Contest Men

A luncheon given by Edward Golden, vice-president of Monogram Pictures, at the Rainbow Grill in Rockefeller Center yesterday, featured the second day of the all-expense trips to New York to the winners in the recent July contest conducted by Managers Round Table of *Motion Picture Herald*, in cooperation with participating film companies.

In addition to the theatremen, in attendance were George Weeks, gen-

(*Continued on page 2*)

Newsreels Expect Censor's Control

Newsreel offices here anticipate a complete censorship in the event war breaks out in Europe. Government forces, it is believed, will shoot war scenes and farm the film out to existing newsreel companies along the lines followed in the World War.

Paramount and Movietone are relying on their regular European bureaus for coverage and do not plan to send extra men unless managers there specifically request reinforcements. Other newsreels are keeping in touch with the situation by cable and transatlantic telephone but have made no plans as yet.

German censorship was evaded when French authorities permitted News of the Day and Paramount cameramen to photograph construction activities on the new Siegfried line. Photographers mounted their long distance lens on cameras placed on the Maginot line and shot across to German territory. The shots appeared in

(*Continued on page 5*)

Fox Signs Lachmann To Exploitation Post

HOLLYWOOD, Sept. 27.—Charles E. McCarthy, 20th Century-Fox publicity and advertising director, announced here today the signing of Marc Lachmann, former Universal publicity chief, as national exploitation director. Mr. Lachmann will make his offices in New York, but will travel to Hollywood frequently.

Mr. Lachmann had been operating his own publicity and advertising office here since leaving Universal several months ago.

U. S. to Give Suit Aims in Talks Today

Consent Decree May Be Discussed Later

WASHINGTON, Sept. 27.—It is expected that today's conference between Assistant Attorney General Thurman Arnold and attorneys for major film companies will be confined principally to an explanation of the Government's stand in the suit and an outline of what the Department of Justice will require in the event the case is settled by a consent decree.

It is expected that subsequent meetings will be held at which will be worked out the stand to be taken by the companies toward further acquisition of theatres, which Mr. Arnold has suggested be halted pending settlement of the suit, except where the companies are committed by contract, and then possible terms of a consent decree.

The meeting is to be held at a local hotel, and it is expected that participants will be asked not to reveal any of the details pending conferences with their principals.

While department officials suggested that the conference would be more or

(*Continued on page 4*)

Grosses Up Since Drive Start—Blank

Definite improvement in theatre attendance have been noted in the central states since the opening of the Motion Pictures' Greatest Year campaign, Sept. 1, A. H. Blank, head of the Tri-States circuit with headquarters in Des Moines, reported yesterday. Mr. Blank is in New York for conferences with Paramount home office officials.

"The initial results of the drive are definitely noticeable in our territory," he said. "The problem now, however, is to sustain the public interest in the contest and campaign in order

(*Continued on page 4*)

Actors Guild Books Here to Be Closed

Hollywood headquarters of the Screen Actors Guild yesterday approved the request of the eastern branch of the guild for authorization to close its membership books Oct. 15.

The authorization was given with the provisos that the closing apply only to extras and that a standing

(*Continued on page 2*)

Golden Entertains Herald Contest Men

(Continued from page 1)

eral sales manager; Lou Lifton, director of advertising; Tom Lancaster, president, Lancaster Amusement Co., Detroit, and Mrs. Lancaster; A-Mike Vogel, chairman, Managers Round Table, and Gertrude Merriam, associate editor. An after-lunch discussion of coming Monogram product included a detailed analysis of his campaign by Rex Williams, manager of the Hoosier theatre, Whiting, Ind., voted the Monogram prize on "Romance of the Limberlost."

Preceding the gathering, a morning meeting of the theatremen was held with United Artists department heads, headed by Monroe Greenthal, director of exploitation. Others who took part were Ben Washer, publicity manager; Len Daly of the foreign publicity staff, and Harry Kosiner, Walter Wanger's eastern representative. The visitors were also received by George Schaefer, general manager of distribution. At dinner the winners were guests of Billy Rose at the Casa Manana where they were joined by James Barton and Patricia Ellis, stars of the stage show.

Slated for today is a round table conference with the Paramount advertising department, to be conducted by Robert Gillham, director of advertising and publicity. In the afternoon, the theatremen are to be guests of honor at a press party at the Astoria studios on the "One Third of a Nation" set.

Roncoroni Dies in Italy at Age of 56

ROME, Sept. 27.—Carlo Roncoroni, leading figure in Italian film, political and industrial circles, died today of heart disease at Gavirate, near Como. He was 56.

The builder and president of Cine City, Rome's large studio center, Mr. Roncoroni was a member of the Italian Chamber of Deputies, president of S. A. Cines and vice-president of the International Film Chambers. He was also RKO representative in Italy.

Hold Henry Levy Rites

CINCINNATI, Sept. 27.—Funeral services were held here today for Henry Levy, former local suburban circuit operator, who died Sunday in Washington following an emergency operation.

Sailings Canceled

Prospective transatlantic travelers are anxiously scanning the headlines to determine whether they should hazard a trip to Europe, and ship lines report many cancellations.

Arthur M. Loew, M-G-M foreign chief, has delayed sailing the last two weeks. Last night he decided not to sail. Others who had reservations on the *Normandie* but who canceled, include Jack L. Warner, Ramon Novarro, Robert Donat, Otto Kruger and Fernand Gravet.

Chicago's Anti-Trust Brief As Popular as Best-Seller

By BILL CROUCH

CHICAGO, Sept. 27.—Attorneys Rosenberg, Stein and Rosenberg could have made the "best seller" class last week with their 114-page book, containing the complaint against B. & K. and the major film companies, if they had been so inclined. Instead they let out but a few copies and the result was a clamor for each.

Hereabouts the Allied-Independent suit against the majors is the prime topic of conversation. Along Film Row one hears but little else.

Principal idea in the mind of the independent group is to get as fast action as possible.

▼ ▼

Chicago exhibitors are happy this week about two things. First, daylight time has been put in moth balls for the winter and Jack Benny is still off the air. With this situation existing exhibitors feel they may have a few days of increased business. With night falling sooner the local gentry can not spend the evening watching the girlies that play softball. Benny will be back on the air soon, however.

▼ ▼

Outstanding is the list of vaudeville celebrities signed by RKO for the week of Oct. 7 at the Palace. Slated to appear are the Stroud Twins, Bert Wheeler, Dolly Kay and the Snickelfritz Band. The film will be "The Affairs of Annabel." Veloz and Yolanda, local box-office favorites, will play their third annual engagement at the Chicago starting Friday. In previous years this dance team has broken records at the Chicago. They get $8,500 per week for this engagement, a new high in dance team acts.

▼ ▼

George Raft, "Chiefed" in last week to visit Virginia Pine. He will leave shortly for New York for the World Series Games.

▼ ▼

B. & K. officials were disappointed last week with the personal appearance of Ed Sullivan, columnist, whose writings are published daily in the *Chicago Tribune*. Theatermen figured that with 800,000 reading the *Tribune* daily the rush to the box-office would be in proportion. The gross was the lowest in weeks. While here Sullivan presented some of the stars passing through town at various stage shows. What irked B. & K. considerably, though, was the "plugging" he gave local night spots.

▼ ▼

Buddy Rogers and his band will arrive here next week for an extended run at the College Inn of Hotel Sherman. Rogers played here last year and did an enormous business. Mrs. Rogers (Mary Pickford) will join her husband here later in the fall it is learned.

▼ ▼

Al Jolson is expected here soon, with his wife, Ruby Keeler, to adopt a baby girl at Evanston's famous Cradle. The Jolson's have a son from the Cradle and plan to get a girl playmate for the child.

Eleven New Pictures Approved by Legion

Eleven new pictures were approved by the National Legion of Decency this week, eight for general patronage and three for adults. The new pictures and their classification follow.

Class A-1, Unobjectionable for General Patronage—"The Colorado Trail," "Hold That Co-Ed," "The Mexicali Kid," "Mr. Doodle Kicks Off," "The Mysterious Rider," "The Renegade Ranger," "Starlight Over Texas," "Straight, Place and Show." Class A-2, Unobjectionable for Adults—"Dark Rapture," "Heimat" (German), "Grand Illusion" (French).

S. R. Kent to Return Soon

Sidney R. Kent, president of 20th Century-Fox, is expected over the weekend or Monday from the coast where he has been 10 days on studio conferences with Darryl F. Zanuck. Charles E. McCarthy, advertising and publicity chief, who accompanied Mr. Kent, is expected to return with him. Mr. McCarthy is lining up campaigns on future releases.

Harry Brown in New Job

AKRON, Sept. 27.—Harry Brown, manager of the new Highland, has been named district manager for Associated Theatres, the syndicate which owns the Highland, the New Medina at Medina and the new Mount Union, now under construction at Alliance.

Salaries Disclosed At Guild Hearing

HOLLYWOOD, Sept. 27.—Sid Rogell, studio manager for RKO, and George Bagnall, vice-president of Paramount, took the stand today upon the resumption of the Screen Directors' Guild collective bargaining petition hearing before NLRB Trial Examiner William Ringer, to tell of the duties of directors and their assistants.

Mr. Rogell disclosed that Howard Hawks, director of "Bringing Up Baby," received $87,000 for his work, Katharine Hepburn, star, $72,500, Cary Grant, $75,000, and Charles Ruggles, $32,000. The entire cost of the picture was $220,000. Other costs on picture were $76,000, Mr. Rogell said. Mr. Bagnall disclosed that Wesley Ruggles, the highest paid director on the Paramount list, was getting $8,333 weekly.

Ontario Approves "Time"

TORONTO, Sept. 27.—The Ontario censors have approved the latest issue of the "March of Time" which deals with the Czechoslovakian-German crisis under the heading "Prelude to Conquest" and the short is being given a prominent place in display advertising by first-run theatres.

C. L. Yearsley Recovers

C. L. (Bill) Yearsley, manager of the Roosevelt Theatre in Philadelphia, has recovered from a serious automobile accident which occurred in Lake Lure, N. C.

Actors Guild Books Here to Be Close

(Continued from page 1)

committee be designated to pass upc future applications for membersh from either veteran or qualified play ers, who may be made exceptions t the closing. Membership rolls for b and part players will be kept ope

The eastern branch of the guild no has 900 members. After Oct. 1, i membership fee will be increas ro $10 to $25.

The advisory committee of the guil yesterday commended the administra tion of the eastern branch, headed b Mrs. Florence Marston, in a resolu tion to the senior guild in Holly wood. Mrs. Marston has been desig nated the guild's delegate to the A F. of L. national convention whic will open in Houston next Tuesda She will leave New York Sunday t attend the convention.

Writer Charges Are Filed with N.L.R.B

HOLLYWOOD, Sept 27.—The Scree Writers' Guild today filed with th N.L.R.B. charges against 13 studio of failure to bargain collectively wit the guild as the exclusive bargainin agency for all writers. The move wa approved at a membership meetin last night.

Donald Ogden Stewart, at the meet ing, read transcripts of various ses sions with producers which broke u over the producer refusal to grant con cessions asked by the guild, chiefl that the contract with the Screen Pla wrights be dissolved.

A nominating committee was name for the elections Nov. 9, consisting c Mary C. McCall, Jr., chairman; Do Hartman, Gordon Kahn, Curtis Ken yon, Jack Natteford, Maurice Rap Fred Rinaldo, Robert Rossen, Dor Schary and Tristam Tupper.

MOTION PICTURE
DAILY
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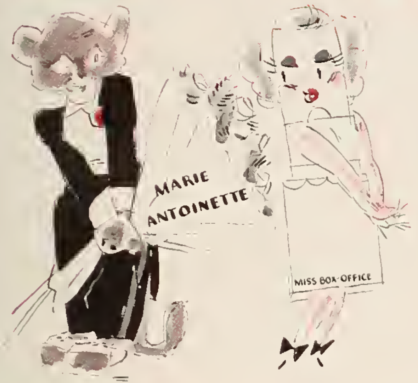
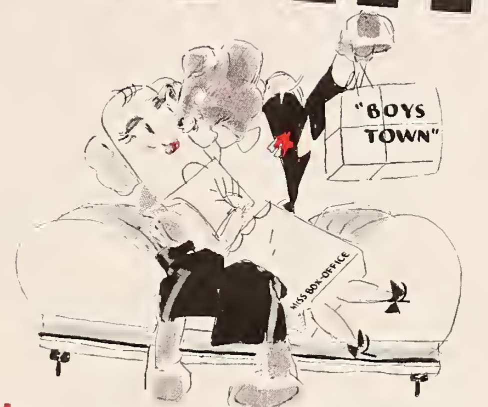
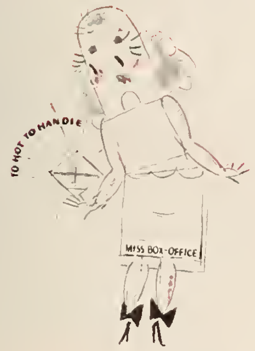
LEO'S BIG LOVE AFFAIR!



—it was love at first sight



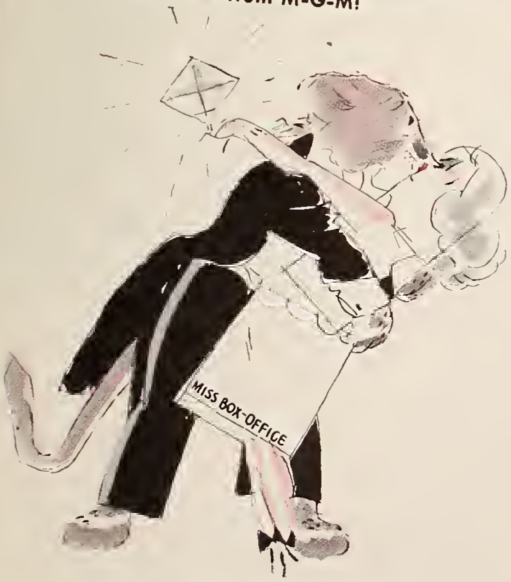


—he showered her with jewels

—he swept her off her feet

—And now see what Miss Box-office gets

Just previewed in California and the talk of the Coast! Prediction: it will top all MacDonald-Eddy triumphs. Every studio in Hollywood watches as hit follows hit from M-G-M!



sweethearts indeed!

Again the LION ROARS

METRO GOLDWYN MAYER PROUDLY PRESENTS THE SEASON'S GALA HIT!
EVERYBODY'S RAVING! EVERYBODY'S SINGING! EVERYBODY'S CHEERING!

Jeanette MacDONALD *Nelson* EDDY *in* SWEETHEARTS

MADEMOISELLE
PARADE
WOODEN SHOES
PRETTY AS A PICTURE

VICTOR HERBERT *Love-Songs!*

Thrilling melodies by the composer of "Naughty Marietta"! Hear your singing sweethearts blend their voices in *"Mademoiselle", "On Parade", "Wooden Shoes", "Every Lover Must Meet His Fate" "Summer Serenade", "Pretty as a Picture"*

A CAST OF FUNSTERS!

From left to right—garrulous Herman Bing, hilarious Frank Morgan, nimble-footed Ray Bolger, and Mischa Auer (remember him in "My Man Godfrey"?) . . . plus lovely Florence Rice in the background for extra romance!

HEAVEN MADE THIS MATCH!

Their greatest musical romance! Thrilling as they were in "Rose Marie" and "Maytime", you've never seen (or heard) Jeanette MacDonald and Nelson Eddy so breathtakingly marvelous! Their love story will wring your heart! Their love-songs will charm you as never before!

BRAINS AT THE HELM!

Produced by Hunt Stromberg . . . Directed by W. S. Van Dyke II. They're still taking bows for "Marie Antoinette"—and who can forget their "Naughty Marietta"!

IT'S ENTIRELY IN BEAUTIFUL TECHNICOLOR!

A feast for the eye! Dazzling spectacle becomes even more superb by the magic of Technicolor! Wait until you see the colorful "tulip scene" and other eye-filling spectacles!

A Metro-Goldwyn-Mayer Picture with

FRANK MORGAN · RAY BOLGER
FLORENCE RICE · HERMAN BING
MISCHA AUER

Douglas McPhail · Betty Jaynes
Reginald Gardiner · Gene Lockhart

Directed by W. S. VAN DYKE • Produced by HUNT STROMBERG

A MOVIE QUIZ $250,000.00 CONTEST PICTURE

U. S. to Give Suit Aims in Talks Today

(Continued from page 1)

less general in nature, a very different picture was outlined by usually reliable sources outside the Government.

From these sources it was learned that Mr. Arnold and Solicitor General Robert L. Jackson, irritated over the failure of the distributors to reply to the letter suggesting the halting of theatre acquisitions, are prepared to make the department's views emphatically known. Mr. Arnold, it is said, will tell the company representatives that unless they make their position clear on that point, consideration will be given to new Grand Jury proceedings.

Department officials are declared to be resentful of the failure of the companies to take prompt steps not only to clarify their position with respect to acquisitions, but also to offer plans for settlement of the case or to make known their proposals for bringing about the reforms at which the department aims.

Unable to Reopen In Providence for Week

(Continued from page 1)

Loew's State were under water. It took from Thursday morning until Sunday morning of continuous pumping to get the water out of Fay's and the Carlton.

Business in Albany Returning to Normal

ALBANY, Sept. 27.—Theatre operators in this area predict that business will be restored to normal by the end of this week, following the storm. Most of the circuit houses reported business 40 per cent under normal, and independent neighborhood houses suffered even more severely.

In the area of Rutland, Vt., transportation tieups seriously affected business, with indications that it may be weeks before completely normal conditions return.

Quits Sterling Circuit

SEATTLE, Sept. 27.—Rex Stevenson, booker for John Danz' Sterling circuit, has resigned, effective Oct. 1. He will move to California where another theatre connection awaits him. Richard Mannheimer will succeed him.

ITOA in Quandary

The I.T.O.A. is in somewhat of a quandary. At its last meeting Harry Brandt, president, told members that the next regular meeting would be held in two weeks, meaning next Wednesday. Since that is Yom Kipper, it is expected that the meeting will be canceled. Ordinarily, it would be held the following Wednesday, Oct. 12, but that is Columbus Day. Mr. Brandt is expected to solve the problem by setting a new date.

Report Loss Slight In Local Territory

Film delivery companies which service Long Island, New Jersey and Upstate New York report that all theatres in their territory escaped with only slight losses, and all are open with the exception of the Greenport, Prudential house in Long Island, wrecked by the storm. Delivery service is now normal after several days' difficulty with floods and roads blocked by fallen trees.

Frank L. Gates of Warners, who returned yesterday from a quick tour of New England houses, found damage small in most of the Warner houses in Connecticut and Massachusetts. The Palace in Norwich was still unable to open because of flood conditions in the city, and the Garde in New London was closed because of virtual military law.

All Loew and RKO New England houses were open yesterday with the exception of Providence, where lack of power facilities prevented resumption of operation.

Freeman Conferring With Theatre Heads

Y. Frank Freeman, Paramount theatre head, began a series of meetings at the home office yesterday with a number of the company's operating associates. The sessions are scheduled to continue for several days.

At the meetings are Karl Hoblitzelle, who returned Monday from a European vacation; R. J. O'Donnell, A. H. Blank, Ralph Branton and J. H. Cooper. All plan to leave New York, Friday. Mr. Freeman will leave Friday for New Orleans for conferences with E. V. Richards and will go from there to Atlanta.

Barney Balaban, Paramount president, and Stanton Griffis, chairman of the executive committee, will also leave New York Friday for a visit of several weeks at the company's studio.

"King" Has Big Advance

An advance exploitation campaign has been prepared for the opening at the Paramount today of "If I Were King." Basil Rathbone and Ellen Drew, featured players, are in town and have been interviewed by the metropolitan press. Many tieups and window displays have been utilized to carry plugs for the picture. A contest in a leading evening paper was arranged a week in advance. Five thousand letters were sent to educators asking for scholastic comment on the film.

Altec Officials Return

L. W. Conrow, president, and G. L. Carrington, vice-president and general manager of Altec Service Corp., have returned from a series of regional conferences in Detroit, Chicago and Kansas City. A new technique of adjustment for reproducing equipment has been developed, they report.

The Harry David Circuit at Salt Lake City has just contracted for service.

Garner Memorial Speaker

CLAREMORE, Okla., Sept. 27.—Vice-President Garner has accepted an invitation to make the principal address at the dedication of the Will Rogers Memorial Museum here Nov. 4. John Boles will sing a solo.

Mills Civic Hero

Last week's hurricane made a civic hero of E. C. Mills, chairman of the Ascap administrative committee and one of the community fathers of Shelter Island.

The island was in the path of the storm and damage to property was so severe that the discouraged burghers were on the point of a mass movement away from the island, instead of remaining to rebuild. Mills called an emergency town meeting and, citing the civic spirit that rebuilt San Francisco and other communities which have suffered major catastrophes, persuaded the townspeople to stick it out and build anew.

Johnson's Relatives Victims of Big Blow

One of the tragedies of last week's hurricane came to light yesterday with the funeral of Mrs. J. F. O'Neill, sister of James Johnson, advertising copywriter at 20th Century-Fox. Mrs. Mary Johnson, mother of Mr. Johnson, and his sister were at their summer home at Westhampton Beach, L. I., when the storm struck. The house was washed away.

The two were listed as missing. Searchers found the body of Mrs. O'Niell Sunday and the funeral was held yesterday at St. Bartholomew's Church. Mrs. Johnson is still missing.

Mr. Johnson was unaware of the tragedy until he received a wire from a sister in Chicago who noticed her relatives' names in a newspaper list of those missing in the storm.

"Room Service" at Rivoli $45,000 Hit

"Room Service" is doing a land-office business at the Rivoli, garnering a reported $45,000 for the first week, the daily and weekly take equaling the theatre's top grosses of the last three years, according to RKO. A three-week run is assured.

The third week of "Spawn of the North" gave the Paramount a reported $31,000. "Marie Antoinette" at the Astor netted $11,200 in a sixth week. "Fugitives for a Night" grossed $6,200 at the Rialto.

SMPE Speakers Named

The Society of Motion Picture Engineers has arranged the schedule of speakers at the opening day luncheon of the annual fall convention at the Statler in Detroit Oct. 31. Mayor Richard W. Reading will welcome the delegates, and speakers will include Dr. C. F. Kettering, research head of General Motors; Jamison Handy, president of the Jam Handy Corp., and George W. Trendle, president of United Detroit Theatres Corp.

Ask for RKO Allowances

Wicker, Neilson & Riddell, attorneys for Alfred West, who started the original equity receivership suit against RKO, filed a petition in the U. S. District Court here yesterday for an allowance of $2,000 for services rendered from January, 1933, through June, 1934.

Films Are Moving In Truck Strike; Accessories Halt

(Continued from page 1)

cies accepted film for delivery but bills of lading were marked "subject to delay."

Efforts of the Mayor's office to effect a settlement of the strike were unsuccessful up to a late hour last night.

Grosses Up Since Drive Start—Blank

(Continued from page 1)

to continue the good results to the end."

Managers of all Cleveland theatres will meet today at the Cleveland M. P. Exhibitors Association rooms to map plans for drive activities throughout the remainder of the campaign. M. B. Horwitz, regional chairman, will preside at the meeting.

A Cleveland promotional committee for the drive has been organized already to direct local publicity for the balance of the campaign and have originated a local contest based on the national one.

Profit of £122,224 Reported for Odeon

LONDON, Sept. 27.—Profit of £122,224 after interest payments and taxation, and profit of £368,197 before those payments have been reported by Oscar Deutsch, president, at the first annual general meeting of the Odeon Circuit. He reported assets, in theatre equipment, furniture and the like of £3,770,325 and liabilities of £98,151.

Allied Defers Sessions

Allied of New Jersey has deferred regular bi-weekly meetings here until after its annual convention at Atlantic City Oct. 19-21. Plans for the convention are being shaped up by Irving Dollinger, president, and a committee.

Wall Street

Board Closes Uneven

	Open	High	Low	Close	Net Change
Cons.	1⅜	1⅜	1⅜	1⅜	— ⅛
E. K.	165	166	163	163	—2
G. T. E....	12	12	12	12	+ ½
Loew	46¼	46⅞	46	46½	.....
Loew, pfd...	106¼	106¼	106¼	106¼	.....
Para.	8⅞	9⅛	8½	8½	— ⅜
Para. 1.....	78	78	78	78	+2
Para. 2.....	9¼	9¼	9¼	9¼	+ ⅜
Pathe	8	8¼	7¾	7¾	— ¼
RKO	2	2	1⅞	2	.....
20th Fox ..	21½	22½	21½	22	— ¼
20th pfd....	31	31	30	30	—2
W. B.	5⅜	5⅜	5	5	— ⅜

Little Curb Activity

	Open	High	Low	Close	Net Change
Tech.	17½	17½	17½	17½	.....
Trans-Lux	1⅞	1⅞	1⅞	1⅞	— ⅛
Univ. Corp.	3⅛	3⅛	3⅛	3⅛	+ ¼

Bond Issues Decline Lightly

	High	Low	Close	Net Change
Keith 6s '46.......	91	91	91	—1
Loew 3½s '46.....	98¾	98¾	98¾	—1
Para. Pict. '47....	75	75	75	.....
W. B. 6s '39......	72	72	72	.....

(Quotations at close of Sept. 27)

◂ Purely Personal ▸

JOSEPH N. WEBER, president of the American Federation of Musicians, has left New York for Houston to attend the national convention of the A. F. of L., which opens the next week. He is expected back in New York for the Oct. 20 meeting of the executive board of his organization with heads of affiliated circuits, at which increased employment of musicians in theatres will be discussed.

•

HERMAN WOBBER, 20th Century-Fox sales chief, and JAMES P. O'LOGHLIN, S. R. Kent Drive leader, are due tonight from a tour of exchanges and will wind up a series of drive meetings tomorrow morning at the local branch.

•

HARRY SMITH, cameraman, and BERT CUNNINGHAM, director of Pathe Reelisms left for the New Jersey State Fair at Trenton yesterday to begin on a one-reel short concerning carnivals.

•

PAT CASEY, producers' labor representative, has returned to Hollywood following a brief visit here. He is expected back in New York about Oct. 12.

•

LOU SMITH, Paramount associate producer, will leave for Boston tonight to make arrangements for the Oct. 12 opening there of "If I Were King."

•

A. H. MCCAUSLAND, RKO trustee's representative, will arrive in New York today after a two-week visit at the RKO studios.

•

CARL STOREIM, manager of Ross Federal's Charlotte branch, and DORIS DICKERT were married recently in Charlotte.

•

JAMES WHALE, director, will arrive in New York today from the coast to sail on the *Normandie* for a vacation abroad.

•

LEONARD GAYNOR has deferred his flying lessons, due to circumstances beyond his control.

•

COL. FRED LEVY of Louisville, former theatre operator and First National franchise holder, is visiting in New York.

•

SABU, Indian boy star of "Drums," will be the guest at a tea at the English Speaking Union today.

•

LOUIS CHATAIN, a director of M-G-M's French subsidiary, is due to sail on the *Normandie* today.

•

JASPER D. RAPOPORT, Paramount manager of distribution in Cuba, will leave today for Havana.

•

ROBERT DONAT sailed yesterday on the *Nieuw Amsterdam* after a three-week visit here.

Hollywood Preview

"Sharpshooters"

(*20th Century-Fox*)

HOLLYWOOD, Sept. 27.—The camera daredevils, Brian Donlevy and Wally Vernon, are catapulted through this headlong sequence of newsreel adventures—first of the series—at a pace that gives the audience scant respite between laugh and thrill. James Tinling's direction preserves a nice balance between humor and melodrama and the screenplay by Robert Ellis and Helen Logan, from a story by Maurice Rapf and Lester Ziffren, parallels actual newsreel events of easy memory so closely as to keep the spectacular goingson well within the limits of credibility.

Lynn Bari, looking and talking like Claudette Colbert, plays the girl the intrepid photographer loves but doesn't get. John King, Douglas Dumbrille, C. Henry Gordon and Sidney Blackmer are the heroic and sinister personalities encountered in a mythical kingdom where assassination appears to be the chief industry. Martin Joseph Spellman, Jr., is the very personable boy king whose life and throne are saved by the indefatigable representative of Graphic Newsreel. The plot, counterplot and subsidiary plots are too numerous and too intricately integrated to be briefed in the available lineage.

The picture is doubly timely. The population is perhaps a little more newsreel conscious just now than at any time since 1917. The contents of the picture are the type of contents likely to make up the real newsreels if that overseas situation explodes. The time to set in the attraction is, it would seem, right now.

Running time, 65 minutes. "G." ROSCOE WILLIAMS.

"U" Borrows Stewart

HOLLYWOOD, Sept. 27.—James Stewart has been borrowed by Universal from M-G-M for the title role in "Destry Rides Again." Joe Pasternak will produce and Harold Shumate is adapting the Max Brand novel.

Pittsburgh Union Signs

PITTSBURGH, Sept. 27.—All of the independent theatre owners in this district have signed new one-year contracts with the operators' union, Local 171, according to Larry Katz, I. A. T. S. E. representative in this district. In a majority of cases, slight increases have been granted, but theatres paying the highest wage scale were not asked to come through with raises. The circuit operators will not be required to negotiate a new contract until next summer, when their present pact expires.

Set Austin Film Opening

OKLAHOMA CITY, Sept. 27.—Max Alexander, independent producer, has closed a deal with B. F. Moore, general manager of Standard Theatres Corp. for the premiere on Oct. 6 of "Songs and Saddles," starring Gene Austin at the Liberty. Other openings are scheduled for Tulsa, Memphis and Kansas City.

The Newsreel Parade

The hurricane's toll on the Atlantic seacoast is recorded in current issue of the newsreels. Chamberlain's conversations with Hitler and construction activities on Germany's new Siegfried line are also featured. College football is included. The reels and their contents:

MOVIETONE NEWS — Chamberlain meets Hitler at Berchtesgaden, Daladier and Bonnet arrive at London for Czech talks with Chamberlain. Mussolini speaks at Trieste. Sudeten refugees escape to Germany as Hitler makes war speech. Brother of Czech President Benes arrives in New York. Navy Day off California coast. Hurricane damage. Minnesota-Washington and Alabama-U. S. C. football games. Tennis finals. Women's National Golf finals.

NEWS OF THE DAY—Chamberlain in Germany. Mass demonstrations in London. Sudeten fugitives. Germany's Siegfried line. Mussolini at Trieste. Benes at Prague. Navy Day in the Pacific. Roosevelt asks for peace. Aerial survey of hurricane damage. New London in flames. Navy-William & Mary, Alabama-U. S. C., Minnesota-Washington, California-St. Mary's, football games.

PARAMOUNT NEWS—Hurricane toll. Moilization in Paris and Praha. Sudeten refugees. Siegfried line under construction. Scenes from London. Alabama-U. S. C., Minnesota-Washington, Navy-William & Mary football games.

RKO PATHE NEWS—Hurricane havoc. Chamberlain at Berchtesgaden and London. Mussolini speaks at Trieste. Czechs pay tribute to Masaryk, republic's founder. Votja Benes arrives in U. S. Budge wins tennis finals. Minnesota-Washington and California-St. Mary's football games.

UNIVERSAL NEWSREEL — European crisis in Sudetenland, Berchtesgaden, London and Prague. Benes' brother in New York. New England floods. Plane wreck in Burbank, Cal. Flint, Mich., motor festival. Manx Grand Prix, tennis finals, women's golf finals, and Navy-William & Mary football.

Newsreels Expect Censor's Control

(*Continued from page 1*)

yesterday's release of both reels.

Reel editors point to loyalist Spain, where only Amkino photographers are permitted behind the lines, as an example of what may be expected. However, in the event that no censorship is imposed, cameramen who have had experience on European, African and Asiatic battlefronts in recent years, as well as several with a World War background, are ready to go into action.

New Wisconsin Bank Night Case Quashed

LA CROSSE, Wis., Sept. 27.—Ted Bolnick, manager of the Hollywood, was cleared by a six-man jury on charges of conducting a lottery in connection with Bank Night.

A similar action against the Rivoli, operated by the La Crosse Theatres Co., was dismissed following the jury's decision. This marks the third time that juries have failed to convict exhibitors on Bank Night charges. Walter Baier, manager of the Fort theatre, at Fort Atkinson, was cleared earlier in the year on a similar count, while at Kenosha, where charges of conducting a lottery were preferred against William Exton, manager of the Gateway, the jury failed to agree and was dismissed.

F. P. Canada Pays Second

TORONTO, Sept. 27.—Famous Players Canadian Corp. has declared a second dividend of 15 cents for this year on outstanding common shares, payable Oct. 1 to stockholders of record Sept. 30. The previous payment was made last June. In 1937, the circuit paid one dividend of 50 cents on each share in December. Depending upon the effect of European developments, a third dividend may be declared by the company before the end of the calendar year.

Buys "Life of Bolivar"

HOLLYWOOD, Sept. 27.—Eddie Le Baron, heading the Spanish language production company bearing his name, has bought "Life of Simon Bolivar," by Jose Vasconzelos, to be produced for the Spanish market.

Cool!

AIR-COOLED SKYSLEEPERS

OVERNIGHT TO LOS ANGELES

Big, luxurious Flagship Skysleepers. No change of planes. Air-conditioned at airports —nature-cooled en route. The Southern All-Year route. Complimentary meals. To Los Angeles or San Francisco, $149.95. 10% saving on round-trip flights.

The MERCURY Lv. Newark . . 5:10 p.m.
The SOUTHERNER Lv. Newark . . 9:00 p.m.

FOR RESERVATIONS

Call your travel agent or VAnderbilt 3-2580. Ticket Offices: 45 Vanderbilt Avenue and Rockefeller Center, 18 W. 49th St.

AMERICAN AIRLINES *Inc.*

The "CONTINENTAL" to LOS ANGELES

Deluxe overnight Sleeper

★ Latest evening departure—7:15 p.m. (DST)—with arrival for morning business in Hollywood. Or take United's famous Overland Flyer, another Sleeper plane, leaving at midnight. Fast, luxurious, fewest stops.

RESERVATIONS at 58 West 42nd Street, MUrray Hill 2-7300. Or travel bureaus, hotels

UNITED AIR LINES

The Main Line Airway

MOTION PICTURE DAILY'S HANDY BOOKING CHART

[*Dates Are Based Upon National Release Schedules and Are Subject to Change. This Chart Is Revised Weekly. Letters in Parentheses After the Titles Denote the Following: (A) Adult, (G) General, (D) Drama, (M) Musical, (C) Comedy, (O) Outdoor Action*]

	COLUMBIA	M-G-M	MONOGRAM	PARA.	REPUBLIC	RKO RADIO	20TH-FOX	U. A.	UNIVERSAL	WARNERS	G. B.
Aug. 26	Phantom Gold (O) *Jack Luden*	Marie Antoinette (A) (D) *Norma Shearer Tyrone Power* (845)	Under the Big Top (G) (D) *Marjorie Main Anne Nagel*	Spawn of the North (G) (D) *Raft Lamour*	Tenth Avenue Kid (G) (D) Pals of the Saddle (O)	Breaking the Ice (G) (D) *Bobby Breen Dolores Costello* (845)	Speed to Burn (G) (C) *Michael Whalen Lynn Bari* (904)		Dark Rapture (O) *Armand Denis Leila Roosevelt*	Boy Meets Girl (A) (C) *Cagney* ***Pat O'Brien*** (303)	Man with 100 Faces *Tom Walls* (Sept. 1)
Sept. 2	I Am the Law (G) (D) *Robinson*	Three Loves Has Nancy (A) (C) *Montgomery Gaynor*		Sing You Sinners (G) (M) *Bing Crosby* (3801)	The Higgins Family (G) (C) *James Gleason Lucile Gleason*	Carefree (G) (M) *Astaire Rogers* (837)	My Lucky Star (G) (C) *Sonja Henie Richard Greene* (905)		Freshman Year (G) (M) *Dixie Dunbar Ernest Truex* (3025)	Four's A Crowd (G) (C) *Errol Flynn deHavilland* (213)	The Thirty-Nine Steps (Reissue) (G) (Sept. 15)
Sept. 9	Colorado Trail (O) The Lady Objects *Gloria Stuart Lanny Ross*	Boys Town (G) (D) *Spencer Tracy Mickey Rooney* (902)	Starlight Over Texas (O) *Tex Ritter*	In Old Mexico (G) (O) *William Boyd* (3855)	Billy the Kid Returns (G) (O) *Roy Rogers Smiley Burnette*	The Affairs of Annabel (G) (C) *Jack Oakie Lucille Ball* (902)	Safety in Numbers (G) (D) *Jones Family* (906)		Personal Secretary *William Gargan Joy Hodges*	Secrets of An Actress *Kay Francis George Brent*	The Lady Vanishes (A) *Margaret Lockwood Paul Lukas* (Oct. 1)
Sept. 16	Juvenile Court *Paul Kelly Frankie Darro*	Too Hot to Handle (G) (D) *Clark Gable Myrna Loy*	Mexicali Kid (G) (O) *Jack Randall*	Sons of the Legion (G) (D) *Donald O'Connor Billy Lee*	Overland Stage Raiders (O) *3 Mesquiteers*	The Renegade Ranger (O) *O'Brien* (884)	Hold That Co-Ed (G) (C) *John Barrymore George Murphy* (907)		Black Bandit *Bob Baker* (305)	Valley of the Giants (G) (D) *Wayne Morris Claire Trevor*	The Frog *Noah Beery Gordon Harker* (Oct. 15)
Sept. 23	The Stranger from Arizona (O) *Buck Jones Dorothy Fay*	Vacation from Love *Florence Rice Dennis O'Keefe* (905)	Wanted by Police (G) (D) *Frankie Darro Evalyn Knapp*	Campus Confessions (G) (C) *Betty Grable Hank Luisetti*	Prairie Moon (O) *Gene Autry*	Fugitives for a Night (G) *Frank Albertson Adrienne Ames* (903)	Time Out for Murder (G) *Gloria Stuart Michael Whalen* (908)		Road to Reno (G) (C) *Hope Hampton Randolph Scott*	Four Daughters (G) (D) *Lane Sisters John Garfield* (359)	
Sept. 30	You Can't Take It With You (G) (C) *Jean Arthur* Girls' School	Stablemates *Wallace Beery Mickey Rooney* (906)		King of Alcatraz *J. Carroll Naish Lloyd Nolan*	Down in "Arkansaw" *Weaver Bros. Pinky Tomlin*	Room Service (A) (C) *Marx Brothers* (901)	Straight, Place and Show (C) *Ritz Bros.* (911)	Drums (G) (D) *Raymond Massey Sabu*	Youth Takes a Fling *Joel McCrea Andrea Leeds*	Garden of the Moon (G) (M) *Pat O'Brien Lindsay*	**G. N.** Renfrew on White Trail (228) (July 22)
Oct. 7	Crime Takes a Holiday (G) (D) West of the Sante Fe (O)	Listen, Darling *Bartholomew Judy Garland* (904)	Sweetheart of Sigma Chi (reissue) *Mary Carlisle*	Touchdown, Army *Mary Carlisle John Howard*	The Night Hawk *Robt. Livingston June Travis Robt. Armstrong*	Mr. Doodle Kicks Off (G) (C) *Joe Penner* (904)	Meet the Girls *June Lang Lynn Bari* (910)		That Certain Age *Durbin Jackie Cooper*	Broadway Musketeers (G) *Lindsay Wyman*	Utah Trail (O) *Tex Ritter* (229) (Aug. 12)
Oct. 14	Flight to Fame Below the Rio (O) *Buck Jones*	The Great Waltz *Luise Rainer Fernand Gravet Miliza Karjus*	Mr. Wong, Detective *Karloff*	Arkansas Traveler *Bob Burns Mary Carlisle*	Song of the West (O) *Gene Autry*	A Man to Remember (D) *Anne Shirley* (905)	Submarine Patrol *Richard Greene Nancy Kelly* (909)		Swing That Cheer *Tom Brown Andy Devine*	The Sisters *Bette Davis Errol Flynn Anita Louise*	Dangerous Secrets *Paul Lukas* (Sept. 30)
Oct. 21	Homicide Bureau *Bruce Cabot Rita Hayworth*	Young Dr. Kildare *Lew Ayres Lionel Barrymore*	Where the Buffalo Roams (O) *Tex Ritter*	King of Chinatown *Anna May Wong* Mysterious Rider (G) (O)	I Stand Accused *Robt. Cummings Helen Mack*	The Mad Miss Manton *Stanwyck Fonda* (906)	Mysterious Mr. Moto *Peter Lorre Mary Maguire* (912)	There Goes My Heart *Fredric March Virginia Bruce*	Service De Luxe *Constance Bennett Vincent Price*	Girls on Probation (D) *Ronald Reagan*	
Oct. 28	There's That Woman Again *Melvin Douglas Virginia Bruce*	Sweethearts *MacDonald Eddy*	The Last Outlaw (O) *Jack Randall*	Escape from Yesterday *Farmer Erikson Tamiroff*	Storm Over Bengal *Patric Knowles Rochelle Hudson*	The Miracle Racket *Eilers Ann Miller*	Always in Trouble *Jane Withers Jean Rogers Arthur Treacher*	Cowboy and the Lady *Cooper Oberon*	The Storm *Bickford MacLane Foster Nan Grey*	Brother Rat *Wayne Morris Priscilla Lane*	

▸ Radio Personals ◂

GRAHAM McNAMEE has been signed as regular announcer for the new "Vox Pop" series. . . . Mischa Auer will appear on "Screenscoops" tomorrow night. . . . Mary [illegible]garet McBride will be feted by [illegible] radio staff after her Oct. 3 broadcast, which marks the end of her first year of coast-to-coast broadcasting on CBS. . . . Madeleine Carroll, George Brent and Franchot Tone will be featured in "Radio Theatre" Monday in "Another Dawn." . . . Cornelia Otis Skinner and Eddy Duchin will be the special guests in the first of the Kate Smith series tonight. . . . L. R. Clements, formerly with the engineering staff of WABC in New York, has joined the engineering department of WCCO.

Kellogg to Sponsor New Serial Program

The Kellogg Co. has contracted to sponsor a new serial strip, "A Saga of Aviators," over a hookup of 40 CBS stations, starting Oct. 3, and Mondays through Fridays from 6:15 to 6:30 P. M. The J. Walter Thompson agency placed the account.

Two additional new contracts are for local sponsorship over WABC. The Crawford Clothing Co., through the U. S. Advertising Agency, will take over locally the Monday night cooperative 8 to 8:30 P. M. show, beginning Oct. 3, while Waitt & Bond, Inc., for Blackstone Cigars, will sponsor a new series, "Highlights in the World of Sports," Tuesdays, Thursdays and Saturdays from 6:05 to 6:15 P. M., over WABC, starting at once. Batten, Barton, Durstine & Osborn is the agency.

"Hobby Lobby" Stays With a New Sponsor

Dave Elman's "Hobby Lobby," which has been substituting for the Jack Benny program, will, without missing a week of broadcasting, continue on the air with a new sponsor. The Fels Co. will take up the series Oct. 5 at 8:30 P. M. on the NBC-Blue. The Pacific coast, on the repeat broadbast, will hear the show on the NBC-Red. Harry Salter continues as the maestro on the series.

"Hobby Lobby" has enjoyed tremendous success on the air since it was introduced over WOR in the spring of 1937. It switched to CBS, and in July it moved to NBC, replacing Jack Benny for the summer season.

Raise Interstate Stock

Interstate Broadcasting Co.. operators of WQXR, New York, has filed a change in capital with the Secretary of State. From a status of 1,000 shares, no par value, the stock has been increased to 2,000 shares; 1,000 preferred at $50 and 1,000 common, no par value.

NBC Issues New Guide

NBC has issued a revised edition of "Radio Broadcasting Stations of the United States and Canada," a glossary of every radio station operating in both countries.

Film Quizzers Are Quizzed And Find the Going Tough

By JACK BANNER

Tsk, tsk, tsk and a couple of taskets. Whoever would have believed that Si Seadler of M-G-M, Lynn Farnol of United Artists, Lou Pollock of Columbia, Mort Blumenstock of Warners and Paul Gulick, coordinator of the Motion Pictures' Greatest Year campaign—the very gentlemen who conceived all those questions for the "Movie Quiz" which now are puzzling the minds of millions of film patrons—would themselves be unable to answer accurately all questions put to them? But hearing is believing, and those who listened to a radio Tuesday night heard it as the considered opinion of:

Mr. Gulick, that the swelling of one's front teeth is a symptom of nostalgia, and not of homesickness. . . .

Mr. Blumenstock, that a 180-degree angle is not a straight line, which it is. . . .

Mr. Farnol, that 2x2x2x2 does not equal 16, when even Roberta Muriel Banner, age 5½, can tell him that it does. . . .

Mr. Seadler, who obstinately insists that the Hudson River was not discovered by an Englishman, even though all the history books tell him that Henry Hudson, the discoverer, was an Englishman serving the Dutch East Indies Co. . . .

Mr. Pollock, who believes that if it takes three men a day and one-half to dig a well, it will take six other men working at the same rate of speed three days to dig the same well, when actually the latter crew can do the job in half the time.

Those were the shameful answers the aforementioned gentlemen gave Tuesday night to the questions put to them by Dr. Harry Hagen, conductor of the "True or False" program on the NBC network. The motion picture team appeared as part of a promotion for the "Movie Quiz" contest. They were opposed by a fair team of pummel and poke artists (masseurs to you).

But all was not gall for the film team, for Rodney Bush of 20th Century-Fox upheld the noble traditions of the industry by winning the grand prize of $25. Mr. Bush won out over Mr. Seadler in the closing moments of the fray, when the Leo representative tripped over the nationality of the discoverer of the Hudson River.

Dr. Harry Hagen, it must be said, didn't fare perfectly, either, for he repeatedly referred to Si as "See," and at the closing of the show he announced that the winner of the quiz, Mr. Bush, had appeared through the courtesy of Mr. "Daniel" Zanuck.

Participation in the series by the film team was arranged by the J. Walter Thompson advertising agency.

English Plan Varied Television Programs

LONDON, Sept. 27.—A wide variety of subjects has been selected by the British Broadcasting Co. for television during the forthcoming season. These include not only broadcasts of full feature films, but of numerous outdoor and sport activities.

Recently the work of the river police who patrol the Thames was televised from Wapping and the river itself. Various football matches are to be broadcast from London's number one soccer stadium, Arsenal. Imber Court, training ground for London's mounted police, and road racing on the Crystal Palace motor track are other subjects to be televised.

Film Queries Coming in

WASHINGTON, Sept. 27.—Returns on the questionnaire sent out by the National Association of Broadcasters relating to the amount of time radio is devoting to the film industry are expected to be in by the end of the week, according to Ed Kirby, public relations director for the N.A.B. He estimates it will take about two weeks to analyze and check the reports after they are all in.

Sponsors "Information"

"Information, Please," quiz program which has been heard as a sustaining program on NBC for the past few months, has been sold to the Canada Dry Ginger Ale Co., which will take over the program beginning Nov. 15. The series will continue at the same time and day, Tuesdays at 8:30 P. M. over the Blue network. The J. M. Mathes agency placed the business.

New Crosley Name Approved by Holders

CINCINNATI, Sept. 27.—Stockholders of the Crosley Radio Corp. have approved by unanimous vote the proposal to change the corporate name to the Crosley Corp., and to amend articles of incorporation to increase and broaden the powers and scope of the company. The change in the company's name is in line with the policy of the organization to add to its line of appliances, and elimination of the word "radio" will no longer indicate a limited activity, according to Powel Crosley, president.

Final action will be taken at a meeting Oct. 17, when details of the proposal will be completed.

Plan Citizenship Series

WINNIPEG, Sept. 27.—Contributions to Canadian citizenship of the various ethnic groups in western Canada will be portrayed during the series of 13 weeks broadcasts, "Ventures in Citizenship," to be heard every Wednesday starting tomorrow from 9 P. M. to 9:30 P. M., E. S. T.

Winnipeg, because of its cosmopolitan population, has been chosen the center of this broadcast experiment. Robert England will supervise. Scripts have been arranged and written by John Kannawin in collaboration with W. H. Darracott.

WJZ Gets 39-Week Series

Lewis Howe Co. has placed a 39-week contract on WJZ for an as yet undesignated series starting Sept. 30. The schedule is for Fridays from 7:45 to 8 P. M. until Oct. 5. when a Friday period will be added. H. W. Kaster & Son placed the account.

FCC Schedule Of Broadcast Hearings Set

WASHINGTON, Sept. 27.—The Federal Communications Commission has dated hearings on broadcasting applications as follows:

Oct. 11, before an examiner: Applications of WJBL, Decatur, Ill., for change of frequency from 1,200 to 1,310-kilocycles, extension of time from sharing to unlimited, and increase of day power from 100 to 250 watts; Orville W. Lyerla, for a new 1,310-kilocycle station at Herrin, Ill., with 100 watts night, 250 watts day; WEBQ, Harrisburg, Ill., for change of frequency from 1,210 to 1,310 kilocycles and extension of time from sharing to unlimited; KFVS, Cape Girardeau, Mo., for extension of time from sharing to unlimited; WBOW, Terre Haute, Ind., for change of frequency from 1,310 to 1,200 kilocycles; WJBC, Bloomington, Ill., for extension of time from sharing to unlimited, and Olney Broadcasting Co., for a 1,210-kilocycle station at Olney, Ill., with 100 watts night, 250 watts day.

Owensboro, Ky., Frequency Change

Oct. 12, before an examiner: Applications of WOMI, Owensboro, Ky., change of frequency from 1,500 to 1,200 kilocycles, and KAND, Corsicana, Tex., increase of power from 100 to 250 watts.

Oct. 21, before an examiner: Applications of KFJZ, Fort Worth, Tex., for change of frequency from 1,370 to 930 kilocycles and increase of power from 100 watts night, 250 watts day, to 500 watts, and WFIL, Philadelphia, for increase of power from 500 watts night, 1,000 watts day, to 1,000 watts night, 5,000 watts day.

Oct. 26, before an examiner: Applications of KROC, Rochester, Minn., for change of frequency from 1,310 to 920 kilocycles and increase of power from 100 watts night, 250 watts day, to 500 watts night, 1,000 watts day, and South Nebraska Broadcasting Co., for a 920-kilocycle, 1,000-watt station at Hastings, Neb.

Oct. 27, before the commission: Applications of WNLC, New London, for extension of time from day to unlimited; Eastern Carolina Broadcasting Co., for a 1,370-kilocycle, 100-watt station at Goldsboro, N. C., and WDAE, Tampa, for change of frequency from 1,220 to 780 kilocycles.

Two Washington Applications

Nov. 3, before the commission: Applications of R. C. Atwood, for a 1,500-kilocycle station at Port Angeles, Wash., with 100 watts night, 250 watts day; Inland Empire Broadcasting Co., for a 1,310-kilocycle, 100-watt station at Pasco, Wash.; Mountain Top Trans Radio Corp. for a 1,310-kilocycle station at Denver, with 100 watts night, 250 watts day, and F. W. Meyer for a 1,310-kilocycle station at Denver, with 100 watts night, 250 watts day.

Nov. 10, before the commission: Applications of KMED, Medford, Ore., for increase of power from 250 to 1,000 watts, and KFEQ, St. Joseph, Mo., for extension of time from day to local sunset, with 500 watts night, 2,500 watts day.

Happy Days.

Here they are –
6 weeks of 'em in a row – *not*
counting all the holdover time you'll need!

September 24

Four Daughters

(Priscilla Lane, Rosemary Lane, Lola Lane, Gale Page, Claude Rains, John Garfield, Jeffrey Lynn, Dick Foran, Frank McHugh, May Robson)

October 1

Garden Of The Moon

(Pat O'Brien, John Payne, Margaret Lindsay, Jimmie Fidler, Joe Venuti and His Swing Cats, Johnnie Davis, Jerry Colonna)

October 8

Broadway Musketeers

(Margaret Lindsay, Ann Sheridan, Marie Wilson, John Litel, Janet Chapman)

October 15

Errol Flynn Bette Davis The Sisters

(Anita Louise, Ian Hunter, Donald Crisp, Beulah Bondi, Jane Bryan, Alan Hale, Dick Foran, Henry Travers)

October 22

Girls On Probation

Exploitation Sensation!

October 29

Brother Rat

(Priscilla Lane, Wayne Morris, Johnnie Davis, Jane Bryan, Eddie Albert)

"Looks like
WARNERS
have 'em *all* this Fall!"

DO NOT REMOVE

Alert.
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

. 44. NO. 63 NEW YORK, THURSDAY, SEPTEMBER 29, 1938 TEN CENTS

Giveaways Ban Being Studied In Fox House

Division Managers Hope For General Use

With S. R. Kent, president of 20th Century-Fox, and Spyros Skouras, operating head of National Theatres, both expressing themselves in favor of abandonment of giveaways of all sorts, division managers of the nationwide circuits are watching results of the "no giveaway" policy in Southern California with a view to its possible extension elsewhere.

Mr. Kent, who conferred with Charles P. Skouras, head of Fox West Coast, during his present visit to the studio, says he believes there is a definite trend toward discarding giveaways and chance games and expressed the belief that "the public is becoming fed up."

Spyros Skouras is known not to have been very happy with giveaways and his views coincide with those of Mr. Kent. Furthermore, he believes that it is time for exhibitors to go back to showmanship.

N.A.B. Discusses Winter Activities

WASHINGTON, Sept. 28.—Plans for fall and winter activities of the National Association of Broadcasters were discussed today at a meeting of the executive committee, the first such meeting since early last summer.

Important to broadcasters among the matters considered were the copyright situation and the several suits against Ascap now in the courts.

There was some discussion of the questionnaire recently distributed among member broadcasters, asking for information regarding the extent to which free publicity is given the film industry, directly or indirectly, but in the absence of a definite an-

(*Continued on page* 11)

FCC Recommends GE Television Stations

WASHINGTON, Sept. 28.—Granting of applications of the General Electric Co. for authority to construct television stations at Albany, Schenectady and Bridgeport, was recommended today by F. C. C. Examiner R. H. Hyde.

More Radio—P. 11

New Selznick Deal

Hollywood, Sept. 28.—John Hay Whitney, chairman of the board of Selznick International Pictures, Inc., today disclosed the signing of a new term contract whereby David O. Selznick will continue as president and executive producer of the company.

Selznick International has experienced no single change in executive personnel, membership of the board or list of stockholders since its inception.

Low Funds Slowing Wage-Hour Rulings

WASHINGTON, Sept. 28.—With lack of funds making it impossible to set up more than three or four industry committees before Congress meets, activities of Wage-Hour Administrator Elmer F. Andrews are being devoted to the preparation of definitions called for under the new labor standards act.

It is the hope of the administrator that most of the definitions, and a rough classification of the industries which will be subject to the act, may be completed before the law becomes effective Oct. 24.

Even when Congress appropriates additional funds, it was said by wage-hour officials today, it is not intended to set up a large number of industry committees to work out the minimum wages which are to apply until, after seven years, the minimum of 40 cents an hour provided in the act goes into

(*Continued on page* 3)

All Phases of Trust Suit Up At Conference

Col. Donovan's Home Is Scene of Gathering

WASHINGTON, Sept. 28.—Representatives of the major film companies tonight met with Assistant Attorney General Thurman Arnold and other Department of Justice officials around the dinner table at the Georgetown home of Col. William J. Donovan, counsel for RKO and the Irving Trust Co., for a highly secret discussion of the Government's anti-trust suit.

The place and time of the meeting were arranged by Colonel Donovan, who secured from Department officials a promise not to talk about the situation for publication, a pledge so thoroughly adhered to that not even the place of meeting was divulged at the

(*Continued on page* 3)

Clean Up Theatres After N. E. Storm

BOSTON, Sept. 28.—Theatres in this territory are cleaning up after the flood and hurricane which caused New England theatre damage conservatively estimated at $200,000. A typical example is the small house of Warren Nichols in Peterboro, N. H., which was flooded by water seven feet deep

(*Continued on page* 3)

Crisis in Europe Results In Flood of War Pictures

HOLLYWOOD, Sept. 28.—The European crisis has stirred Hollywood to topical activity, with about 10 pictures of spy intrigue, World War action and similar material in preparation. The most recent is from Edward Small, who has assigned George Bruce to adapt his own idea for "The Maginot Line," which he visited.

Martin Mooney and Jonathan Latimer have been assigned by Paramount to Fritz Lang's original idea for "Men Without a Country," spy story set in this country. Paramount also plans "Air Raid," starring Olympe Bradna, which Jeff Lazarus will produce. Twentieth Century-Fox is ready to release "Submarine Patrol," with Richard Greene, Loretta Young and Nancy Kelly. Columbia has "Spy Ring." RKO is preparing "Miss X," story of intrigue in Washington, starring Sally Eilers.

Republic is shooting "Storm Over Bengal," story of the rebellion of a northern India tribe from British rule, with Patric Knowles, Richard Cromwell and Rochelle Hudson featured. Warners is doing "Dawn Patrol," with Errol Flynn, whose illness is delaying the completion of the film. Hal Wallis has received British permission to use World War scenes in the picture. M-G-M has placed "Idiot's Delight" back on the schedule. It deals with the effects of the World War on an actor troupe stranded in Italy. Norma Shearer will star.

RKO Delays Halt Decision On Personnel

Petition for SEC Move To Be Filed Today

New delays in the consummation of the RKO reorganization plan appeared inevitable yesterday and had the immediate effect of sidetracking for the present any possible immediate decision by the principal creditors on the personnel of the reorganized company's board of directors and management.

As had been anticipated, a minority creditor will invoke the Chandler Act to make the S.E.C. a party to the reorganization, a move which, if approved by the court, will bring about an indefinite delay in the consummation of the plan. The petition will be filed in U. S. District Court here today by John A. Stover, attorney for Ernest W. Stirn of Milwaukee, holder of 1,234 shares of old RKO Class A stock. While the Chandler Act makes it compulsory for the S.E.C. to become a party to reorganizations in which the estate amounts to more than $3,000,000, RKO was in reorganization long before the act became effective so that S.E.C. may become a party

(*Continued on page* 3)

Crisis Stops Talks On Decree in Italy

The general European crisis has made it impossible for foreign representatives of major distributors to hold any conferences with Government officials in Rome on the recent Italian decree creating a national film distributing monopoly, and no meetings will be possible until the situation is eased, it was learned here yesterday.

Not only are the Italian officials too preoccupied with international affairs at this time, but, moreover, the outbreak of war would make the distribution problem a purely academic one, as the restricted market abroad

(*Continued on page* 8)

Jewish Holidays Aid Grosses on Broadway

The Jewish holidays helped business on Broadway this week. "Carefree" garnered $90,000 at the Music Hall. RKO says the picture merited a holdover but had to give way to the commitment on "Drums," which will open at the Music Hall today.

"Boys Town" did $27,000 at the Capitol in a third week, following pre-

(*Continued on page* 8)

Purely Personal

HERMAN WOBBER, 20th Century-Fox general sales manager, assisted by J. P. O'Loghlin, Kent drive leader, will conduct the final branch meeting of his nationwide swing at 9:30 A. M. today at the local exchange.

•

Sam E. Morris, Warners' foreign chief, who has arrived in London, informed his department yesterday by transatlantic telephone that he was "not worried" about the international situation.

•

Barney Balaban, Paramount president, and Stanton Griffis, chairman of the executive committee, have postponed their scheduled visit to the Paramount studio for about a week due to the pressure of current business.

•

J. Cheever Cowdin, Universal board chairman, who had made tentative plans to sail for London yesterday, has postponed the trip indefinitely because of the general European situation.

•

Douglas Fairbanks was scheduled to sail from England yesterday on the *Queen Mary* but confirmation of his departure was not received here.

•

Al Lichtman, M-G-M executive, and Ben Goetz, in charge of the company's British productions, are due from the coast tomorrow by train.

•

Dr. Herbert T. Kalmus, Technicolor president, is spending his time between his local office and Cape Cod home and plans to leave for the coast in a month.

•

Bernard Sobel of the M-G-M publicity staff is listed in the new issue of *Who's Who.*

•

Herman Shiffrin, formerly with M-G-M, is now at the RKO studio.

•

Hal Roach arrived in New York yesterday by automobile from the coast, bringing a print of "There Goes My Heart."

•

Ed Whallon, theatrical representative for United Airlines, left yesterday for the coast.

•

Anne Shirley plans a trip from the coast to Virginia with her husband, John Payne.

•

Ed Kuykendall, M.P.T.O.A. president, acquired a new hat and a head cold on Broadway yesterday.

•

Irwin S. Joseph of the Columbia Chicago exchange is in New York on a honeymoon trip.

•

Hal Horne and Roy Disney arrived here from the coast yesterday.

Conrad Dies on Coast

Hollywood, Sept. 28.—Con Conrad, popular song composer, died here today. Mr. Conrad wrote "The Continental" and other numbers. His body will be sent to New York and funeral services will be arranged there by Ascap. He is survived by his widow.

Insiders' Outlook

BEFORE the calling of yesterday's conference at Munich between Mussolini, Hitler, Chamberlain and Daladier there were multiplying indications that the industry was getting itself into a state of extreme agitation. Some were predicting the sweeping away of all foreign markets which supply 30 to 40 per cent of the film revenue, if war should come.

The pessimists are probably calmer today with the return of hope that hostilities can be averted.

While they are in this mood it might be well for them to bolster their morale by noting that it was the last World War that put the American industry on its feet by creating an export market. While Europe was fighting the business came out of its swaddling clothes and advanced so fast that all other nations have been trying to catch up since.

Between 1914 and 1918 all the European belligerents came to realize that maintenance of civilian and military morale was fundamental. The lesson has not been forgotten. Film theatres were scarce in those days. Now every city and town; every naval and merchant ship of any size; every army post has theatres or projection equipment.

French production already has been affected by the partial mobilization. England is beginning to feel the effects. If hostilities should be prolonged it might conceivably become necessary to suspend the quota law, or transfer British production to this country. Alexander Korda has already called off "Four Feathers," which was to have been produced in the Sudan with British Army cooperation and he is reported to be planning a hurried return to England to discuss the emergency.

Films will be shown in all countries. If the present peace negotiations break down and a general war results, they will be produced here.

How American producers could get paid for what they might export would be a source of worry. Currency fluctuations and restrictions probably would be fantastic, but they're not pleasant to contemplate under present conditions. How American companies dependent in part on British financing might be affected also would be a problem.

The prospect is disturbing no matter which way the die is cast at Munich, but it is not entirely hopeless.

▼ ▼

Last Thursday Motion Picture Daily wired its Rhode Island correspondent at Riverside to telegraph a survey of the theatre situation as a result of the hurricane. Yesterday it received the following reply:

> Received your wire only today (Tuesday) after being chased from pillar to post by messenger boys. My home in Riverside, R. I., was washed out with all the family possessions as we had not moved uptown, but had intended to the day after the blow.
>
> My father was rescued after two hours' immersion, so you can see I was not in one place very long. My present address is 34 Benefit St., Providence.

Benefit street is on the side of the highest hill in Providence, overlooking the Market Square section where the water was 20 feet deep.

▼ ▼

Ed Fay writes that the full story of the hurricane toll in Providence has not been told and will not be for several days. Hundreds of persons were in downtown department store basements. The flood rolled across this section of the city in 25 minutes. Many buildings have not been pumped out.

Schaefer Will Talk Before Phila. MPTO

Philadelphia, Sept. 28.—George J. Schaefer, general manager of distribution for United Artists, is scheduled to address the United M.P.T.O. here at its meeting tomorrow to discuss charges of unfairness by U. A. in withholding promised product.

Lewen Pizor, president of the local group, is said to have arranged for Mr. Schaefer's appearance.

Jack L. Warner Arrives

Jack L. Warner, head of Warners' production, arrived yesterday from the coast for home office conferences on future production. He expects to remain a week and whether he will sail on his anticipated trip to Europe depends on the political situation. If all is quiet he may sail next Wednesday.

New Newsreel House Will Open Tonight

The first newsreel theatre on Manhattan's upper west side will be opened to the public tonight. The house, a new unit of the Newsreel Theatres circuit, is located on 72nd St. and Broadway. It is the third unit in the circuit which includes the Embassy, Times Square, and one on Broad St. in Newark.

The initial program of the house will begin at 9 P. M. tonight and will include the latest issue of March of Time.

Harris Takes Over Aldine

Pittsburgh, Sept. 28.—The Harris Amusement Co. has leased the old Aldine Theatre here from the Massachusetts Mutual Life Insurance Co., and will reopen it after repairs.

Orlob Stages Party On "One Third" Set

Harold Orlob celebrated the start of "One Third of a Nation" at the Astoria Studios by staging a cocktail party at which the July contest winners of the Managers Round Table of *Motion Picture Herald* were honor guests.

Many Paramount officials and newspaper and magazine writers also [illegible] present on the big studio stage. They met Sylvia Sidney, star, and Leif Erickson, leading man in the picture; Dudley Murphy, the director, and Oliver H. P. Garrett, the author. Other members of the cast who were at the party included Myron McCormick, Muriel Hutchinson, Hirman Sherman, Percy Waram, Charles Dingle and Sidney Lummet.

Sabu Is Guest at a Tea

Sabu, star of "Drums," was the honor guest yesterday at a tea tendered him by the English-Speaking Union. Over 200 persons attended. Among the guests from the film industry were: W. G. Van Schmus, G. S. Eyssell, R. V. Downing, Maurice Silverstone, George J. Schaefer, Harry D. Buckley, Arthur Kelly, Stephen Pallos, George Grossmith, Lynn Farnol, Monroe Greenthal, Ben Washer, Emanuel Silverstone, Morris Helprin, Myer P. Beck and Arthur Jeffrey.

Milstein to Pass Deals

All exhibition contracts for Edward Small productions, distributed by U.A., will be approved by J. J. Milstein in New York. Mr. Milstein, who has arrived from the coast, recently was appointed eastern representative by Mr. Small. He will, in addition, supervise talent and story negotiations here. His office will be at U.A.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Banner, Al Finestone, Sherwin A. Kane, Joseph Priore.

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RKO Delays Halt Decision On Personnel

(*Continued from page* 1)

only at the invitation of the court.

[illegible] another and far more significant creditors' quarter, a new sentiment has appeared indicating a desire for a delay in the consummation of the reorganization at least until the present European crisis has been resolved. This sentiment stems from the obvious difficulty of marketing the new RKO securities which would be certain to follow the outbreak of a general European war with its attendant depressing effect on the securities market here. Underwriting of the new securities has been completed by Atlas Corp. already and they are being offered to subscribers.

The general uncertainty bearing on a delay in the consummation of the plan is said to be chiefly responsible for the failure of the principal creditors to confirm board and management selections for the reorganized company. The delay may be momentary only and the trend of today's initial hearing on the plan before Federal Judge William Bondy may make possible the overdue decisions on these twin subjects within a day or two. On the other hand, any situation which made an indefinite delay in the consummation of the plan inevitable would bring about a correspondingly lengthy postponement of board and management decisions.

Seven Board Member Designated

Seven board members appear to be definitely slated for designation at this time. They are David Sarnoff and Lunsford P. Yandell for RCA; Nelson Rockefeller and W. G. Van Schmus for Rockefeller Center; Floyd Odlum and Peter J. Rathvon for Atlas Corp., and either John Moroney, attorney, or Lawrence Green, investment broker, for unsecured creditors. Additional management men, when set, will be added to this list for a total of either nine or 11 members.

Today's hearing on a motion to confirm the report of Special Master George W. Alger approving the plan is expected to develop opposition from minority creditors only. The major creditors are in agreement on basic phases of the plan.

Principal objection to the master's report is expected to come from H. Cassell & Co., brokers, who hold $200,000 in debentures. Nathan Rosenberg, attorney for Cassell, contends that the report is unconstitutional because it deprives debenture holders of their security without adequate compensation. The U. S. Attorney General's office will be represented at the hearing and he is expected to defend the constitutionality of section 77b of the Bankruptcy law.

Mr. Rosenberg is expected to argue that the stockholders should not be permitted to participate in the plan until debenture holders are fully paid. In support of this contention, Mr. Rosenberg will point to the master's original report rendered last November when this viewpoint was upheld. Mr. Rosenberg will renew his plea for an allowance of stock in exchange for debentures which will permit an immediate sale of the new stock at a price equivalent to the par value of debentures plus interest. He will point out that the Government suit and the foreign situation make an investment in stock hazardous.

Another issue to be raised will be the voting power of the various classes of stock. It is contended that general creditors will receive 14 shares of common stock for each $140 in claims held. This will entitle them to 14 votes while debenture holders who are to receive one share of preferred and five shares of common for each $140, will have only six votes.

See $600,000 Net

RKO's earnings report for the first half of 1938 is expected to show a net in excess of $600,000. Theatre earnings, which comprise the bulk of the net, have been slightly below earnings for the first half of 1937. The picture company is believed to have shown a loss during the first six months, although it has been operating at a profit for the first part of the current half year.

Low Funds Slowing Wage-Hour Rulings

(*Continued from page* 1)

effect for all industries.

In all probability, it was said, no committees will be set up for industries where the minimum wages now are so far above the 25-cent minimum which is to apply during the first year of the law to make improbable any agreement to raise them further. For some time to come, at any event, committees will be confined to those industries where the greatest need is seen for improvement of wage conditions, as in the textile industries, for which a committee already has been set up.

FWC Giveaway Test Will Run 6-8 Weeks

Los Angeles, Sept. 28.—Charles P. Skouras estimates that in six or eight weeks the Southern California "no giveaway" experiment by Fox West Coast should show that the abandonment of giveaways and premiums is worth while.

It is too early to tell yet, he said, but major giveaways, such as autos, radios, refrigerators and the like have already been eliminated throughout the southern division. Minor premium nights and variations of Bank Night are continuing in a few houses where contracts for such games are still in force.

The southern division houses are engaged in educating audiences not to expect premiums of any kind, meanwhile directing attention to the "Movie Quiz" contest. Major giveaways have been eliminated in Fox West Coast's northern division, but some form of cash premium, particularly Ten-O-Win, is being continued.

Sets Oct. 6 for Hearing

Federal Judge William Bondy yesterday set Oct. 6 for a hearing on the petition of Wicker, Neilson & Riddell for an allowance of $2,000 for services rendered as attorneys for Alfred West, who started the original equity receivership suit against RKO.

Clean Up Theatres After N. E. Storm

(*Continued from page* 1)

and the damage was estimated at $3,000.

The Colonial at Newport, R. I., still closed as a result of the damage, is the only E. M. Loew theatre not open. Reports on more secluded houses are slow coming in since 175,000 telephones are out of order in New England. Film shipments are going by circuitous routes to many theatres, where washouts are delaying the resumption of train service.

Eleven Connecticut Theatres Are Closed

Eleven theatres in the New Haven area are still closed as a result of the storm which struck last Wednesday and it will be some time before they can resume operations, Ross Federal was informed yesterday by its New Haven office.

A total of 47 houses in the area were put out of commission for varying periods due to lack of power supply, fire, flood or wind damage.

Of the 11 damaged, the Garde, New London, suffered fire and flood damage, while the others, it is reported, were flooded and battered by the storm. These are the Easthampton, Easthampton; Colchester, Colchester; Moodus, Moodus; Glastonbury, Glastonbury; Saybrook, Saybrook; Strand, Mystic; Broadway and Palace, Norwich; State, Hartford, and Finns, Jewett City.

Loew Damage $6,000

Loew executives yesterday estimated that the hurricane damage to New England theatres totalled about $6,000. All houses have reopened with the exception of the State in Providence which is waiting for power lines to resume.

Rush Providence Repairs

Providence, Sept. 28.—City officials here indicated today that the resumption of power may be expected on Sunday or Monday. Downtown houses have rushed repairs to motors, carpets and seats which were damaged by the flood.

'Snow White' Sets Record

The RKO home office reports that "Snow White and the Seven Dwarfs" has established an all time box-office record at the New Gallery in London, where it has grossed $500,000 and is now in its 31st week.

Goring Quits Theatre

Pittsburgh, Sept. 28.—John Goring, for the past two and one-half years manager of the Shea-Hyde Fulton, has resigned. He is considering taking over a local situation.

Change "Murder" Title

Hollywood, Sept. 28.—"Secret Service of the Air" is the new title of the Warner film formerly known as "Murder Plane."

Take Washington House

Washington, Sept. 28. — Jack Thoman and Travis Levy have leased the Belasco for showings of foreign and other selected films. A formal opening was staged tonight.

All Phases of Trust Suit Up At Conference

(*Continued from page* 1)

Department.

While definite information regarding the conference was lacking, it was understood that, freed from the formality which would surround a meeting under more official conditions, the group discussed all phases of the situation, including the attitude to be taken by the companies with respect to acquisitions of additional theatres while the suit is pending.

It was indicated informally that the conference was designed to pave the way for definite action by the companies along several lines—not only with respect to further theatre additions but also as to stipulations to be made and in laying the groundwork for a consent decree if the majors decide to take that course to avoid litigation.

At the Department, the refusal to discuss the matter was explained as due to the fact that the whole affair was arranged by Colonel Donovan. At Colonel Donovan's office, attaches expressed inability to give any information other than that the Colonel had not been in the office all day.

New York Attorneys In Attendance

Among the New York attorneys who came here for the conference, in addition to Col. Donovan, were John Kaskey and Ralph Harris, counsel for 20th Century-Fox; John W. Davis and J. Robert Rubin of Loew's; Thomas D. Thacher and Austin C. Keough of Paramount; Robert W. Perkins of Warners and William Mallard of RKO.

Mr. Arnold was accompanied by Paul Williams, who is directing the case.

In an informal discussion of the meeting, representatives of the companies said they were chiefly interested in matters of procedure and in ascertaining when the case would come up. They denied that any "gentlemen's agreement" had been reached regarding theatre acquisitions during the pendency of the suit, and pointed out that this was the first of what may be a number of meetings and the matter had not progressed sufficiently for any conclusions to be reached.

In other quarters it was said the group explored the possibilities of securing further extension of time for the filing of answers to the Government's complaint. The answers are due early in November and it has been represented that the companies felt more time would be necessary to work up their briefs.

To File "Birth" Briefs

Albany, Sept. 28.—Both sides will submit briefs on or about Monday to Supreme Court Justice Pierce H. Russell on the application to secure reversal of the ban imposed upon "The Birth of a Baby." Former Supreme Court Justice Ellis Staley, representing the American Committee for Maternal Welfare, Inc., and Charles A. Brind, law director for the Department of Education, as attorney for the Board of Regents, have exchanged briefs here.

BRO

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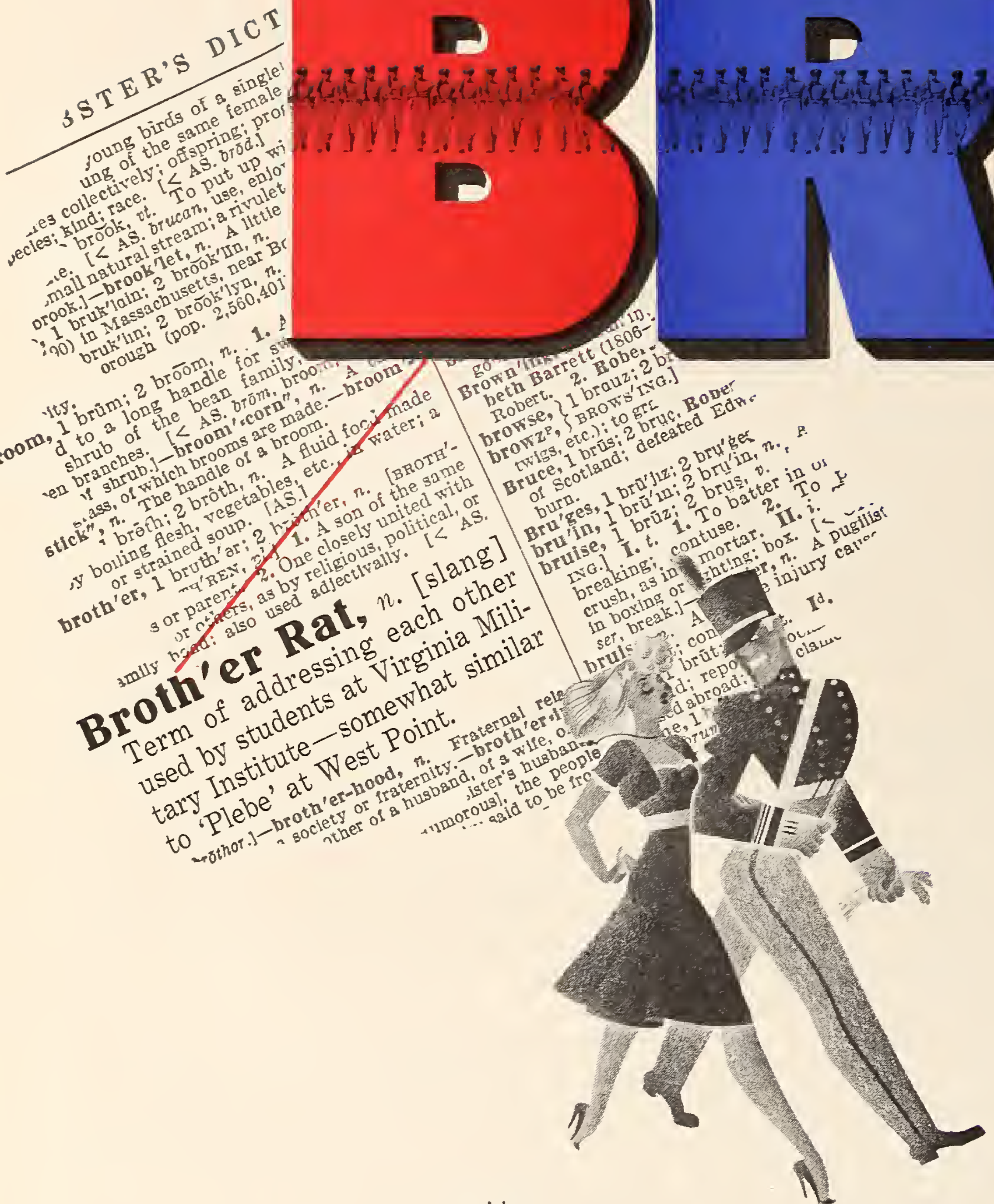

Broth'er Rat, *n.* [slang] Term of addressing each other used by students at Virginia Military Institute—somewhat similar to 'Plebe' at West Point.

(It's what t
call their f

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with

PRISCILLA LANE

Her first picture since 'Four Daughters'!

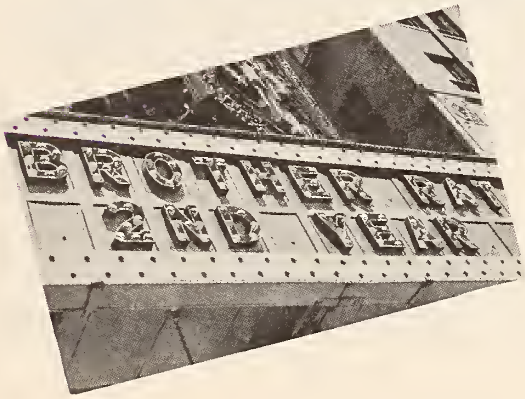
WAYNE MORRIS

and

JOHNNIE DAVIS · JANE BRYAN · EDDIE ALBERT
DONALD REAGAN · JANE WYMAN · HENRY O'NEILL
Directed by WILLIAM KEIGHLEY
Screen Play by Richard Macaulay and Jerry Wald · From the Play by
JOHN MONKS, Jr. and FRED F. FINKLEHOFFE · A First National Picture

THER
AT

What a Stage Record It Has!
Road-company sellouts at every stop
and over 2 years in New York alone!



boys at the Virginia Military Institute
ow students)

boys at the box office will call
eetest profit stories ever told)

boys at WARNERS call, "A Pleasure!")

New Industry Ads Feature "Quiz" Contests

Will Go Into Papers In US and Canadian Cities Where Hous[illegible] Are Entered in Test

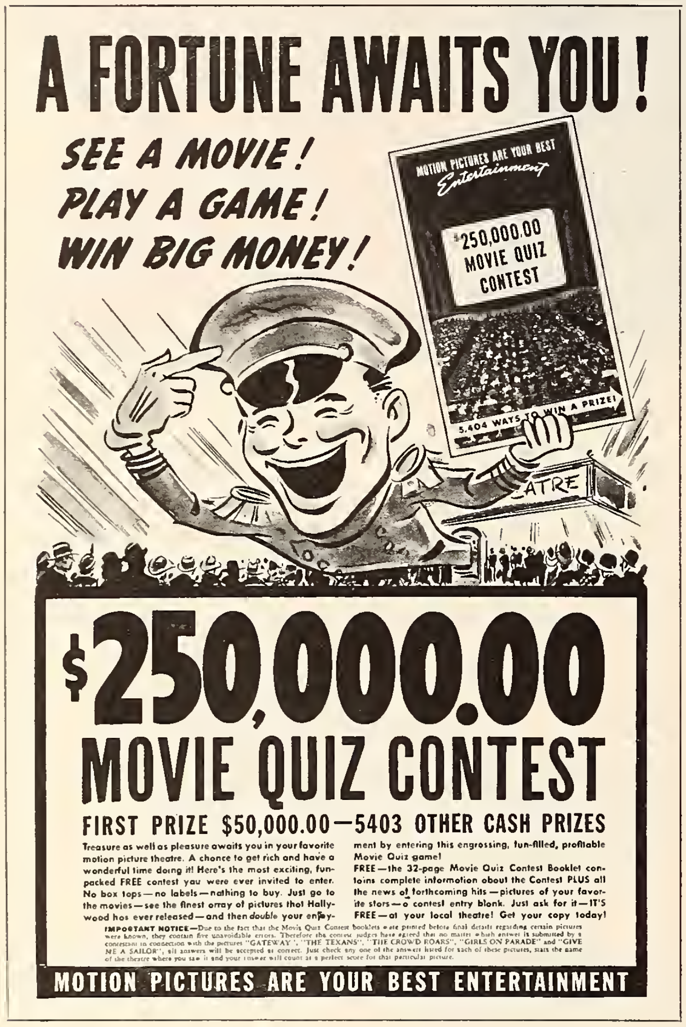
THE new series of newspaper ads for the Motion Pictures' Greatest Year campaign, which were completed yesterday, feature the $250,000 "Movie Quiz" prize contest exclusively. Accordingly, they are to be inserted only in daily newspapers of those cities in the United States and Canada in which local theatres are entered in the contest and drive.

Campaign headquarters yesterday could not estimate the number of newspapers or cities in which the ads will appear but stated that "a good many cities have no theatres in the contest." The ads will run in issues of Oct. 4, 5 and 6.

Specimen ads of the new series are presented herewith. The smallest is 150 lines in three columns and the largest 177 lines in four columns. The theme of the new series is "See a Movie—Play a Game—Win Big Money." The copy is breezy, pointed and brief.

All of it features the prize contest and includes the slogan, "Motion Pictures Are Your Best Entertainment" and a notice of the remedy adopted for the questions applied to the five contest pictures which cannot be correctly answered. As previously reported, any answer submitted to a question on any of the five pictures will be considered a correct answer. Contestants, however, must give the name of the theatre at which they saw any or all of the five pictures.

The type of ads for the new series, and the copy, was decided upon by the campaign advertising committee after receiving reports and suggestions from exhibitors throughout the country following the appearance of the first newspaper ads. The ad committee consists of Howard Dietz, chairman; Robert Gillham and Charles E. McCarthy. Donahue & Coe is the agency.


A FORTUNE AWAITS YOU!
SEE A MOVIE!
PLAY A GAME!
WIN BIG MONEY!
MOTION PICTURES ARE YOUR BEST Entertainment
$250,000.00 MOVIE QUIZ CONTEST
5,404 WAYS TO WIN A PRIZE!
ATRE

$250,000.00

MOVIE QUIZ CONTEST

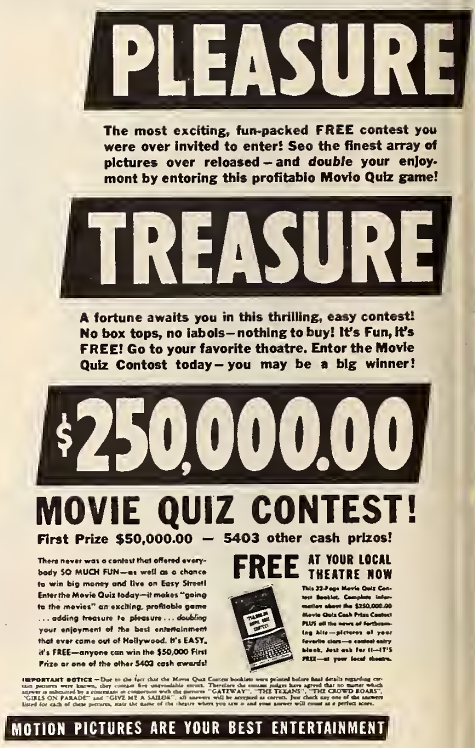
FIRST PRIZE $50,000.00—5403 OTHER CASH PRIZES

Treasure as well as pleasure awaits you in your favorite motion picture theatre. A chance to get rich and have a wonderful time doing it! Here's the most exciting, fun-packed FREE contest you were ever invited to enter. No box tops—no labels—nothing to buy. Just go to the movies—see the finest array of pictures that Hollywood has ever released—and then *double* your enjoyment by entering this engrossing, fun-filled, profitable Movie Quiz game!

FREE—the 32-page Movie Quiz Contest Booklet contains complete information about the Contest PLUS all the news of forthcoming hits—pictures of your favorite stars—a contest entry blank. Just ask for it—IT'S FREE—at your local theatre! Get your copy today!

IMPORTANT NOTICE—Due to the fact that the Movie Quiz Contest booklets were printed before final details regarding certain pictures were known, they contain five unavoidable errors. Therefore the contest judges have agreed that no matter which answer is submitted by a contestant in connection with the pictures "GATEWAY", "THE TEXANS", "THE CROWD ROARS", "GIRLS ON PARADE" and "GIVE ME A SAILOR", all answers will be accepted as correct. Just check any one of the answers listed for each of these pictures, state the name of the theatre where you saw it and your answer will count as a perfect score for that particular picture.

MOTION PICTURES ARE YOUR BEST ENTERTAINMENT



PLEASURE

The most exciting, fun-packed FREE contest you were ever invited to enter! See the finest array of pictures ever released—and *double* your enjoyment by entering this profitable Movie Quiz game!

TREASURE

A fortune awaits you in this thrilling, easy contest! No box tops, no labels—nothing to buy! It's Fun, it's FREE! Go to your favorite theatre. Enter the Movie Quiz Contest today—you may be a big winner!

$250,000.00

MOVIE QUIZ CONTEST!

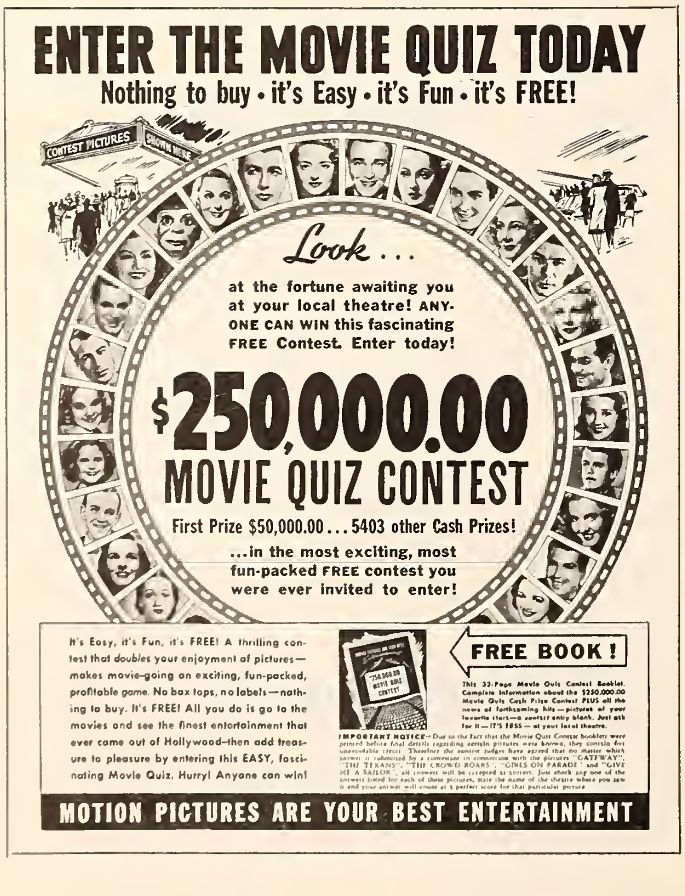
First Prize $50,000.00 — 5403 other cash prizes!

There never was a contest that offered everybody SO MUCH FUN—as well as a chance to win big money and live on Easy Street! Enter the Movie Quiz today—it makes "going to the movies" an exciting, profitable game . . . adding treasure to pleasure . . . *doubling* your enjoyment of the best entertainment that ever came out of Hollywood. It's EASY, it's FREE—anyone can win the $50,000 First Prize or one of the other 5403 cash awards!

FREE AT YOUR LOCAL THEATRE NOW

This 32-Page Movie Quiz Contest Booklet. Complete information about the $250,000.00 Movie Quiz Cash Prize Contest PLUS all the news of forthcoming hits—pictures of your favorite stars—a contest entry blank. Just ask for it—IT'S FREE—at your local theatre.

MOTION PICTURES ARE YOUR BEST ENTERTAINMENT



ENTER THE MOVIE QUIZ TODAY

Nothing to buy • it's Easy • it's Fun • it's FREE!

Look . . .

at the fortune awaiting you at your local theatre! ANYONE CAN WIN this fascinating FREE Contest. Enter today!

$250,000.00

MOVIE QUIZ CONTEST

First Prize $50,000.00 . . . 5403 other Cash Prizes!

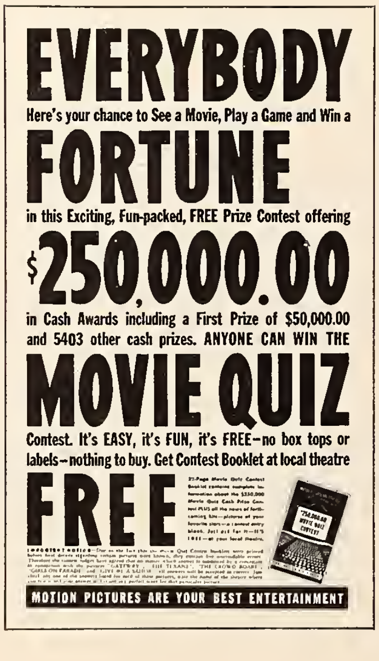
. . . in the most exciting, most fun-packed FREE contest you were ever invited to enter!

It's Easy, it's Fun, it's FREE! A thrilling contest that *doubles* your enjoyment of pictures—makes movie-going an exciting, fun-packed, profitable game. No box tops, no labels—nothing to buy. It's FREE! All you do is go to the movies and see the finest entertainment that ever came out of Hollywood—then add treasure to pleasure by entering this EASY, fascinating Movie Quiz. Hurry! Anyone can win!

FREE BOOK!

This 32-Page Movie Quiz Contest Booklet. Complete information about the $250,000.00 Movie Quiz Cash Prize Contest PLUS all the news of forthcoming hits—pictures of your favorite stars—a contest entry blank. Just ask for it—IT'S FREE—at your local theatre.

MOTION PICTURES ARE YOUR BEST ENTERTAINMENT



EVERYBODY

Here's your chance to See a Movie, Play a Game and Win a

FORTUNE

in this Exciting, Fun-packed, FREE Prize Contest offering

$250,000.00

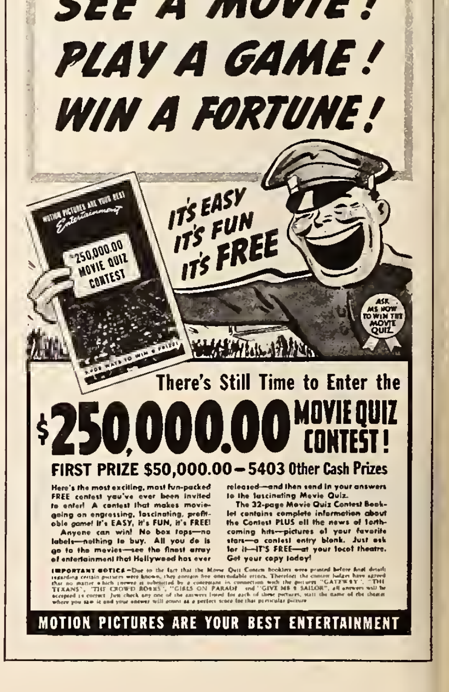
in Cash Awards including a First Prize of $50,000.00 and 5403 other cash prizes. ANYONE CAN WIN THE

MOVIE QUIZ

Contest. It's EASY, it's FUN, it's FREE—no box tops or labels—nothing to buy. Get Contest Booklet at local theatre

FREE

MOTION PICTURES ARE YOUR BEST ENTERTAINMENT


IT'S EASY
IT'S FUN
IT'S FREE
ASK ME HOW TO WIN THE MOVIE QUIZ
MOTION PICTURES ARE YOUR BEST Entertainment
$250,000.00 MOVIE QUIZ CONTEST

SEE A MOVIE!
PLAY A GAME!
WIN A FORTUNE!

There's Still Time to Enter the

$250,000.00 MOVIE QUIZ CONTEST!

FIRST PRIZE $50,000.00—5403 Other Cash Prizes

Here's the most exciting, most fun-packed FREE contest you've ever been invited to enter! A contest that makes movie-going an engrossing, fascinating, profitable game! It's EASY, it's FUN, it's FREE!

Anyone can win! No box tops—no labels—nothing to buy. All you do is go to the movies—see the finest array of entertainment that Hollywood has ever released—and then send in your answers to the fascinating Movie Quiz.

The 32-page Movie Quiz Contest Booklet contains complete information about the Contest PLUS all the news of forthcoming hits—pictures of your favorite stars—a contest entry blank. Just ask for it—IT'S FREE—at your local theatre. Get your copy today!

MOTION PICTURES ARE YOUR BEST ENTERTAINMENT

ALL OVER THE WORLD

Simplex

LEADS THROUGH BASIC MECHANICAL SUPERIORITY

Simplex

E-7

PROJECTOR

Designed and Built for a New and Greater Era. Will enable your patrons to see and hear pictures better than they ever have before.

OUTSTANDING ADVANTAGES

Synchronized Front and Rear Shutters—**INCREASED LIGHT, SHARPER PICTURE, LESS EYE STRAIN.**

One-Shot Oiling System — **CLEANER PICTURE, BETTER SHOW, LONGER LIFE, LESS MAINTENANCE.**

Removable Film Gate — **READILY DEMOUNTABLE FOR CLEANING AND ADJUSTMENT.**

Cone-shaped Pad Springs — **REDUCES SPROCKET WEAR.**

Demountable Film Trap — **AVOIDS SCRATCHING FILM.**

Studio Type Guides — **PREVENTS SIDE SWAY OF FILM.**

Threading Facilities — **GIVES PROJECTIONIST MORE TIME TO WATCH HIS SCREEN AND ATTEND TO MAINTENANCE.**

Oversize Drive Gears — **LONGER LIFE — EASIER MAINTENANCE.**

Rear Shutter Cooling Fins — **INSURE MUCH COOLER FILM PATH.**

Ring Type Governor For Fire Shutter — **BIND-PROOF, SILENT.**

Intermittent Movement — Readily Removable. **FACILITATES MAINTENANCE.**

Intermittent Movement Oil Cushion — **GIVES LONGER WEAR, REDUCES VIBRATION, INCREASES STEADINESS AND PROVIDES A PERMANENTLY BETTER PICTURE.**

MANUFACTURED BY
INTERNATIONAL PROJECTOR CORPORATION
88-96 GOLD STREET, NEW YORK, N. Y.
DISTRIBUTED BY
NATIONAL THEATRE SUPPLY COMPANY
BRANCHES IN PRINCIPAL CITIES

Hollywood Previews

"Straight, Place and Show"

(20th Century-Fox)

HOLLYWOOD, Sept. 28.—The Ritz Brothers never have been funnier than they are in this headlong comedy about a race horse named Playboy (for Playmay, last year's box car mutuel payoff at Santa Anita) and the strange assortment of people variously and separately interested in his erratic career. The boys have been louder in shorter sequences, and repetitious in longer ones, but here they seem to have hit their screen stride. The preview audience, which included Sidney R. Kent and Charles E. McCarthy, exploded repeatedly during the earlier reels and kicked the chairs apart during the steeple chase finish, a totally incredible production feat which brings Harry Ritz down the home stretch in the lead and jumping his mount on the flat so Richard Arlen's can pass him and win.

The screen play, derived by M. M. Musselman and Allen Rivkin from a play by Damon Runyon and Irving Caesar, is a simple little thing about a fellow whose girl is so crazy about a horse that she can't find time to marry him, wherefore he makes a bet with her, wins the horse, gives it to three roughnecks who operate a pony-ride, loses the girl on account of giving the horse away and then wins her back by riding it to victory. The romantic interest, played lightly and formally by Richard Arlen, Phyllis Brooks and Ethel Merman, who finds spots to pitch in a couple of vocal numbers by Lew Brown and Lew Pollack, is brought forward now and again to give the audience a breather but isn't important otherwise. The gay, giddy, glad, sad, swift and generally terrific comedy sequences conducted by the Ritzes, who also find time to do one of their mass attacks on a song number, this one winding up with Swiss bells, are the materials that count, and for plenty. A wrestling bout and a pair of telephone gags rank second and third to the final madhouse masterpiece in which the three masquerade as abducted gentlemen jockeys, with intent to lose the race, and discover they can't run worse than "straight, place and show." This is probably a new high in slapstick.

David Hempstead, associate producer, and/or David Butler, director, displayed a new and needed cunning in the handling of the Ritzes. They are kept going steadily but never allowed to choke a gag to death. They are in front of the lens most of the time but don't get a chance to crowd it. The result is a tremendously funny picture.

Running time, 65 minutes. "G." ROSCOE WILLIAMS

"Girls' School"

(Columbia)

HOLLYWOOD, Sept. 28.—This is a fresh, sound, straightaway story about girls in a private school, what they do, how they get along with each other or don't, what their ideals are, their ambitions, heartbreaks, excitements and thrills. It is a wholesome story involved with no probings into the esoteric and it has nothing whatever in common with "Maedchen in Uniform" or any of the imitations of that film. It is a distinct novelty as to subject matter and treatment and susceptible of profitable exploitation as such.

The screenplay by Tess Schlesinger and Richard Sherman, from Miss Schlesinger's original, has Anne Shirley as a poor scholarship student acting as monitor in a private girls' school and Nan Grey as leader of the rich girls who scorn her. How Miss Shirley reconciles Miss Grey's separated parents and how incidents of a single day and evening bring to all the students a mature understanding of Miss Shirley and each other is told in a series of varied, arresting, plausible and frequently humorous sequences. Ralph Bellamy and Gloria Holden contribute a brief but brilliant interlude. Marjorie Main, Cecil Cunningham, Dorothy Moore, Margaret Tallichet, Heather Thatcher, Doris Kenyon, Noah Beery, Jr., Pierre Watkin and Peggy Moran are other members of a large and well matched cast.

Samuel Marx, associate producer, and John Brahm, director, handled with impressive success the telling of a primarily emotional story in terms of actionful incident. The result is a rounded, forceful, wholesome picture far off the beaten track of production but well inside the boundaries of box-office usefulness.

Running time, 70 minutes. "G." ROSCOE WILLIAMS

Motiograph Names Two

CHICAGO, Sept. 28. — Motiograph, Inc., equipment firm, has appointed Leroy R. Boomer authorized distributor in the St. Louis territory. Victor B. Coster has been named export manager.

Norman Goes to Saenger

PENSACOLA, Fla., Sept. 28.—R. E. Norman, former manager of the Rex here, has been named manager of the Saenger, succeeding Henry Stearnes, no longer connected with the Saenger concern.

In this section alone

all these theatres are finding that

Simplex

★ ★ ★ ★

SOUND SYSTEM

is a *PROFITABLE INVESTMENT*

Theatre	*Location*
Rosco	Chicago, Ill.
Co-Ed	Champaign, Ill.
East Moline State Hospital	East Moline, Ill.
Massaic	Metropolis, Ill.
Vogue	Indianapolis, Ill.
LaFayette	LaFayette, Ind.
Ohio	Madison, Ind.
Pantheon	Vincennes, Ind.
State	Dubuque, Ia.
Iowa	Lake City, Ia.
Keck	Wapelo, Ia.
Strand	West Liberty, Ia.
Main Street	Chanute, Kan.
Uptown	Wichita, Kan.
Royal	Seneca, Kan.
Garden	Louisa, Ky.
Washington	Maysville, Ky.
Pastime	Vicco, Ky.
Dixie	Olive Hill, Ky.
Roseville	Roseville, Mich.
Wyandotte	Wyandotte, Mich.
Delft	Munsing, Mich.
Gem	Saginaw, Mich.
Plaza	Lansing, Mich.
Lyric	Lapeer, Mich.
Bijou	Mt. Clemens, Mich.
Soo	Sault Ste. Marie, Mich.
Temple	Sault Ste. Marie, Mich.
Four-Star	Grand Rapids, Mich.
Ritz	Minneapolis, Minn.
Longwood	St. Louis, Mo.
Downtown	Kansas City, Mo.
McNair	St. Louis, Mo.
Kingsland	St. Louis, Mo
Aubert	St. Louis, Mo.
Shaw	St. Louis, Mo.
Lafayette	St. Louis, Mo.
Manchester	St. Louis, Mo.
Broad	Lancaster, O.
Vernon	Mt. Vernon, O.
Royal	Chillicothe, O.
Lincoln	Columbus, O.
Chardon	Chardon, O.
Park	Mansfield, O.
Lyric	Lancaster, O.
Garrettsville	Garrettsville, O.
Colony	Hillsboro, O.
Hiland	Natrona, Pa.
Freeman	Northfork, W. Va.
Eastland	Fairmont, W. Va.
Fayette	Fayetteville, W. Va.
Burwell	Parkersburg, W. Va.
Penn	Pennsboro, W. Va.
New Logan	Logan, W. Va.
Lincoln	Warwood, W. Va.
Court	Wheeling, W. Va.
Smithers	Smithers, W. Va.
Parkway	Milwaukee, Wis.
Classic	Waupun, Wis.
Avalon	Black River Falls, Wis.

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New Theatres Under Way in Many Sectors

Reports from various parts of the country indicate a considerable amount of new theatre building and renovation of existing properties, especially in the south.

The Hialeah in Miami, a Paramount Enterprises, Inc., house, has been remodeled at a cost of $3,000. The Surf is being built for Herman Weingarten in Miami Beach, to cost $75,000, and his Cameo there, costing $100,000, is near completion. The Capitol in Clearwater, Fla., a Sparks house, is being remodeled. A 550-seat house is under construction in Statesville, N. C., for A. Fuller Sams, Jr. Joy N. Houck's Strand in New Orleans is being modernized. Alton Craver and the Hoffheimer Brothers are building a new theatre in Greensboro, N. C. The Coffeeville in Coffeeville, Ala., seating 300, will be opened in a few weeks by N. H. Goodwin. The Dudley in Kaplan, La., has opened. David Sagg is building a $55,000 house in Louisville.

Hartman Will Open the Columbia

Oliver Hartman will open the Columbia in Electric City, Wash., shortly. Abe Blumenfeld will remodel the Orpheus in San Rafael, Cal. J. J. Franklin is redecorating the 1,400-seat Strand in San Francisco.

Mariemont Amusements, Inc., recently formed, plans an 800-seat house in Mariemont, Cincinnati suburb, to cost about $200,000. The Shea circuit plans a new house in New Philadelphia, O. Earl Barrett will open a new house in Atoka, Okla., and Buffum & Doty shortly will open a 300-seat house in Broken Bow, Okla.

The Rialto in Windsor Locks, Conn., is to be renovated at a cost of $15,000. Warners have remodeled the New Warner, Bridgeport, and the Waldorf, Lynn, Mass.

The Pioneer Theatre Corp. is remodeling the Spencer at Spencer, Ia., and the Isis and Grenada in Webster City, Ia. George R. Norman plans to open the new 700-seat Vista in Storm Lake, Ia., in a few weeks. Frank Rubel and Arthur Downard are remodeling the New Grundy in Grundy Center, Ia.

The Avenue in Toronto will be opened shortly by Goldhar & Soloway. J. M. Franklin is building a new theatre, the Mayfair, in Dartmouth, N. S.

Jewish Holidays Aid Grosses on Broadway

(*Continued from page* 1)

vious weeks' takes of $40,000 and $32,000.

The Paramount yesterday had its biggest opening in a long time with "If I Were King" and a stage show headed by Tommy Dorsey and his band and Connie Boswell. By 5 P. M. the take was reported as $5,000, ahead of the "Spawn of the North" opening by $900, and about $10,000 was expected for the day. There was a terrific crush before the doors opened and police cars were called out to keep the crowd in check.

Crisis Stops Talks On Decree in Italy

(*Continued from page* 1)

then would leave little to negotiate for, home office foreign managers asserted.

Meanwhile, American distributors are required by the decree to file all existing contracts with Italian accounts with E.N.I.C., the new Government-controlled distribution agency, by Saturday.

Local 306 Sues for Operators' Back Pay

Suit in the N. Y. Supreme Court by Joseph D. Basson, as president of Local 306, for $5,240 back wages in behalf of six operators, against Edjomac Amusement Corp., Max Rudnick, Edward Madden and Joseph Quittner, operators of the Eltinge at 242 West 42nd St., was revealed yesterday. The action was disclosed when Mr. Quittner applied for a dismissal of the complaint.

Mr. Basson charged that the defendants breached a contract made March 1, 1932, with the union, by discharging six operators May 4, 1933. Subsequently, the complaint stated, in May, 1934, the defendants were ordered by the Supreme Court to reinstate the operators, but have allegedly failed to pay their wages for the period during which they were not employed.

Chicago Engineers Threaten Walkout

CHICAGO, Sept. 28.—Theatre engineers here, members of the International Brotherhood of Operating Engineers, were set to stage a walkout at midnight tonight unless B. & K., Warners, Jones, Linick & Schaefer and RKO theatres restore a voluntary pay cut of 10 per cent which the union granted last July. About 120 theatres will be affected. The houses involved may be picketed starting tomorrow. Union officials say the engineers have charge of heating and air conditioning plants.

Lab Talks Broken Off

Negotiations between Arthur Gottlieb of Du Art Film Laboratories, where a strike is in progress, and Motion Picture Laboratory Technicians, Local 702, were broken off yesterday and the union posted pickets in front of the Loew Building on Broadway and Caravel Films on Fifth Ave. Mr. Gottlieb said he did not intend to resume talks with the union. He said he contemplates legal action.

Open New Durban House

The first large theatre in the proposed new South Africa circuit was opened recently in Durban. It is called the 20th Century, signalizing the fact that it will be the outlet in Durban for 20th Century-Fox films. The 20th Century cost $225,000 and seats 1,350. Capital was subscribed locally. The owner is Independent Picture Palaces (Pty.) Ltd.

Abandon Trip to Sudan

LONDON, Sept. 28.—The Alexander Korda production unit on "Four Feathers" has abandoned a planned trip into the Sudan because of the international situation and inability to borrow British troops.

Reels on the Cuff

Newsreel cameramen will not be required to pay admission to any games played by member teams of the National Hockey League as a result of a resolution adopted by the league at its meeting in Toronto yesterday. Newsreel men have been required to pay admission to some games in the past. The resolution was championed by Stanton Griffis, chairman of the Paramount executive committee, who is also chairman of the board of Madison Square Garden, owner of the New York Rangers team.

Disney Show Honors Mickey's Birthday

HOLLYWOOD, Sept. 28.—Walt Disney observed Mickey Mouse's 10th birthday last night with an unprecedented press preview of eight forthcoming short subjects at the Filmarte Theatre, taken over for the evening.

Correspondents and personalities from the talent and executive rosters passed up concurrent previews of features to pay homage to the incomparable rodent, to the returning of the "Three Little Pigs," to Wilbur, a new Disney creation, and to the producer and his cartoon associates.

Reserved for last place on the program and presented with special emphasis as the first Disney short produced from an outside work purchased for the purpose was "Ferdinand the Bull," a Disney treatment of the book by Munro Leaf and Robert Lawson.

Appoint Hilgers to Represent Republic

Clair E. Hilgers, formerly with RKO and Universal, has been appointed special sales representative by Republic and will handle contacts in the field for James R. Grainger, president and distribution head. Mr. Hilgers is now in New York awaiting Mr. Grainger's return about Oct. 15.

For the last six months Mr. Hilgers was Universal branch manager in Oklahoma City. Prior to that he was Paris manager for RKO two years and was 20th Century-Fox branch manager in Kansas City and Dallas.

Two Share in Legacy

Rosalie Spatcher Knisherm, ballet girl of the Music Hall, and William J. Reilly, former manager of the Roxy, were named principal beneficiaries in the will of Mrs. Edna M. Elliot, 70, a Broadway figure who has attended films constantly in her declining years. She had received many courtesies from Mr. Reilly and Mrs. Knisherm, whom she watched at rehearsal, and showed her appreciation in concrete fashion.

RKO in Product Deal

The Martin Circuit, with houses in Georgia, Florida and Alabama, has closed for the RKO 1938-'39 product. Guy Brown, Atlanta branch manager, represented RKO.

"World" in Third Week

"Edge of the World," released by Pax Films, is in its third week at the 55th Street Playhouse.

Labor Claims Violations of New Films Act

By AUBREY FLANAGAN

LONDON, Sept. 28.—Already, in less than six months of the Films Act's operation, labor interests are alleging wholesale breaches of the law by British producers.

The Trade Union Congress has protested against evasions of the act. Categorical accusations that the fair wages clause in the act are not being observed by producers have been made in an official complaint lodged by the Association of Cine Technicians, who allege that the majority of films made under the new Films Act do not comply with its labor clauses.

The A.C.T. claims not a single penny of the additional costs spent by companies which previously spent less than the £7,500 labor cost, has been paid to technicians either in salary or improved conditions. The act says by inference that trade union rates shall be paid to employes. Only in one of the seven major films in production are satisfactory wages being paid, it is stated.

Technicolor 8-Month Net Up to $862,612

Technicolor Motion Pictures Corp. earned $862,612.35 in the first eight months of 1938, as compared with $451,258.16 for the corresponding period last year, it was said yesterday by Dr. Herbert T. Kalmus, president and general manager. The figures are after estimated adjustments but before Federal income taxes.

This is a new high for Technicolor, which has shown progressively improved earnings since its start several years ago.

The company has declared a dividend of 35 cents a share payable Nov. 1 to stockholders of record Oct. 17.

Wall Street

Stocks Increase ⅝ to 4 Points

	Open	High	Low	Close	Net Change
Col.	10½	12	10½	12	+1½
Col. pfd....	29	29	29	29	—3
Cons.	1⅜	1⅜	1⅜	1⅜	.....
Cons. pfd...	6¾	8	6¾	8	+1
E. K.	162	167	162	167	+4
G. T. E. ..	12	13¾	12	13½	+1½
Loew	44¼	48⅛	44¼	48	+1½
Para.	8⅛	9¾	8	9⅝	+1⅛
Para. 1.....	76	80½	76	80½	+2½
Para. 2.....	8½	10	8½	9⅞	+ ⅝
Pathe	7⅜	8½	7⅜	8½	+ ¾
RKO	1⅞	2⅛	1¾	2	.....
20th Fox ..	20½	23¼	20	23⅛	+1⅛
Univ. pfd..	35	35	35	35	—1¼
W. B......	5	5¾	5	5¾	+ ¾
W. B. pfd..	30	30	30	30	+1⅞

Curb Rises Lightly

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	7/16	7/16	+1/16
Tech.	16¾	20¼	16½	20	+2½
Trans-Lux	2	2	2	2	+ ⅛

Bonds Close Uneven

	High	Low	Close	Net Change
Keith 6s '46.......	91	91	91	.....
Loew 3½s '46....	99¾	99¾	99¾	+1¾
Para. Pict. 6s '55.	87⅝	87⅝	87⅝	— ⅜
Para. Pict. '47....	74	74	74	—1
W. B. 6s '39......	73¼	71	73¼	+1¼

(Quotations at close of Sept. 28)

"Algiers" Big Seattle Draw; Pulls $7,600

SEATTLE, Sept. 28. — "Algiers" stepped out front in a big way as a b[illegible]ffice draw at the Liberty. The $7,600 take was $2,600 over normal. It was held.

"Marie Antoinette" went $1,300 over the line on a gross of $8,300 at the Fifth Avenue and was held. "Three Loves Has Nancy" and "Prison Break" went into the profit column on a take of $7,400 at the Paramount and were moved to the Music Box.

Estimated takings for the week ending Sept. 23:

"ALEXANDER'S RAGTIME BAND" (20th-Fox)
BLUE MOUSE—(950), 30c-40c-55c, 7 days, 5th week, extended run from Fifth Avenue. **Gross:** $4,100. (Average, $4,000)

"MARIE ANTOINETTE" (M-G-M)
FIFTH AVENUE—(2,500), 30c-40c-55c, 7 days. **Gross:** $8,300. (Average, $7,000)

"ALGIERS" (U. A.)
LIBERTY—(1,800), 20c-30c-40c-55c, 7 days. **Gross:** $7,600. (Average, $5,000)

"SING YOU SINNERS" (Para.)
"DANGER ON THE AIR" (Univ.)
MUSIC BOX—(950), 30c-40c-55c, 7 days, 3rd week, extended run from Orpheum. **Gross:** $3,650. (Average, $4,000)

"VALLEY OF THE GIANTS" (W. B.)
"KEEP SMILING" (20th-Fox)
ORPHEUM—(2,450), 30c-40c, 7 days. **Gross:** $5,200. (Average, $6,000)

"MR. CHUMP" (W. B.)
"MAKING THE HEADLIES" (Col.)
PALOMAR—(1,500), 15c-25c-35c, 7 days. Vaudeville headed by Boyce Ladd. **Gross:** $4,000. (Average, $4,500)

"THREE LOVES HAS NANCY" (M-G-M)
"PRISON BREAK" (Univ.)
PARAMOUNT—(3,050), 30c-40c, 7 days. **Gross:** $7,400. (Average, $6,000)

Mrs. Edison to Help At Tablet Unveiling

Mrs. Thomas A. Edison, widow of the inventor, is scheduled to unveil a bronze tablet during the ceremonies Oct. 4 marking the site of the Koster & Bial Music Hall where films were shown commercially for the first time in this country. The tablet will be placed on the 34th St. side of Macy's at Herald Square.

The commemoration is under the auspices of the Motion Pictures' Greatest Year campaign committee. The plaque reads:

HERE THE MOTION PICTURE BEGAN
At this site
On the night of April 23, 1896,
at Koster & Bial's Music Hall
Thomas A. Edison's Motion
Pictures were projected.

Dedicatory speeches will be made by Will H. Hays and Percy Straus, president of Macy's. Howard Dietz, chairman of the campaign's executive committee, will be master of ceremonies, and there will be a musical program. City officials will attend.

Open Sundays at Laurel

LAUREL, MISS., Sept. 28.—Laurel and other towns in Jones County have Sunday film shows for the first time. Exhibitors have been given to understand the blue laws will not be construed as applying to films.

When exhibitors attempted to open houses on Sunday five years ago they were all jailed and later fined. Exhibitors said they would attempt to open regularly on Sundays hereafter.

Out Hollywood Way

HOLLYWOOD, Sept. 28.—JOAN FONTAINE has been borrowed from RKO by EDWARD SMALL for the feminine lead opposite LOUIS HAYWARD, also for RKO, in "Duke of West Point," United Artists.

Pleased by their work together in "The Sisters," JACK L. WARNER has ordered his story department to seek a suitable story again to co-star BETTE DAVIS and ERROL FLYNN. . . . GLADYS SWARTHOUT has returned to Hollywood to prepare for her role in Paramount's "Ambush." . . . Warners will present the American Legion a one-reel subject made during the visitation of the Legionnaires to the studio. . . . SOL LESSER has announced his intention of seeking young writers, acquainted with juveniles, to place them on seven productions he plans for the new season.

Warners' preparations for the remake of "The Sea Hawk," with ERROL FLYNN, as star, move along steadily, with SETON I. MILLER turning in the completed screenplay. . . . DICK POWELL and ROSEMARY LANE will head the cast of "Words and Music," at Warners. . . . M-G-M's annual "Tarzan" picture is being prepared by SAM ZIMBALIST, who will place JOHNNY WEISMULLER and MAUREEN O'SULLIVAN in the leading roles. . . . MERVYN LEROY will produce M-G-M's "The Unvanquished," for which Sidney Howard wrote the screenplay. . . . ROBERT WARWICK replaces GEORGE BANCROFT, ill, as JACKIE COOPER's father in Monogram's "Gangster's Boy" . . . GEORGE RAFT will go back on Paramount's salary list Oct. 5, and his first assignment following his suspension for refusal to play in "St. Louis Blues" will be in "The Lady's From Kentucky."

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Casting—CLAUDE RAINS and FAY BAINTER draw principal roles in "Episode," Warners. . . . ANN SHERIDAN and BARBARA PEPPER in "They Made Me a Criminal," Warners. . . . NANA BRYANT in "Out West with the Hardys," M-G-M. . . . TOMMY WONDER gives up his famous dancing doll act to turn straight actor in "Gangster's Boy," Monogram. . . . WAYNE MORRIS in "Brother Orchid," Warner vehicle for EDWARD G. ROBINSON. . . . RUTH ROGERS, the Spokane discovery of BING CROSBY, draws the lead opposite WILLIAM BOYD in the Sherman-Paramount "Riders of the Range." . . . BERNADENE HAYES in "King of Chinatown," Paramount. . . . JOE CUNNINGHAM in "Women in the Wind," Warners. . . . PAULETTE EVANS and JANET SHAW in "Nancy Drew, Detective," Warners. . . . HOBART CAVANAUGH in "Strange Faces," Universal. . . . RAYMOND HATTON in "Tom Sawyer, Detective," Paramount.

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Contracts—Warners has signed to a term acting pact MARY WRIXON, 20, and placed her in "Nancy Drew," Detective," for her film debut, and has extended the contracts of ROBERT HAAS, art director, and FRANK PERKINS, music arranger. . . . VINCENT LAWRENCE has been given a writer's contract at M-G-M.

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Writers—TOM REED has been assigned to the screenplay of Universal's "The Sun Never Sets." . . . EARL BALDWIN to the script of "Brother Orchid," DEAN FRANKLIN on the "Nancy Drew" series, and WARREN DUFF on "Oklahoma Kid," all at Warners.

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Title change—The final title of "Curtain Call," Warner picture with KAY FRANCIS, IAN HUNTER and JOHN LITEL, has been designated as "Comet Over Broadway," the name under which it started.

Reduce Film Supply In London's Vaults

LONDON, Sept. 28.—On the suggestion of the Home Office of the British Government, every film company in Wardour Street, London's "film row," has removed every unnecessary foot of film from its vaults. Only the necessary footage on current releases is being held at the offices.

Outlying studios are cooperating by accepting films for storage. The move was designed to remove every possible danger of fire in London, and is part of the preparedness activity in the city.

Rename Miss Fitzgerald

NEW HAVEN, Sept. 28.—Katherine Fitzgerald has been reelected president of Unit B-41 of the exchange employes' union. Other officers named are: Business agent, Jack Mullen; vice-president, William Nutile; treasurer, James Mahan; sergeant-at-arms, Jerry Massimini; secretary, Betty Barger. The executive board consists of the officers and two new members, Homer Downey and Henry Brunig. An installation party has been planned for today.

Leahy Takes Stand At Directors Meeting

HOLLYWOOD, Sept. 28.—Attempting to show that clashes between directors and unit managers to dispute the Screen Directors' Guild contention that it is the proper bargaining unit for directors, assistants and unit managers, Fred Leahy, production control manager for Paramount, today at the N.L.R.B. hearing of the Screen Directors' Guild petition, cited several instances of the disputes.

The cases showed variances of opinion between workers over costs and procedure to the detriment of some pictures.

Shearer Northwest Head

SEATTLE, Sept. 28.—Ben F. Shearer, president of the B. F. Shearer Theatre Equipment Co., will head the Northwest Film Club for the coming year. He replaces Al Rosenberg. Fred Mercy, Jr., of Yakima and Leroy V. Johnson of Seattle have been elected vice-presidents. Ed Lamb of RKO has been reelected secretary-treasurer.

New trustees are: Mr. Rosenberg, Peter Higgins, Harry Blatt, Frank Christie, Herndon Edmond and George Blair.

IT ACTUALLY HAPPENED TO THIS EXHIBITOR!

TRUE STORIES FROM ALTEC FILES

RAY R. KELSALL,
district manager
of the San Jose
Amusement Co., Inc.

Races Through Holiday Traffic; Saves Sun. Show

SAN JOSE, CAL. — "On a recent Sunday afternoon, during peak show hours, with over 1200 in the audience at the Victory Theatre, the sound stopped during the last reel of the feature film," declared Ray R. Kelsall, district manager of the San Jose Amusement Co., Inc.

"Although Sunday traffic in San Jose is heavy, the Altec Inspector, J. W. Gilroy, actually got to my theatre in five minutes. He found a line fuse to the amplifier was constantly blowing, and at once installed his emergency amplifier. This took five minutes and the show was resumed without loss of a single patron.

"Gilroy located a defective insulation in an obscure place that was causing arcing to the transformer. He worked until 1 A. M., and got the regular amplifier operating properly."

• • •

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SERVICE CORPORATION

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CITY ____ 49

"...THAT YOUR THEATRE MAY NEVER BE DARK."

"Boys Town" Pittsburgh's $26,000 Hit

PITTSBURGH, Sept. 28.—The Penn had things pretty much to itself last week, "Boys Town" proving the year's outstanding smash with $26,000 in seven days topping even "Marie Antoinette's" recent gross in eight. The picture was moved to the Warner to continue its downtown first run.

The only other attraction to make a showing was "My Lucky Star," which got $6,800 at the Fulton and also rated a holdover.

Estimated takings for the week ending Sept. 22:

"THE GLADIATOR" (Col.)
"REFORMATORY" (Col.)
ALVIN—(1,850), 25c-50c, 7 days. **Gross:** $5,350. (Average, $6,500)
"MY LUCKY STAR" (20th-Fox)
FULTON—(1,700), 25c-40c, 7 days. **Gross:** $6,800. (Average, $4,500)
"BOYS TOWN" (M-G-M)
PENN—(3,300), 25c-50c, 7 days. **Gross:** $26,000. (Average, $11,000)
"VALLEY OF THE GIANTS" (F. N.)
STANLEY—(3,600), 25c-50c, 7 days. Stage: Jane Garber's band, Patricia Norman, Serge Flash, Lorraine and Rognan. **Gross:** $15,000. (Average, $18,000)
"RICH MAN, POOR GIRL" (M-G-M)
"BOOLOO" (Para.)
WARNER—(2,000), 25c-40c, 8 days. **Gross:** $3,750. (Average, 7 days, $5,000)

"Boys Town" Dual Big in Milwaukee

MILWAUKEE, Sept. 28. — Grossing $3,300 above average, "Boys Town" and "Speed to Burn," showing at Fox's Wisconsin, collected $11,300.

Second money went to the circuit's Palace, where "Spawn of the North" and "Give Me A Sailor" were good for $7,500, $2,500 above average. Both combinations have been held over.

"Carefree" and "Smashing the Rackets" grabbed $7,000 at the Warner, just $2,000 to the good, while "Marie Antoinette," in its second week at Fox's Strand, grossed $4,800, just $300 above par.

Estimated takings for the week ending Sept. 21-22-24:

"CAREFREE" (RKO)
"SMASHING THE RACKETS" (RKO)
WARNER—(2,400), 35c-50c, 7 days. **Gross:** $7,000. (Average, $5,000)
"SPAWN OF THE NORTH" (Para.)
"GIVE ME A SAILOR" (Para.)
PALACE—(2,400). 35c-50c, 7 days. **Gross:** $7,500. (Average, $7,000)
"FRESHMAN YEAR" (Univ.)
RIVERSIDE—(2,300), 25c-30c, 7 days. Stage: "Stars Over Broadway." Gross: $5,200. (Average, $5,000)
"MARIE ANTOINETTE" (M-G-M)
STRAND—(1,400), 35c-50c, 7 days. **Gross:** $4,800. (Average, $4,500)
"BOYS TOWN" (M-G-M)
"SPEED TO BURN" (20th-Fox)
WISCONSIN—(3,200), 35c-50c, 7 days. **Gross:** $11,300. (Average, $8,000)
"MOONLIGHT SONATA" (Malmar)
PABST—(1,624), 35c-50c, 7 days. **Gross:** $4,800

To Build at New Orleans

NEW ORLEANS, Sept. 28.—M. A. and Ira Weingrun have leased property for 10 years at 316 St. Charles St. and will open a modern theatre there about Nov. 1. It will be the third house operating on that street, and will to the theatre directory of New Orleans the site of one of the first —if not the first—motion picture theatre in the commercial district.

Hollywood Preview

"Touchdown Army"

(Paramount)

HOLLYWOOD, Sept. 28.—This is a re-do of the one, or ones, about the smart Aleck who goes to West Point to play football and gets smacked down by the upper classmen but wins the Navy game in the final seconds of play and the major's daughter immediately afterward. Much of the footage is out of the library, but West Point graduation exercises, drills and gridiron conflict with Navy are never without interest. The rest of the footage has to do with the fiction side of the story and is admirably integrated with the stock stuff to make a smooth, brisk chronicle.

Robert Cummings plays the fresh cadet this time and Mary Carlisle is the major's daughter beloved by him and John Howard, the upper classman who disciplines him sternly but readily gives up the romantic tussle when the time's ripe. William Frawley, Owen Davis, Jr., Benny Baker and Raymond Hatton are other principals, Hatton accomplishing a neat feat with a comedy in the Chic Sale manner.

Timeliness and the West Point background are major exploitation factors. Kurt Newmann directed for Associate Producer Edward T. Lowe and the story and screenplay are credited to Lloyd Corrigan and Erwin Gelsey.

Running time, 70 minutes. "G." ROSCOE WILLIAMS

New York Previews

"Fugitives for a Night"

(RKO)

Here is a novel and fairly entertaining piece, in light vein, which has a touch of comedy, a bit of mystery and centers about the inner operation of a film studio. The central idea, and the best selling cue is the rejuvenation of a film star's stooge, a sort of personal valet and general handyman, via a murder and the subsequent unraveling of it.

Frank Albertson plays the stooge, Eleanor Lynn his sweetheart who leads him toward self respect, Allan Lane, a star who seeks to throw suspicion on Albertson, and Bradley Page, another star, who though slipping, attempts to help Albertson.

The title implies little of the content of the film, except that it is descriptive of the hasty flight from the scene of the murder of Albertson and Miss Lynn, and their wanderings, by car, freight train and bus, back virtually from where they started, where the murderer confesses rather than see Albertson arrested for the crime.

Lou Lusty produced, and Leslie Goodwin directed from a screenplay by Dalton Trumbo and a story by Richard Wormser.

Running time, 63 minutes. "G." CHARLES S. AARONSON

"Overland Stage Raiders"

(Republic)

With John Wayne as the leader of the engaging western trio, The Three Mesquiteers, this is entertaining and active western material. There is novelty in two regards, one that there is a conspicuous and pleasant absence of vocal rendition, rare in today's westerns, and secondly, that it centers about an overland stage in the form of a bus, and features an air line in the west.

Ray Corrigan and Max Terhune are the other two of the group, and they should be popular with the fans of western material. George Sherman, who directed under the supervision of William Berke, from a screenplay by Luci Ward and an original story by Bernard McConville and Edmond Kelso, kept the action geared to a rapid pace, in the air, bus and on horseback.

Wayne and his buddies buy into an airline and hope to salvage it with a contract to carry gold for a mining company. The bus line owner, fearing loss of his contract, attempts to break up the air line's business, with expected—and active—results. The girl in the case is Louise Brooks.

Running time, 55 minutes. "G." CHARLES S. AARONSON

Making Subject for Ford

Audio Productions, Inc., is making a new short subject for the Ford Motor Co., the ninth for the automobile firm. Three camera crews are in the field on the subject.

House Licenses Renewed

DES MOINES, Sept. 28.—The City Finance Commissioner is renewing the annual license of the 20 picture houses in Des Moines, the old ones having expired Aug. 31.

"Boys Town" Near Record, Philadelphia

PHILADELPHIA, Sept. 28.—Business hit a new high for the year when "Boys Town," with $19,000 at [illegible]st broke a six-year-old record at the Aldine and the stage-screen show at the Earle clicked in tremendous fashion. "Boys Town" looks good for four weeks.

"Freshman Year" and Kay Kyser's Band collaborated on a $28,000 week at the Earle. "Too Hot to Handle" was roughly treated by the reviewers, but still cashed in on a $16,000 week.

Estimated takings for the week ending Sept. 23:

"BOYS TOWN" (M-G-M)
ALDINE—(1,300), 40c-55c-65c-75c, 7 days. **Gross:** $19,000. (Average, $8,160)
"ALGIERS" (U. A.)
(2nd run)
ARCADIA—(600), 25c-40c-55c, 7 days. **Gross:** $2,600. (Average, $2,800)
"FOUR DAUGHTERS" (W. B.)
BOYD—(2,400), 40c-55c-65c, 7 days, 2nd week. **Gross:** $11,500. (Average, $14,000)
"FRESHMAN YEAR" (Univ.)
EARLE—(2,000), 25c-40c-55c, 6 days. Stage: Kay Kyser and Band. **Gross:** $28,000. (Average, $14,000)
"VALLEY OF GIANTS" (W. B.)
FOX—(3,000), 40c-55c-65c,-75c, 7 days. Stage: Harriet Hoctor, Rasch Girls, Gali-Gali, Don Cummings, Carole Manners, 6 days. **Gross:** $15,500. (Average, $14,000)
"CAREFREE" (RKO)
(2nd run)
KARLTON—(1,000), 25c-40c-55c, 7 days. **Gross:** $3,700. (Average, $4,000)
"ALEXANDER'S RAGTIME BAND"
(20-Fox)
(2nd run)
KEITH'S—(2,000), 30c-40c-55c, 7 days, 2nd week. **Gross:** $3,900. (Average, $4,000)
"TOO HOT TO HANDLE" (M-G-M)
STANLEY—(3,700), 40c-55c-65c, 7 days. **Gross:** $16,000. (Average, $14,000)
"ARMY GIRL" (Republic)
STANTON—(1,700), 30c-40c-55c, 4 days. **Gross:** $1,700. (Average, 7 days, $7,000)

"Boys Town" Is 2d Week Lead at Omaha

OMAHA, Sept. 28.—"Boys Town" held up well for its second week at the Omaha, grossing $9,700 in seven days to top weekly average by $4,200. The picture, built around Father Flanagan's home near Omaha, was held for a third week.

"Four Daughters" and "I'm From the City" pulley $6,600 at the Brandeis in seven days, showing a neat profit of $2,600. The bill also was held for a second week. "Sing You Sinners" and "I'll Give A Million" grossed $10,300 at the Orpheum in seven days for a gain of $3,100 over weekly average.

Estimated takings for the week ending Sept. 20-21-22:

"BOYS TOWN" (M-G-M)
OMAHA—(2,200). 25c-40c, 7 days, 2nd week. **Gross:** $9,700. (Average, $5,500)
"FOUR DAUGHTERS" (F. N.)
"I'M FROM THE CITY" (RKO)
BRANDEIS—(1,200), 25c-35c-40c, 7 days. **Gross:** $6,600. (Average, $4,000)
"SING YOU SINNERS" (Para.)
"I'LL GIVE A MILLION" (20th-Fox)
ORPHEUM—(3,000), 25c-40c, 7 days. **Gross:** $10,300. (Average, $7,200)

Finish Ukrainian Film

Shooting on "Cossacks Beyond the Danube," Ukrainian film, has been completed here under the direction of Edgar G. Ulmer. Michael J. Gann was associate producer. The film will be released early in November by Avramenko Films.

World System On Disc Shows Has 31 Units

The World Transcription System, a special hookup of stations to carry transcribed programs, will be launched this week. Three more stations have just been added to make a total of 31. The new affiliates are WGST, Atlanta; KLRA, Little Rock, and WRVA, Richmond. The network is striving for a network of 75 stations.

Effective immediately, World has appointed Campbell-Ewald & Co. as its advertisng agency. M. A. Hollingshead, formerly radio director for Campbell-Ewald, has joined World as account executive on the World Transcription System account. A. J. Kendrick, World vice-president formerly in charge of Chicago studios, has taken up quarters here to head operations.

World is now setting up an organization to handle Transcription System operations. A sales staff will be divided into two groups, a market sales staff and a creative selling staff. Also being set up are merchandising, market and publicity staffs.

N.A.B. Discusses Winter Activities

(*Continued from page* 1)

alysis of the returns, not all of which have yet been received, no conclusions were reached.

Officials of the N.A.B. said that the coming months will be exceedingly important to the broadcasting industry, because of the fact that most of the state legislatures will meet this winter and the further fact that one Ascap case is already before the U. S. Supreme Court and at least one more may be presented in the near future.

Kostelanetz Has Show

Andre Kostelanetz, who has been off the air since he left the CBS Chesterfield program last spring, has evolved a new show and will audition it on Saturday for the Coca Cola Co. in a CBS Playhouse. Coca Cola's last network show was on CBS last season, and was known as the "Song Shop."

Miller to Discuss Radio

Neville Miller, president of the National Association of Broadcasters, is one of four speakers who will discuss radio's effect on public opinion on Lyman Bryson's "The People's Platform" over CBS Oct. 2 from 7 to 7:30 P. M.

Filming Radio

Paramount News and News of the Day yesterday dispatched crews to the CBS and NBC headquarters here to film the activities of the special events departments of those networks in covering the international war situation.

New Shows on the Air

"We, the People"

"We, the People" returned to its third season on the air Tuesday under the sponsorship of Sanka Coffee.

The program had variety, pace, was solidly produced, and presented a cast of non-professionals from widely divergent fields, ranging from a doctor who 15 years ago introduced insulin as a treatment for diabetes, to a lady tattooer from New York's Bowery.

The curtain was fittingly enough touched off by 87-year-old Daniel Frohman, dean of theatrical producers. Vojta Benes, brother of the president of Czechoslovakia, spoke in defense of his nation's stand; "Milly, the Ace of the Bowery," elucidated upon the tattooing business; Mrs. Franklin Pierce McCall, wife of the Florida kidnapper, without entering a defense for her husband, told why he had become a kidnapper and Slim and Slam, writers of "Flat Foot Floogie." Gabriel Heatter again was at the show's helm.

"We, the People" is presented Tuesdays at 9 P.M. over CBS.

"Bob Hope Show"

Bob Hope's new show for Pepsodent was inaugurated from Hollywood Tuesday night. A hit and miss quality marred the opening production.

Bob Hope, in our estimation one of the best comedy bets in radio, unfortunately was handicapped by a script which nowhere matched his talent, although at that, Bob left one with a pleasant memory. Jerry Colonna, Greek dialectician and a new foil for Hope, was a total loss. In our estimation, his routine possesses the worst qualities of George Givot's and Parkyakarkus'.

Connie Bennett was the feature guest of the evening. Instead of presenting Miss Bennett in a dramatic skit, the producers of the show placed her opposite Mr. Hope and Mr. Colonna in a gag routine, which is rank programming in our estimation. Skinnay Ennis's band was adequate.

The Bob Hope show is presented Tuesday at 10 P.M. on NBC.

BANNER

Radio, Press Lauded For Work in Crisis

WASHINGTON, Sept. 28.—Radio and the press of America were lauded yesterday by Neville Miller, president of the National Association of Broadcasters, for their comprehensive reporting and news coverage of the war crisis.

The American people, Mr. Miller declared, are the "most highly informed people in the world" as a result of the press and radio coverage. "Whatever direction public opinion here is taking is based upon complete knowledge of the facts," said Mr. Miller. "In furnishing information from all quarters, the press and radio of this country are living up to their highest ideals of service in a democracy."

Hill and CBS Are Sued

A libel suit asking $250,000 damages was filed against Edwin C. Hill, radio commentator, CBS and the American Tobacco Co, in N. Y. Supreme Court yesterday by Moses Polakoff. He charged that Mr. Hill, in a broadcast over WABC advertising Lucky Strike cigarettes on Aug. 12, 1937, commented on the trial of "Lucky" Luciano and his conviction, and characterized the attorneys representing Luciano as "crooked lawyers." Mr. Polakoff was one of the attorneys.

To Discuss Radio, Films

ATLANTA, Sept. 27.—Use of radio and the films in simplifying instruction will be studied here during a three-day convention of the Southern Audio-Visual Conference beginning Nov. 10.

Among speakers scheduled are: John W. Studebaker, U. S. Commissioner of Education; Dr. Henry Rowland Angell, educational director of NBC; Margaret Harrison, author of "Education in the Classrooms," and Neville Miller, president of the National Association of Broadcasters.

Kennedy and Hawks In a Mennen Series

John B. Kennedy and Bob Hawks have been engaged by the Mennen Co. for a new series of audience participation programs titled "People's Meeting of the Air," to start over a hookup of Mutual stations Oct. 9.

The series will originate in the Mutual Playhouse in New York and will be broadcast Sundays from 3:30 to 4 P. M., over WLW, WGN, WBAL, WAAB, WGR, WFIL and WCAE. WOR, New York, will broadcast the show on Mondays from 8 to 8:30 P. M. from Oct. 10 until Dec. 18, and thereafter on Sundays at the same time as the network. Mutual's New York outlet cannot carry the show on Sundays until after the December date because it is already committed to broadcast football games at that time. The H. M. Kietewetter agency placed the business.

Editors vs. Publicists

Editors and press agents will meet during Paul Wing's Energine "Spelling Bee" Oct. 2 over NBC. On the editors' team will be Paul Schoenstein, city editor of the *Journal-American;* Jimmy Powers, sports editor of the *News;* Fred Sammis, editor of *Radio Mirror;* George Ross, night club editor of the *World-Telegram;* a Broadway columnist as yet unselected, and William C. Park, makeup editor of Paramount News. The press agents will be represented by Dot Haas of Fanchon & Marco; Sid Spier of Billy Rose's Casa Manana, and Ned Brown, Bob Neff, and George Oslin.

Bierman on Air Again

MINNEAPOLIS, Sept. 28.—For the fifth consecutive year, WCCO will present Bernie Bierman, Minnesota football coach, in a series of Sunday evening broadcasts sponsored by General Mills for Wheaties. Mr. Bierman will discuss the previous Saturday's football games during the series, and is to be interviewed by Charles Johnson, a newspaperman.

▶ *Radio Personals* ◀

GEORGE MATEYO of the WOR sales promotion department has been appointed to the faculty of New York University School of Commerce as marketing instructor. . . . Lyn Murray, CBS maestro, has collaborated with Victor Selsman on a song titled "To a Little Boy," which has been published by Ager, Yellin & Bornstein. . . . Johnny Messner's orchestra has been booked into the New York Strand, starting Oct. 7. . . . Myron Selznick, Ltd., have just set a guest appearance for George Raft on the Vitalis "For Men Only" program Oct. 4. The deal was arranged by Herman Bernie. . . . John P. Medbury, script writer for Burns and Allen, is in town with the comedians. . . . Bob Ripley will conclude his air series Oct. 3, following which he will leave on a world tour.

✚

San Francisco

After a serious illness, which kept her off the airlanes for three years, KPO commentator Ann Holden has returned to "Women's Magazine of the Air" as a regular performer. . . . Announcer Paul Gates promoted to night program supervisor at NBC here. . . . Billy Cook, KYA juvenile actor, signed to long term contract by Paramount. . . . KRE, Berkeley, is planning to move its studios from uptown to the new transmitter building, on the eastbay waterfront. . . . Two dailies, *Examiner* and *Chronicle,* are using radio to ballyhoo special editions, with plugs on KFRC and KJBS. . . . Martha Meade, veteran Pacific radio home economist, has returned to KPO and the coast Red of NBC, under sponsorship of Sperry Flour Company.

'Movie Quiz' Now on KOL

SEATTLE, Sept. 28.—Theatre patrons who have questions about the "Movie Quiz" pictures or the quiz itself will have their queries answered by radio, beginning next week. Every Saturday Vic Gauntlett, advertising and publicity director for Hamrick-Evergreen theatres, will preside over a program to be called "Movie Quiz Questions." The program is being advertised on the screens of participating theatres, and also over the air by KOL, local unit of the Mutual-Don Lee network.

Sally Is Censored

Sally Rand, who plays "September Morn" behind a bubble, almost didn't make her scheduled appearance on the "For Men Only" program last night over NBC. Miss Rand submitted her script to NBC late yesterday and when network officials read it they refused to pass upon it. Finally they consented to permit her to appear if she would read a script prepared by the network. Following some temperament Miss Rand agreed. NBC obviously retained some recollection of what happened when Mae West was allowed to go on the air with an uncensored script.

"DRUMS" SETS RECORD* FOR GOLDEN GATE RECEIPTS!

**First Showing of Alexander Korda's "Drums" in this country, at United Arti theatre in San Francisco, Thursday, broke the house's opening day reco*

—Hollywood Repo

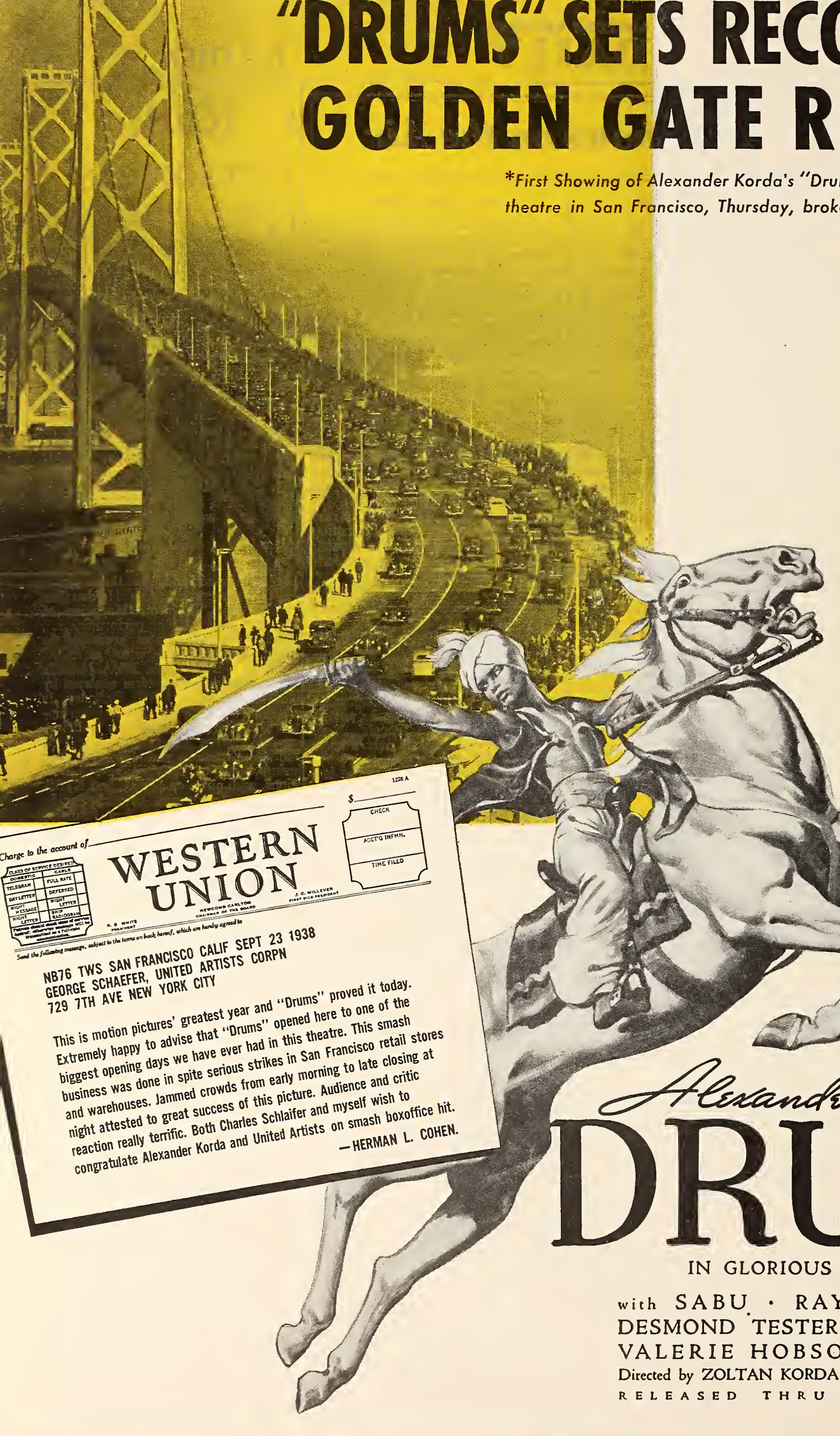
PRESS RAVES START TRAFF WAVES TO THEATRE!

"'Drums' in calar is one of the yer best melodramas. Breathtakingly spect ular." *—San Francisca Chron*

"'Drums' has the glamar af an Arab nights tale, the excitement of a weste It is the most beautiful film in Technico that has ever come out af a studio." *—San Francisca Exami*

"'Drums' in Technicolar is a super-sp tacle. Splendid entertainment, humor c suspense alternate all thraugh pictu Stunning spectacle with Sabu as its pealing hera." *—San Francisca Call-Bull*

"Little Sabu again makes a hit in 'Drums'. Should please everyone w sees it." *—San Francisco Ne*



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NEWCOMB CARLTON, CHAIRMAN OF THE BOARD
J. C. WILLEVER, FIRST VICE-PRESIDENT

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Send the following message, subject to the terms on back hereof, which are hereby agreed to

NB76 TWS SAN FRANCISCO CALIF SEPT 23 1938
GEORGE SCHAEFER, UNITED ARTISTS CORPN
729 7TH AVE NEW YORK CITY

This is motion pictures' greatest year and "Drums" proved it today. Extremely happy to advise that "Drums" opened here to one of the biggest opening days we have ever had in this theatre. This smash business was done in spite serious strikes in San Francisco retail stores and warehouses. Jammed crowds from early morning to late closing at night attested to great success of this picture. Audience and critic reaction really terrific. Both Charles Schlaifer and myself wish to congratulate Alexander Korda and United Artists on smash boxoffice hit.

—HERMAN L. COHEN.

Alexander Korda PRESENTS

DRUMS

IN GLORIOUS TECHNICOLOR

with SABU · RAYMOND MASSEY
DESMOND TESTER · ROGER LIVESEY
VALERIE HOBSON · And a Cast of 3,000
Directed by ZOLTAN KORDA · From a story by A. E. W. MASON
RELEASED THRU UNITED ARTISTS

STARTS TODAY • RADIO CITY MUSIC HALL

DO NOT REMOVE

Alert,
Intelligent
and
Indispensable
to the Motion
Picture
Industry

MOTION PICTURE
DAILY

First in
Film and
Radio News
Brief,
Accurate
and
Impartial

L. 44. NO. 64 NEW YORK, FRIDAY, SEPTEMBER 30, 1938 TEN CENTS

FCC May Halt Renewals for Nine Stations

Hearings Ordered After Preliminary Study

WASHINGTON, Sept. 29.—Operating licenses of nine broadcasting stations were today placed in jeopardy by the action of the Federal Communications Commission in ordering hearings on applications for renewals as a result of preliminary investigations which the commission said brought before it alleged instances of "possible doubtful public service or possible violations of the act and rules of the commission."

Those cited were KLCN, Blytheville, Ark., for alleged violation of rules; WTCN, Minneapolis, for program service, with particular reference to the program "Beyond the Horizon"; WJRD, Tuscaloosa, Ala., violation of rules, violation of act, management contract, and program service, particularly "Radio Auction";

(*Continued on page* 8)

George Batcheller Dies; Ill 2 Days

George Randall Batcheller, president and general manager of Chesterfield Motion Picture Corp., died Wednesday at his home, 4570 Boston Post Road, Pelham, following an illness of two days. Death was due to a heart attack. Mr. Batcheller was 48 years old.

A son, George R., Jr., who is an assistant director for Republic, flew in from the coast yesterday to make funeral arrangements. Services will be held at 2 P. M. tomorrow at the Batcheller residence, with Dr. Willard P. Soper of Huguenote-Memorial Church, Pelham, officiating. Inter-

(*Continued on page* 2)

20th-Fox Sales Up 15% Over Last Year

A 15 per cent increase in 20th Century-Fox sales over last season was reported by Herman Wobber, general manager of distribution, on his return yesterday from a tour of branches with James P. O'Loghlin, Kent drive leader, in connection with the drive. The increase covers the number of contracts sold.

Revenue is also running ahead of last season, Mr. Wobber said, and he was optimistic for the company's performance during 1938-'39. He based this optimism on the inventory

(*Continued on page* 7)

Lawyers Study Next Move in Trust Action

Confer Here as Result Of Arnold Meeting

Counsel for the five major companies having theatre affiliates reported back to their principals yesterday on the developments at the meeting with Department of Justice officials at the Georgetown home of Col. William J. Donovan, counsel for RKO, Wednesday night.

The attorneys are scheduled to meet today to discuss the viewpoints of their principals in the light of the Government's attitude on the subjects touched upon at Wednesday's meeting. These subjects are reported to have been the maintenance of the status quo of affiliated theatre operations pending determination of the Government anti-trust suit; the department's views on a basic approach to a consent decree;

(*Continued on page* 6)

T. R. Williams Made Treasurer for G.N.

T. R. Williams, Educational treasurer, has been designated treasurer of Grand National Pictures, completing the new company's slate of officers.

Earle W. Hammons is president of Grand National; Jack Skirball, vice-president and production head; George Blake, secretary, and Harold Saxe, assistant treasurer. Edward L. Alperson is general sales manager, but is not an officer of the company.

Educational and Grand National headquarters will be established in the new Associated Press Building now nearing completion in Rockefeller Center. A long term lease for office space will be signed Monday

(*Continued on page* 6)

Momand Hearing Is Delayed to Oct. 24

OKLAHOMA CITY, Sept. 29.—Because the taking of depositions in New York of defendants has not been completed hearings in A. B. Momand's Federal anti-trust suits against Griffith Amusement Co., 20th Century-Fox and other distributors was continued today by A. P. Murrah, U. S. District Judge, until Oct. 24.

Mr. Momand is asking triple damages of $4,900,000 from the defendants, charging they conspired to run him out of business. He now operates one theatre at Shawnee, Okla., but formerly had 18 houses in the

"King" Starts Big

"If I Were King" grossed $18,700 in its first two days at the Paramount and is headed for a $75,000 week, or nearly double the average for the house.

Despite the fact that the theatre advanced its opening hour to 8:30 A. M., lines stretching into 43rd St. have been on hand an hour before the opening time and hold-outs have been the rule throughout the first two days. The crush was so great at the Broadway entrance yesterday noon that five police cars were summoned to untangle traffic at the 43rd St. corner.

Political Change Brings Relief to English Industry

By AUBREY FLANAGAN

LONDON, Sept. 29.—A tremendous feeling of relief was evident in the film industry here today at the turn in the political situation. The business had come to a virtual halt in the past few days. Theatres throughout the country suffered heavily at both evening and matinee performances, and there was little or no trading in Wardour St.

For the most part studios have been operating normally, despite the call to mobilization which took many employes. No theatres have been closed and all are continuing to collaborate with the authorities in propaganda and similar work. The

(*Continued on page* 7)

MPTOA Asks Sales Heads to Sessions

Invitations to all sales managers to attend the M. P. T. O. A. national convention at Oklahoma City, Oct. 30 to Nov. 2, were mailed yesterday from the New York office.

Bids will go out today and early next week to independent exhibitor leaders, independent producers and distributors, Hollywood executives and representative exhibitors who are not members of either national exhibitor organization. Officers of Allied States, the I. T. O. A. and other independent exhibitor organizations are included in the list.

Among those to whom invitations have been sent are A. Montague, Columbia; William F. Rodgers, Loew's;

(*Continued on page* 6)

Final Moves Before Court On RKO Plan

Judge Critical of Plea For SEC Intervention

Reorganization of RKO moved into the final stages yesterday when U. S. District Court Judge William Bondy started hearings on a motion to confirm the report of Special Master George W. Alger, which approved the proposed plan. With only two exceptions, all creditor interests have approved the plan.

Ernest W. Stirn, holder of the unconverted Class A stock, presented a petition to have the provisions of the recently enacted Chandler Act applied to the present proceedings. Granting of this petition might set the plan back for months. Indications from Judge Bondy during the argument pointed to a denial of the motion.

At the request of Hamilton C. Rickaby, attorney for Atlas Corp., the proponent of the plan, Judge Bondy

(*Continued on page* 6)

RKO Has Half-Year Loss of $480,176

A consolidated net loss of $480,176 was reported yesterday by the Irving Trust Co. for RKO operations for the 26 weeks ended July 2. This compares with a net profit of $1,442,710 for the same period last year.

The RKO operating companies reported a net profit of $416,478 for the period, compared with a profit of $751,595 for the corresponding period last year. RKO Pathe News showed a net profit, after all charges, of $117,574 for the 26 weeks, compared with a profit of $2,080 for the first half of 1937.

RKO Radio Pictures, Inc., and subsidiaries, the producing and dis-

(*Continued on page* 6)

Report 80% of Ascap Members Sign Pacts

A report on the acceptances of Ascap's new 10-year contracts for member authors and composers showing that more than 80 per cent of the membership already has executed the new contracts was presented to the Ascap board of directors at a meeting yesterday.

The acceptance of the pacts provides the basis for an offering of 10-year contracts to the society's licensees to replace the five-year contracts which expire next year.

George Batcheller Dies; Ill 2 Days

(*Continued from page* 1)

ment will take place at the Ferncliffe Cemetery in Hartsdale.

Mr. Batcheller was in the show business about 30 years. In his early days he managed burlesque shows, and later became a film salesman. He was at various times salesman or branch manager for M-G-M, Fox, Universal and F.B.O., chiefly in Cincinnati and Detroit. In 1925 he formed Chesterfield, producing films for state rights release in association with Maury M. Cohen, head of Invincible Pictures.

Chesterfield has been liquidated. It maintains an office in the Loew's State Theatre building.

Mr. Batcheller was born in Providence, and after attending Worcester and Cushing academies, was graduated from Dartmouth in 1910. During his active years in Chesterfield, he was one of the best known independent producers.

Besides the widow, Mildred S., survivors include four daughters and two sons.

Rites for Dr. McKenzie

Funeral services will be held today at Pasadena for Dr. William E. McKenzie, who died at his home there late Wednesday. Dr. McKenzie was the father of Maurice McKenzie, executive assistant to Will H. Hays.

Dr. McKenzie was born in Zionville, Ind., Nov. 30, 1858. Educated at DePauw University, he was first a school teacher, then a Methodist minister, and for 13 years was district superintendent for the church in the Crawfordsville, Lafayette and South Bend districts. He retired in 1924 and had resided in Pasadena since.

Joseph Corrigan Dies

Funeral services for Joseph R. Corrigan, 53, for 20 years billposter for Loew's State, will be held tomorrow at St. Malachy's Church, West 49th St. He died Tuesday night at New York Hospital following an operation. He was a brother of the late Arthur Corrigan, New York newspaper man.

Hold Given Rites Today

Boston, Sept. 29.—Funeral services for James E. Given, 76, will be held tomorrow at Provincetown. Mr. Given formerly operated a circuit in Illinois. He died of pneumonia as a result of exposure during last week's storm.

To Decide Carolina Date

Charlotte, Sept. 29.—Directors of Theatre Owners of North and South Carolina will meet here Oct. 10 to decide the time and place for the association's next annual meeting, according to Mrs. Pauline Griffith, secretary.

Remodel in Revelstoke

Revelstoke, B. C., Sept. 29.—W. P. Dewees Theatre Enterprises will replace the old Province recently destroyed by fire by remodeling the Rex Theatre and Columbia hardware buildings. The new theatre will seat 500.

Lease New Haven House

New Haven, Sept. 29. — Gilbert Josephson has leased the Lincoln, foreign and "art" film house, to Lincoln Cinema Guild, Inc.

Reviewers Enthusiastic in Greeting "If I Were King"

The New York daily newspaper critics were unanimous in rating "If I Were King," starring Ronald Colman, top entertainment. Such adjectives as "rousing," "grand," "perfect," "entertaining" cropped up in the reviews, excerpts from which follow:

Herald Tribune—"If I Were King" is a highly satisfactory screen show. . . . An expert job. . . . Ronald Colman is perfect. . . . Details of production are superb. . . . Unusually entertaining.

Journal American—A grand show . . . sheer entertainment. . . . Fortunate in the casting of its principals. . . . A stirring finish. . . . You'll enjoy the picture enormously.

Mirror—No happier choice than Ronald Colman could have been made. . . . A big picture, it reflects Mr. Lloyd's skill. . . . The fans will love it.

News— . . . A rousing screen spectacle. . . . The film moves at a dashing pace from its amusing start to its exciting finish.

Post— . . . Fits elegantly into the classification of semi-historical romance. . . . Director Frank Lloyd has massed his crowds for impressive effects.

Sun— . . . It should prove a most effective and enjoyable escape from the dread realities. . . . The picture is showy and handsome. . . . Good romantic entertainment.

Times—Mr. Colman invests the role with dignity and virtue. . . . We confess an ungrudging admiration for Mr. Lloyd's mastery of scene.

World Telegram—Excellent. . . . All lovers of Ruritanian romance will be filled with delight. . . . A film that is entertaining from beginning to end. . . . Grand screen fun.

◂ Purely Personal ▸

LOU SMITH, Paramount producer, will return from the Boston opening of "If I Were King" tomorrow and will leave for a tour that will take him to Philadelphia, Washington, Pittsburgh, Buffalo, Toronto, Cleveland, Cincinnati, Indianapolis, Chicago, Detroit, Minneapolis, Des Moines and Kansas City.

•

Clinton M. White, assistant general manager of G. B., has completed a tour of midwestern exchanges and is spending three days at Chicago. He will go south from there and will be back in New York in about two weeks.

•

Y. Frank Freeman will leave for New Orleans today to confer with E. V. Richards and will stop off at Atlanta before returning to New York.

•

Charles Roberts, Columbia home office supervisor for Latin America, left yesterday on a three-month tour of his Central and South American territory.

•

Stuart Erwin will arrive in town today to appear in "Home Town" at the Eastern Service Studios. He is accompanied by his wife, Constance Collyer.

•

A. H, Blank and Ralph Branton will leave New York today for Des Moines.

•

Karl Hoblitzelle and R. J. O'Donnell will leave New York today for Dallas.

•

ALFONSO RIVAS BUSTAMANTE, co-producer of "Rancho Grande," Mexican film which was awarded the gold medal in the Spanish language division at the Venice exposition, arrived yesterday on the *Rex*.

•

William C. Erskine, vice-president of Kay Kamen, Ltd., Walt Disney commercial representative, will speak tonight to the Association of Advertising Men.

•

William Wellman, who recently finished directing "Men With Wings" for Paramount, will reach New York Oct. 6 on his way to a Bermuda vacation.

•

Gus Van, who is appearing at Loew's State this week, will be honored next Tuesday at a party by the Van and Schenck Fan Club.

•

Irving Lesser, manager of the Roxy, is due tomorrow from a leisurely motor trip to Florida. It's his annual vacation.

•

Irving Maas, 20th Century-Fox foreign service manager, is due Monday on the *Queen Mary* from Paris and London conferences.

•

Sabu will review a parade of drum and bugle corps boys tomorrow in the sunken plaza of Rockefeller Center.

•

Beulah Bondi will come to New York for the opening of "The Sisters" at the Strand Oct. 14.

Mexicans to Aid Warners

Mexico City, Sept. 29.—Full facilities for producing "The Life of Benito Juarez," film biography of Mexico's reform president which will star Paul Muni, have been accorded Warner by the Mexican government. The company is to be assisted in research about Juarez and his times—1857 to 1873—by Mexican scholars and other experts.

To Discuss Dinner Plans

Further plans for the annual dinner-dance of the Motion Picture Associates at the Astor Nov. 26 will be discussed at a meeting of the organization at the Lincoln at noon tomorrow. Jack Ellis will preside.

Moe Sanders is serving as chairman of the affair, assisted by Joe Lee, Moe Kurtz and Sol Trauner. Tickets have been scaled at $7.50 a person.

Contest Winners Are Lunch-Party Guests

Winners of the July exploitation contest of Managers Round Table Club of *Motion Picture Herald* spent another busy day yesterday. At noon they were guests of S. Barret McCormick of RKO at the New York Athletic Club.

Rutgers Neilson, RKO publicity manager; Fred Schaefer, pressbook editor; Ben Grimm, advertising manager; Ed Mollander, in charge of exploitation; Ken Hallam, manager of music and radio tieups, and Ted Schaefer, art director, spoke.

In the afternoon they made a backstage tour of the Music Hall as guests of W. G. Van Schmus, and from 5 P. M. to 6 P. M. they were guests of Martin Quigley at a reception in his office.

Friedhoff and Espy In Monogram Posts

Hollywood, Sept. 29.—J. P. Friedhoff, formerly assistant treasurer of Monogram, stationed in New York, today was appointed treasurer. He will permanently make his headquarters here. Reeves Espy was named a vice-president.

Arthur Leak Gaining

Des Moines, Sept. 29.—Arthur Leak, Columbia salesman, who sustained a fractured hip, ribs and internal injuries in an auto accident at Gladbrook and has been at the University Hospital, Iowa City, since that time, is reported to be recovering rapidly.

Sells Share in Exchange

Kansas City, Sept. 29.—W. L. Norris has sold his interest in American Film Distributors, Inc., independent exchange, to Paul Humston.

MOTION PICTURE
DAILY
(Registered U. S. Patent Office)

MARTIN QUIGLEY, Editor-in-Chief and Publisher; J. M. JERAULD, Managing Editor; JAMES A. CRON, Advertising Manager. EDITORIAL STAFF: Charles S. Aaronson, Jack Banner, Al Finestone, Sherwin A. Kane, Joseph Priore.

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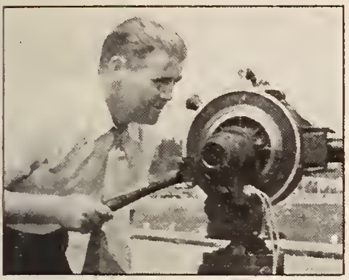
THE FINEST FIELD IN THE WORLD OF SPORTS!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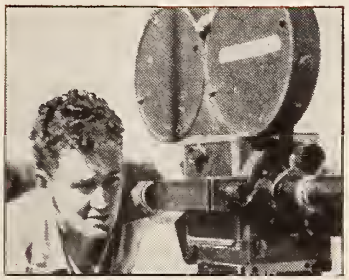
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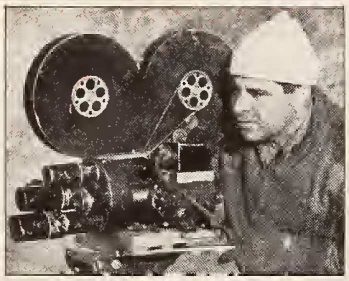
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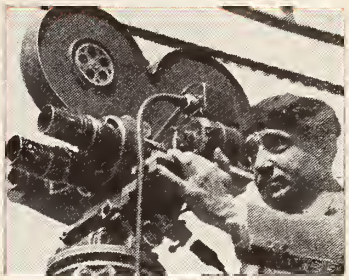
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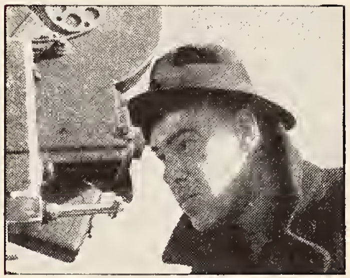
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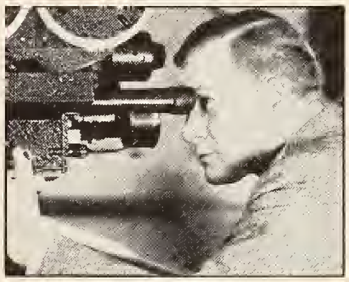
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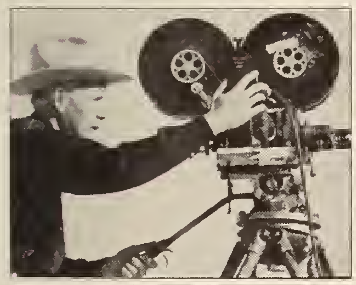
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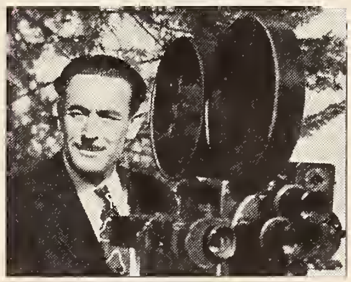
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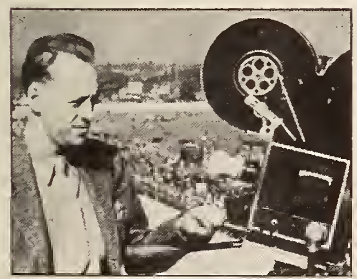
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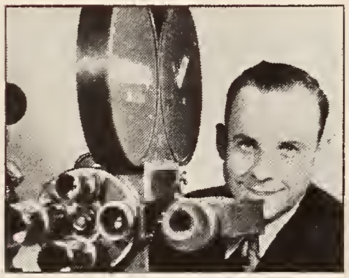
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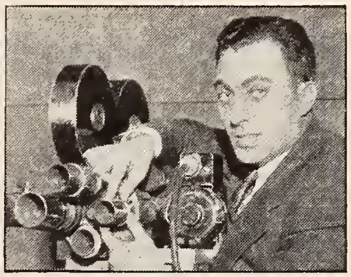
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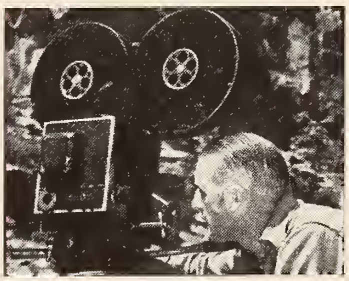
Al Brick

TWENTIETH CENTURY-FOX MOVIETONE NEWS

Produced by
TRUMAN TALLEY

Frankly, we're excited...

"GIRLS' SCHOOL"

is a swell picture!....

- **EVERYBODY**—young, middle-aged, and even those who have reached the latter years of their lives—is interested in a romance of youth.

- **FATHERS *and* MOTHERS** will glory in this picture because they will see their sons and daughters.

- **SONS *and* DAUGHTERS** will glory in the picture because they will see themselves; and those who have not reached the age of "Girls' School" will look forward to the years ahead because this picture will tell them a story of youth and beauty, of love and of disappointment, followed by a truly satisfying climax—something so necessary to a successful picture.

- **THE PREVIEW** audience at the Pantages Theatre in Los Angeles was enthralled with "Girls' School". Both trade and general press enthusiastically said—"Here's swell entertainment."

- **WE ASK EXHIBITORS** to look at this picture, get the feeling that Director John Brahm put on the screen. Get that feeling over to your public so that they in turn may be able to experience something delightful, something full of true enjoyment.

THIS IS ONE OF THE
MOVIE QUIZ
$250,000.00
CONTEST
PICTURES

- **THE ENTERTAINMENT** world has been awaiting this type of picture. Now we have it. Watch it go places!

"WHO SENT NATALIE THOSE MARVELOUS ORCHIDS?"
"HEAR ABOUT LINDA BEING OUT ALL NIGHT?"
"LORELEI'S GOING TO ELOPE!"
"ISN'T GWENNIE'S BOY FRIEND SUMPIN?"
GIRLS' SCHOOL
COLUMBIA PICTURES

Youthful, zestful girls, their hearts trembling on the verge of a hundred breathless tomorrows! Famous Tess Slesinger's grand story, adapted by Miss Slesinger and Richard Sherman, and directed by John Brahm!

★ Anne SHIRLEY ★ Ralph BELLAMY ★ Nan GREY

GLORIA HOLDEN ★ MARGARET TALLICHET ★ NOAH BEERY, JR. ★ AND 50 BEAUTIFUL STARS OF TOMORROW

Final Moves Before Court On RKO Plan

(Continued from page 1)

promised an early ending of the hearings. Argument will be resumed on Monday and it is likely that it will be concluded then.

Mr. Stirn's petition, which was argued by H. William Ihrig of Milwaukee, requested the indefinite postponement of the plan, an invitation to the S.E.C. to inspect it, and the voiding of all consents now secured with provisions for obtaining new consents. Mr. Ihrig contended that under the Chandler Act, the Atlas group has lost the right to propose a plan and that only the Irving Trust Co., as trustee, could formulate a plan. Mr. Ihrig disclaimed any desire to obstruct an early formulation of a new plan and suggested that the trustee could present the identical plan if it so desired.

Arguments Hinge On "Practicable"

Although it is generally conceded that the proceedings suggested by the Stirn petition are required under the Chandler Act, it was argued that reorganizations started before the passage of the act are not affected. Argument hinged on the word "practicable" found in the law. Proponents of the plan contended that speed was essential and said the S.E.C. could add nothing to the report of Special Master Alger.

Judge Bondy stated that he had the utmost confidence in the ability of the master and that he felt that the intervention of the S.E.C. would "inspire no greater confidence in the report." The court also disagreed with Mr. Ihrig's contention that Atlas had lost any right to propose a plan. Judge Bondy declared use of the word "practicable" gave him unlimited discretion in the application of the Chandler Act and that he was "disinclined" to have it affect the present proceedings.

Nathan Rosenberg, attorney for H. Cassell & Co., debenture holders, presented the only major creditor dissent with the plan. He pointed out that debenture holders could not be deprived of their security without adequate compensation. He asked that the debentures be given securities which would permit immediate liquidation at the full value of the bonds with interest.

Judge Bondy Makes Suggestions

Judge Bondy indicated considerable interest in this argument and made several suggestions which would maintain the creditor status of the present debenture holders but Mr. Rickaby insisted at each stage that the best plan had been worked out and no further amendments could be made.

David Stock, also representing Cassell interests, charged that the proposed certificate of incorporation would not be passed by the S.E.C. as it granted too many liberties to the board of directors. Counsel for Si Fabian, who is a contingent unsecured creditor, argued that the plan was unconstitutional because it failed to provide for compensation for certain guarantees. Joseph M. Cohen, attorney for independent stockholders attacked provisions made for debenture holders but was interrupted by the adjournment.

RKO Has Half-Year Loss of $480,176

(Continued from page 1)

tributing company, reported a net loss of $1,135,522 for the 26-week period, compared with a profit of $476,491 for the same period in 1937. This result includes the accrual of interest on indebtedness of the subsidiary to its parent company in the total amount of $1,038,047 during the 26-week period. For the 11 weeks from July 2 to Sept. 17 the estimated loss of the picture company was reduced to $214,683, and during the past two weeks the company has operated profitably.

The parent company's cash position was improved by $791,177 during the period, to a total of $6,073,791. In addition, the fixed indebtedness of RKO was reduced by $967,095. Film inventories declined more than $2,000,0000.

Holdovers Disturb Omaha Subsequents

Omaha, Sept. 29.—Several recent first run holdovers on single bills have complicated the subsequent run situation here because there are only three first run houses.

"Boys Town" ran three weeks at the Omaha, taking the normal place of six features. The Omaha also gave two weeks each to "Spawn of the North" and "Love Finds Andy Hardy." The Orpheum had "Alexander's Ragtime Band" for two weeks. The Brandeis held "Four Daughters," "Birth of a Baby" and "Adventures of Robin Hood."

Even when good pictures are few, exhibitors point out, it requires sleight-of-hand booking to crowd them onto three first run screens. Several big pictures are coming up that will push bookings even farther into the future.

Warner Theatres Ad Men in Session Here

Nine Warner theatre advertising men from out of town met here yesterday with Harry Goldberg, advertising and publicity director for the circuit, to lay plans for furthering the Motion Pictures' Greatest Year campaign and discuss the merchandising of "The Sisters," which was screened.

Those attending were Larry Stein, Chicago; Sid Dannenberg, Cleveland; Dan Finn, New Haven; Bob Paskow, Newark; Charles Smakwitz, Albany; Everett Callow, Philadelphia; Joseph Feldman, Pittsburgh; Frank LaFalce, Washington, and Mort Levine, Atlantic City.

Para. Meeting Routine

Only routine business was on the agenda for the monthly meeting yesterday of the Paramount board of directors, company officials stated. Barney Balaban, president, and Stanton Griffis, chairman of the executive committee, have postponed their trip to the studio for another 10 days or two weeks.

'U' Board Meet Advanced

The monthly meeting of the Universal board of directors, scheduled for Oct. 6, will be advanced a day or two because of the World Series.

Trousers Come Off

Keota, Ia., Sept. 29.—Carl Parsons, owner of the Avon, tried to make some repairs to his air conditioning apparatus. His trousers leg became caught in the fan.

Mr. Parsons didn't, but he spent the next 15 minutes trying to attract the attention of anybody who might be passing the house so he could have a pair of new trousers sent from a clothing store across the street.

T. R. Williams Made Treasurer for G.N.

(Continued from page 1)

and the premises will be occupied when the building is opened to tenants about Nov. 1.

The company's joint sales meeting for western and midwestern representatives will be held in Chicago tomorrow and Sunday with Mr. Alperson presiding. A meeting for the eastern and southern representatives will be held here Oct. 8 and 9. Mr. Skirball will come here from the coast for the second meeting.

Delay Decision on Future of FBI Unit

London, Sept. 29.—The Film Group of the Federation of British Industries held another lengthy meeting here to discuss the future of the organization, which is threatened with collapse, but no final decision was reached. The withdrawal of Associated British, Associated Talking and Sound City, and the abstention of Gaumont British has weakened the organization financially and the apathy of other members has served to halt the activity of the group.

The unit may reorganize to admit American producers in this country, but if that is done Neville Kearney, secretary, will resign. He claims a minimum of £2,700 annually will cover the expenses of the producer group, but this year the F. B. I. is £300 short of that minimum.

Goldwyn a Witness At Guild Hearing

Hollywood, Sept. 29.—Samuel Goldwyn was the principal witness today at the N.L.R.B. hearing on the petition of the Screen Directors' Guild to be named the sole bargaining agency of directors, assistant directors and unit managers.

Mr. Goldwyn testified that he knew of only one case in which an assistant director had directed scenes. Most of the session was given over to a discussion of how many hours directors take for lunch and who takes charge when they are tardy in returning to the set. E. J. Mannix is expected to take the stand tomorrow.

Maurice Loew Manager

Montreal, Sept. 29.—Consolidated Theatres, Ltd., a subsidiary of Famous Players Canadian Corp., has appointed Phillip Maurice, formerly in charge of a night club, as manager of Loew's, which was reopened recently with a combination policy of films and eight acts of vaudeville at 50 cents top.

Lawyers Study Next Move in Trust Action

(Continued from page 1)

its views on self-regulatory moves within the industry, and probable [illegible]sequences of the separate investigation of Fox West Coast which has been conducted by the department for more than a year past.

Counsel for Loew's, Paramount, RKO, 20th Century-Fox and Warners were represented at the meeting Wednesday. Because of the scope of the discussions, which extended beyond the phase of affiliated theatre operation, counsel for the three other major defendants, Columbia, United Artists and Universal, are expected to participate in today's meeting.

Following this meeting and subsequent sessions which will be held next week, if necessary, a new conference with Department of Justice officials will be arranged, at which, according to present indications, counsel for all eight major companies will be present.

More than one additional meeting with Department of Justice officials may be necessary, and in the event that future conferences promise definite results indications are that the Government will again agree to an extension of time for filing answers to its bill of complaint in the equity action. Most of those answers are due Nov. 1.

Colonel Donovan, whose prominent part in the Wednesday conferences revived reports that his law firm, Donovan, Newton, Leisure & Lumbard, would be designated chief counsel for the defendants, remained in Washington yesterday. In his absence, counsel for other companies declined to divulge the Government's attitude on any specific subject involved in the discussion.

MPTOA Asks Sales Heads to Sessions

(Continued from page 1)

Neil F. Agnew, Paramount; Ned E. Depinet, RKO; Herman Wobber, 20th Century-Fox; George J. Schaefer, United Artists; William A. Scully, Universal, and Gradwell L. Sears, Warners.

Says Justice Probe Coming at Greenwich

The Department of Justice will start an investigation before the week is over of the complaint of Prefect Theatres against Skouras involving clearance held by Skouras in Portchester over the Pickwick in Greenwich, Clarence D. Loewe, an official of Prefect, said yesterday.

Mr. Loewe said he received information yesterday from Thurman Arnold, special assistant U. S. Attorney General, that the investigation would get under way without delay.

The dispute is of long standing and involves allegedly unreasonable protection held by Skouras over the Greenwich house, which, in some instances runs to a maximum of 90 or 120 days, according to Prefect.

20th-Fox Sales Up 15% Over Last Year

(Continued from page 1)

of all exchanges in the United States and Canada which he completed during the trip and the forthcoming releases which he saw at the studio. While on the coast he conferred with Darryl F. Zanuck.

Mr. Wobber said that sales in the last eight weeks have been consistently greater than the corresponding period of any preceding season and particularly last year, which was a record breaker for the company. This was his first visit to the exchanges since becoming distribution chief, but his seventh all told.

Studios to Aid Film Drive Fashion Show

The cooperation of all major Hollywood studios has been obtained by the Motion Pictures' Greatest Year campaign directors in carrying out the all-industry fashion show which is slated to get under way by Nov. 1, campaign headquarters reported yesterday.

Plans for the fashion show provide for the licensing of one manufacturer in every branch of the fashion trades to turn out an exclusive article conceived by Hollywood designers. One store in each city will be designated to merchandise the articles, all of which will be tied in with the industry business drive and "Movie Quiz" contest pictures. Exploitation and fashion department heads of major company home offices will hold their first meeting at campaign headquarters today to devise promotional plans for the fashion show.

Campaign headquarters reported yesterday that due to the illness of Mrs. Edward E. Hughes, widow of Thomas A. Edison, her daughter, Mrs. John E. Sloan, will unveil the bronze tablet on the R. H. Macy store property, Oct. 4, commemorating the first commercial showing of motion pictures at that location 43 years ago.

Shubert Told to Testify

Lee Shubert, as treasurer of Duco Corp., was ordered yesterday by N. Y. Supreme Court Justice Samuel H. Hofstadter to submit to examination before trial on Oct. 7 in the suit brought by Jacob J. Shubert, as an officer of Duco Corp., against Charles D. Coburn for an accounting and damages of $674. Justice Hofstadter, who directed Shubert's examination on application of Mr. Coburn, also granted an application of the Shuberts for an examination of Mr. Coburn, the defendant.

Suit is based on Sections 60 and 61 of the General Corporation Law, and charges that the defendant, as an officer of Duco Corp., sold the film rights of the play, "The Farmer's Wife," in May, 1937, and failed to turn over the proceeds to the company. The defendant has counterclaimed against the Shuberts for $6,000 which they allegedly received for the sale of the scenery and properties of the play.

Ayers Gets Furst Post

Boston, Sept. 29.—Norman Ayres of the Warner Albany office, has been appointed to the vacancy at the local Warner office left by Nathan Furst, who recently joined Monogram as New England division manager.

The Newsreel Parade

The European crisis, the American Legion convention and the trucking strike in New York are the chief items of interest in the new issues of the newsreels, out yesterday. The reels and their contents follow:

MOVIETONE NEWS—U. S. Cabinet meets. "Time Capsule" buried at the World's Fair. Harry Warner addresses the American Legion. Goat shearing time in Texas. Cafe society learns new dance. Westchester golf championship match. Chicago and Pittsburgh fight for National League pennant. Army eleven beats Wichita.

NEWS OF THE DAY—World watches European situation. Eight hundred city trucks oppose trucking strike in New York City. Women's page. American Legion speech by Harry Warner. Golf tournament at Westchester. Football games.

PARAMOUNT NEWS—The U. S. Cabinet in session. European war news. Transatlantic shipping affected. Hollywood bids Legion goodbye. Football forecast for coming season.

RKO PATHE NEWS—Roosevelt's plea for peace. LaGuardia mobilizes city trucks. Thousands pay tribute to Prince Arthur of Connaught. Blizzard in the Australian mountains. New York's first food trades school opens. Harry Warner speaks at Legion convention. Golf tournament at Westchester. U. S. Pacific Fleet gives defense display.

UNIVERSAL NEWSREEL — England prepared for war. German ships called back. Roosevelt at cabinet meeting. New York City trucking strike. Two planes collide in Japan. Harry Warner's address at Legion convention. One hundred and fifty mile walkathon in Paris. Washington state fair. Motorcycle race in Utah. Midget cows. New windshields aid vision at Detroit.

Fix Date for Drive Parade in Toronto

Toronto, Sept. 29.—With the war threat apparently over, Col. Cooper officially announced today that preparations are proceeding for a film industry parade to be held here as part of Motion Pictures' Greatest Year campaign feature. The date has been moved ahead to Oct. 27 to provide further time for clearing up the effects of the European situation.

The parade would have been called off immediately if war was declared. Nine film exchanges, four theatre circuits, an independent theatre group, laboratories and the international operators union have agreed to enter decorated floats, 16 in all.

Cleveland Men Start Own "Quiz" Contest

Cleveland, Sept. 29.—Exhibitors participating in the "Movie Quiz" contest, led by M. B. Horwitz, have decided to launch a local contest in cooperation with one of the leading newspapers. There will be $100 in prizes for the best letters stating in 50 words: "What I would do if I won the $50,000 in the Movie Quiz $250,000 national contest."

Milton Harris of Loew's, Manny Pearlstein of Warners and Howard Higley of RKO are handling the publicity on the contest.

Throw Spear Suit Out

Chicago, Sept. 29.—Ivan I. Spear's suit against RKO Pathe News, Dr. Allan Roy Dafoe and others was thrown out of the U. S. District Court here today. Mr. Spear asked $1,000,000 damages for the alleged breaking of a contract by the defendants over the services of the Dionne quintuplets.

Ohio Group Signs Deals

Cleveland, Sept. 29.—Cooperative Theatres of Ohio, recently organized by Milton A. Mooney with a membership of approximately 30 theatres, has closed 1938-'39 product deals for his group with Warners and Paramount. These are the first companies to go along with Cooperative.

Levy in Chicago on Deal

Chicago, Sept. 29.—Jules Levy, general sales manager of RKO, arrived here today to close a deal with B. & K.

"Garden" Gets Big $39,000 at Strand

"Garden of the Moon" with a stage show headed by Ethel Merman and Jan Garber and his band netted the Strand $39,000 in the week ending last night.

The Roxy also did $39,000 with "Hold That Co-Ed." The two Jewish holidays helped considerably.

"Campus Confession" gave the Criterion $6,500. "King of Alcatraz" will follow "Sons of the Legion," the Criterion's current film, Oct. 6.

"Too Hot to Handle" started big at the Capitol yesterday, M-G-M reporting that it topped opening day's business of "Boys Town." A three-week run is expected. Business on the film is excellent elsewhere, M-G-M says, with holdovers frequent. Extended engagement on "Boys Town" yesterday rose to 29.

Chicago Engineers Picket 25 Houses

Chicago, Sept. 29.—Theatre engineers were picketing about 25 theatres here today as the Chicago Exhibitors' Association's president, Morris Leonard, continues to refuse the restoration of a 10 per cent voluntary pay cut the engineers took during the summer months.

Until the engineers could arbitrate a deal, according to a previous understanding, the increase would amount to approximately five dollars weekly per theatre, but as the walkout was not approved by the international it appears the local union is taking an unsanctioned and unreasonable attitude.

Previously, all such problems were worked out without difficulty. Mr. Leonard says he hopes the union will talk things over soon as they agreed.

Two Lab Men Arrested

Two striking members of Motion Picture Laboratory Technicians' Union, Local 702, were arrested yesterday on charges of felonious assault following an attack on two non-striking employes of Du Art Film Laboratories. Hearings are scheduled for today in felony court. The strike will enter its eighth week Monday.

Hub Holds "Daughters"

Boston, Sept. 29.—"Four Daughters" will be held for a second week at the Metropolitan, where it is being shown on a dual bill.

Political Change Brings Relief to English Industry

(Continued from page 1)

Minister of Transport has acknowledged the offer of the Cinematograph Exhibitors' Association to place 50,000 cars at the disposal of the Government at 24 hours' notice in the event of an emergency.

Philadelphia Drive Asked by Bernhard

Philadelphia, Sept. 29.—Joseph Bernhard, general manager of Warner theatres, speaking at a meeting of the Real Estate Board here today, urged Philadelphia civic organizations to form a "Promote Philadelphia Committee" to build civic pride and "exploit the city's advantages for working and living."

Mr. Bernhard said he spoke as a native Philadelphian, who formerly had spent 20 years in the real estate business in the city, and as "an officer of a company which is one of Philadelphia's largest business concerns, doing over $10,000,000 per year."

"Stanley-Warners' investment in Philadelphia includes real estate valued on our books at close to $30,000,000," Mr. Bernhard said. "We are one of the largest taxpayers in the city, turning over to the receiver of taxes every year nearly a half million dollars. In addition, we pay $1,400,000 rent annually for properties which we do not own, and we collect, in rent for our business property in the theatre block, more than $250,000 yearly. We employ in Philadelphia alone nearly 2,000 people and practically 2,500 in all the theatres managed from the Philadelphia office."

Charging that Philadelphia has not kept pace with other large cities, Mr. Bernhard offered his promotion plan and said that though the circuit has rejected millions in revenue from screen advertising, the screens of the 76 Warner houses in the city would be used in the campaign and the circuit would use its influence with other exhibitors to cooperate.

Wall Street

Board Rise Continues

	Open	High	Low	Close	Net Change
Col.	12	12⅝	12	12⅝	+ ⅝
Cons.	1½	1½	1⅜	1⅜	.....
Cons. pfd..	8	8	8	8	.....
E. K.	168	168	167½	167¾	+ ¾
Loew	48¾	49¾	48½	49½	+1½
Para.	9⅞	10¼	9½	10¼	+ ⅝
Para. 1.....	81	83	81	83	+2½
Para. 2.....	9⅞	10⅜	9⅞	10⅜	+ ½
Pathe	8⅝	8⅞	8½	8⅞	+ ⅜
RKO	2⅛	2¼	2⅛	2¼	+ ¼
20th Fox..	23¼	24¾	23¼	24¾	+1⅝
20th pfd....	31¾	32	31¾	32	+2
Univ. pfd..	35	35½	35	35½	+ ½
W. B.	5¾	6⅛	5¾	6⅛	+ ⅜

Curb Issues Advance Lightly

	Open	High	Low	Close	Net Change
G. N.	7/16	7/16	7/16	7/16	.....
Sonotone ..	1⅜	1½	1⅜	1½	+ ¼
Tech.	20¾	21	20½	20⅝	+ ⅜
Univ. Corp.	3¼	3¼	3¼	3¼	+ ⅛

Little Bond Movement

	High	Low	Close	Net Change
Loew 3½s '46.....	99¾	99¾	99¾	.....
Para. B'way 3s '55	59¾	59¾	59¾	—1⅝
Para. Pict. '47....	76½	76½	76½	+2½
W. B. 6s '39......	72½	72½	72½	— ½

(Quotations at close of Sept. 29)

NBC to Fight N. J. Laws on Station Move

Approval by the state of New Jersey is no longer necessary before a radio transmitter may be moved, in view of the fact that the Federal Government now regulates broadcasting, it will be contended by NBC in fighting a New Jersey show cause order.

Permission has been granted by the Federal Communications Commission to transfer the transmitter of W2XDG, one of the NBC ultra high frequency stations, from its present site on the roof of the RCA Building to a location adjoining the WJZ transmitter at Bound Brook, N. J. Despite that, the Public Utilities Commission of New Jersey has ordered the network to appear in Newark Oct. 18 to show cause why the transfer should not be prevented. The commission claims the network failed to comply with a New Jersey law which empowers the body to regulate radio in the state as the F.C.C. does nationally. It is an old statute, originally designed to protect New Jersey listeners from interference of powerful nearby stations.

W2XDG and a sister station, W2XDH, now have their transmitters on the roof of the RCA Building.

Canadian Ministers Will Describe Tasks

Montreal, Sept. 29.—A new series of broadcasts on the Government of Canada in which the Federal ministers will describe the work of their departments will be presented weekly over the national network of Canadian Broadcasting Corp., starting Oct. 23, at 10:30 P. M.

T. A. Crerar, Minister of Mines and Resources, will start the series.

Warners Start Series

Hollywood, Sept. 29.—Warners have inaugurated a new radio series based on dramatizations of its historical short subjects over KFWB and its allied California stations. The air series is titled "Our America." The first was based on "Give Me Liberty," the short which received an Academy Award two years ago.

Brady to Conduct Series

William A. Brady has been engaged by the Manhattan Soap Co. to conduct a series of programs titled "The Little Playhouse Players," opening on WEAF Oct. 5. The program will be broadcast Wednesdays and Fridays from 7:45 to 8 P. M. The program is designed to give an opportunity to young players.

Radio Dial Editor Quits

Cincinnati, Sept. 29.—Jo Funk, associate editor *Radio Dial*, local weekly, listing programs and other information, has resigned.

Doyle Flies to Coast

J. Edward "Dinty" Doyle, radio editor of the *New York Journal and American*, flew to the coast last night for a three-week study of the Hollywood radio situation.

FCC May Halt Renewals for Nine Stations

(*Continued from page 1*)

WKAQ, San Juan, P. R., medicinal programs and sale of time; WJBW, New Orleans, violation of rules; KFOX, Long Beach, Cal., program service, particularly "Hawaiian Dream Lady" and "Basic Science Institute"; KYA, San Francisco, violation of act, violation of rules and program service, particularly "Basic Science Institute"; WNEL, San Juan, P. R., medicinal programs and sale of time, and WCAM, Camden, N. J., management contract.

Seeks FCC Approval Of Station Removal

Washington, Sept. 29.—KGEK, Sterling, Col., has applied to the Federal Communications Commission for authority to move from Sterling to Denver, and to change its hours of operation from specified hours to daytime only.

The commission also received an application from WGST, Atlanta, for increase of night power from 1,000 to 5,000 watts, and an amended application from the Thumb Broadcasting Co., seeking a new station at Sandusky, Mich., asking that the proposed frequency be changed from 1,370 to 880 kilocycles, the power be changed from 100 watts night, 250 watts day, to 1,000 watts, the time of operation be changed from unlimited to day, and the location changed from Sandusky to Brown City, Mich.

FCC to Hear Arguments

Washington, Sept. 29.—The Federal Communications Commission will hear oral argument Nov. 10 on the applications of The Birmingham News Co. for a 590-kilocycle, 1,000-watt station at Birmingham, and KEEN, Seattle, for change of frequency from 1,370 to 1,420 kilocycles, extension of time from sharing to unlimited and increase of day power from 100 to 250 watts; KOY, Phoenix, for change of frequency from 1,390 to 550 kilocycles.

To Air Coast Football

San Francisco, Sept. 29.—For the 13th consecutive year Tide-Water Associated Oil Co. will sponsor exclusive broadcasts of coast college football games. Contracts have been signed to air 78 contests over three networks on the coast—NBC, CBS and Mutual-Don Lee—for coverage in California, Oregon, Washington, Arizona, Nevada and Idaho.

Resume Serial on WDAF

Kansas City, Sept. 29.—"The Air Adventures of Jimmie Allen," which originated over WDAF several years ago, has returned to the station, sponsored by Schulze Baking Co., at 5:15 P. M. daily except Saturday and Sunday.

O'Brien to Substitute

Pat O'Brien will substitute for Sonja Henie on the Al Jolson program of Oct. 4.

CBS Is Proud

Ed Murrow, head of the CBS European staff, yesterday pridefully dispatched the following cable to network headquarters in New York:

***"Cavalcade,* British news weekly, in its current issue states: 'Best information on the European situation for many days past has come from American short-wave stations. Vivid, on-the-spot relays from European capitals plus expert commentaries by students of foreign affairs have kept Americans abreast of events. Fortunate are those Britains who have receivers which bring in CBS broadcasts.'"**

Announcer Contest To Begin on Oct. 3

Washington, Sept. 29.—The fourth annual Radio Announcers' contest, sponsored by the Henry J. Kaufman advertising agency, will begin Oct. 3 and will continue for two weeks to decide the outstanding staff announcer on Washington's four radio stations.

The contest was initiated four years ago by the Kaufman agency as an incentive to commercial staff announcers whose identities are seldom recognized in their routine announcing jobs.

Searchinger to Return

Caeser Searchinger, formerly head of the CBS foreign staff, who resigned last year to engage in free lance work and who was heard in a commentary program over NBC, will return to the microphone for his second series on NBC starting Oct. 14. "The Story Behind the Headline" will be the title of his program, which will be broadcast over the Red Network on Fridays at 10:30 P. M. Mr. Searchinger, now on the Continent, is expected to arrive here Oct. 4.

Powell Is Off Program

Under instructions from his doctor, William Powell will not appear as scheduled in Sunday's inaugural of the "Silver Theatre" on CBS. Instead, Fredric March will be heard. Mr. Powell is convalescing from an operation.

Communists Buy Time

A series of 26 broadcasts over WMCA presenting speakers and candidates for state offices of the Communist Party, has been purchased by the New York State Communist Party.

Bette Davis on Texaco

Max Reinhardt has selected Bette Davis to appear in the opening dramatization on the Texaco "Star Theatre," which begins on CBS Oct. 5. Miss Davis will appear in a dramatization of the play "Alter Ego," adapted for radio by Arch Obeler.

Close Deal with WHN

Gospel Broadcasting Association has closed a 13-week contract with WHN to broadcast a program of evangelical talks Sundays from 9 to 10 P. M., starting Oct. 2. R. H. Alber of Los Angeles is the agency.

▸ *Radio Personals* ◂

QUINCY HOWE, author and editor, has been signed by WOR-Mutual as a special commentator on foreign affairs. . . . Decca Records will issue a special album presenting the recordings of Vincente Gomez, NBC guitarist. . . . Nan Wynn will make a guest appearance on Major Bowes' Capitol Family program over CBS Sunday. Miss Wynn is currently featured at the Glass Hat in the Belmont Plaza Hotel.

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Pittsburgh

Kenny Walker, a singer from Indiana, Pa., has joined Bernie Armstrong's "Time Out for Fun" show on KDKA. . . . Jack Hollister, sports announcer at KDKA, will assist in promoting professional boxing at Johnny Harris' Duquesne Garden this winter. WCAE received 15,000 requests for tickets to Kay Kyser's broadcast from Pittsburgh and could take care of less than 500. . . . Joe Villella and Lee Sellers have hooked up for a new commercial on KQV. . . . Sherman D. Gregory, KDKA's new chief, is that station's seventh manager in as many years. . . . Tom Wilmot, who did scripts for Joe Penner a couple of years ago, has had his first play, "And Niobe Wept," accepted for production by the Pittsburgh Playhouse this season.

CBS Adds 3 Sponsors

CBS has added three new sponsors for its Pacific Coast network. California Growers will participate in the Fletcher Wiley series, through the Long Advertising Service. On Oct. 16 the S. & W. Fine Foods Co. will sponsor the "I Want a Divorce" series over the Pacific Coast network plus KSL, Salt Lake City, and on the same day Cardinet Candy Co. will take over "Night Editor" on the network plus KLZ, Denver.

To Head "Avalon" Band

Phil Davis, WLW ochestra leader, has been selected as the bandleader on "Avalon Time," new weekly half-hour variety show which makes its debut Oct. 1 at 7 P. M. over the NBC-Red network. Others in the program will be the Andrews Sisters, Red Foley, Kitty O'Neil and the Rhythm Singers.

New Nestle Show Ready

"Quite By Accident," a new program for the Nestle Chocolate Co., will begin Oct. 4 over WEAF, New York and WMAQ, Chicago, from 7:30 to 8 P. M. It will be a dramatic show portraying the manner in which people's lives have been changed by accident.

Franklin to Hollywood

Calvin Franklin, officer of Columbia Concerts Corp., will leave for the coast today, where he will spend a month in the Hollywood offices and in other coast cities.

Lombardo Succeeds King

Guy Lombardo's orchestra will return to CBS Oct. 10, when that unit succeeds Wayne King's in the "Lady Esther" series.

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